

Sun™ and SAP

Helping Build More Efficient and Effective Telecommunication Solutions



Delivering Robust, Scalable, Cost-Effective Telecommunication Solutions

Highlights

- Powerful, industry-leading hardware and software designed for telecommunications company needs
- Robust, highly adaptable solution supports rapidly changing telecommunications markets
- Builds on core strengths of mySAP Business Suite, tailored to specific demands of the telecommunications industry
- Leverages Sun's Telecom Service Delivery Network to enable rapid delivery of new and innovative services
- Facilitates the adoption of industry best practices
- Increases return on investment, average return per unit
- Accelerates service delivery
- Reduces complexity
- Helps telecommunications companies build virtual communities of employees, suppliers, customers, and partners

Today, telecommunications companies face intense competition due to deregulation. At the same time, they are looking for ways to take advantage of technology and offer innovative services to new and existing customers at lower cost. Addressing these diverse constraints requires nimble software and a robust, flexible, scalable, and cost-effective infrastructure that can readily adapt to ever-changing market demands. The combined solutions from Sun™ and SAP provide powerful hardware and software that work together to address these concerns and support the specific standards, processes, and challenges of the telecommunications industry.

The Sun and SAP Offering

The Sun and SAP offering consists of the SAP for Telecommunications portfolio of products running on Sun systems enhanced with Sun's innovative Telecom Service Delivery Framework. This powerful, cost-effective solution can help you manage relationships with customers, partners, and suppliers, and implement streamlined, more effective business processes. In addition, you can give your employees real-time access to data across the organization, allowing them to optimize interactions with customers, dealers, or anyone touched by your business.

SAP for Telecommunications

Leveraging SAP general business expertise and applying industry-specific knowledge, SAP for Telecommunications builds on the core strengths of the mySAP Business Suite. Tailored with the unique needs of telecommunications companies in mind, this software suite can implement a tightly-networked community both outside and within the company, fostering greater collaboration, customer satisfaction and increased sales. Within this community, billing and customer service staff benefit from real-time access to customer data. Dealer relationships can be managed more efficiently to strengthen indirect sales channels, and processes can be streamlined to enhance the supply chain and reduce costs.

This portfolio of tools can help maximize revenue streams for fixed or mobile communications services, or Internet and application service provisioning. By utilizing the entire software suite, organizations gain the flexibility to easily integrate, and quickly implement, end-to-end solutions and achieve a rapid return on investment.

Sun's Telecom Service Delivery Framework

Sun's Telecom Service Delivery Framework is designed to help network equipment providers, carriers, and service providers quickly deliver innovative services like messaging, m-Commerce, location-based services, games, and pictures to consumers and enterprises more profitably. With this framework, Sun is redefining the economics of convergent computing by extending its vision for access at any time, anywhere, on any device.

Based on Java™ Technology

The Telecom Service Delivery Framework is fueled by powerful Java™ technology, a portfolio of products based on the power of networks and the idea that the same software should run on many different kinds of systems and devices. A Java technology-based solution can provide a comprehensive service delivery platform, enabling companies to fully utilize existing heterogeneous systems, and cut operational costs. Testimony to the popularity of Java technology is its prevalence — the Java platform is now embedded in over 500 million handsets. Today, Java technology is rapidly becoming the foundation of choice for building cost-effective, next-generation services infrastructures.

Putting the Sun and SAP Solution to Work

Many telecom companies are already harnessing the power of a Sun and SAP telecom solution to become leaner, more responsive to customers, and to enhance their bottom line:

- A major Australian telecommunications company is migrating their SAP landscape to Sun Fire™ E25K servers, reducing their current infrastructure from more than 60 servers to fewer than five. This move is expected to save substantial operating costs and position them to easily embrace new applications and service offerings.
- Mobilcom, a leading German mobile telecommunications company, is implementing their entire SAP infrastructure on Sun. The implementation phase is being augmented with client and managed services from Sun to ensure employee training and ERP system availability. By proposing a joint infrastructure that implements system architectures both in-house and at customer sites, Sun eliminated outsourcing solutions and provided a flexible, cost-efficient virtual community between the telecommunication company and its clients.
- Deutsche Telekom, a major European telecommunications company with 95 percent market share, was able to halve its development and operating costs and achieve performance gains of a factor of six by consolidating onto Sun servers. This consolidation, handling 40 million fixed line customers, has left enough capacity for the company to plan the addition of its premium billing services and incoming order

management portal applications to the new system.

- A large mobile telecommunications company has realized a price-to-performance level previously unmatched by their old ERP system. All the functional areas at the company that utilize the SAP on Sun solution are seeing significant cost savings and increased productivity.

Sun and SAP — A Powerful Combination

Sun and SAP are working together to offer innovative new ways of delivering products and services that help create more effective business environments. With decades of experience, SAP provides industry-leading solutions that can serve as a springboard for adopting best practices and building business systems that support real world demands. With proven expertise, a long track record of product and service excellence, and a close working relationship with SAP, Sun delivers the infrastructure components needed to help organizations keep pace with changing market environments. Customers can turn to Sun's Telecom Services Delivery framework to help create an architecture for deploying the SAP for Telecommunications portfolio and derive more business value from SAP applications on Sun systems.

Learn More

To learn how your company can achieve similar results, contact your local Sun sales representative or authorized reseller, or visit www.sun.com/telco to find out more.