

# SYNWAY HELPS THE BIGGEST TELECOM OPERATOR IN INDIA TO TAKE HARDWARE AWAY FROM LEGACY SYSTEM

Synway  
Case Study



## Customer background analysis and challenges:

Bharti Airtel is India's biggest telecom operator and also a very important multinational telecommunication operator in the fast developing world. Its telecommunication networks are distributed in more than 20 countries with more than 300 million subscribers.

Airtel is always famous for its high quality service, but, with rapid development of global VoIP communication business of Airtel, telecom operation and hyper-competition have created huge pressure on its IVR system. Airtel faced big challenges in recent years to provide the best service, reduce operational cost and simplify operation. But legacy customer service system supported by IVR cannot fully meet the needs of its business development in scalability, stability and response efficiency. Their difficulties lie primarily in:

- cost disadvantage for hardware adoption and high power consumption
- limited speech processing ability and scalability, low flexibility of existing systems
- long development cycle as well as higher human cost and time cost for upgrading legacy existing system
- lack of flexibility which cannot be promptly improved according to market demands
- low flexibility and limited scalability to handle a large number of incoming calls from users

## Solution:

For these reasons, Airtel decided to change its legacy system, using SynHMP.

SynHMP can be authorized through USB KEY according to the number of channels. Each USB KEY has a unique serial number. It supports a variety of IP voice codec formats: G.711 A-Law, G.711  $\mu$ -Law and G.729. SynHMP can be used together with various series communication products of Synway in the same IP environment, with the unified API, configuration items and event interface, to get more powerful ability of building high-processing systems. HMP Client adopts distributed structure design so it can be deployed on the any server (different from HMP Server). There are two modes of active and passive connection for HMP Client. Multiple clients can be connected to a HMP Server; Expandability can be achieved for module software design.

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SynHMP is an ideal product to develop media server in structured network. In pure IP environment, neither physical inventory nor on-site installation is required for SynHMP. SynHMP can run in TDM environment too (as long as TDM access can be achieved through any Synway or a third-party equipment)

SynHMP, as software engine of a core voice module, runs in real time with higher-priority. During initialization, SynHMP will initialize all resources to be configured and will be periodically activated by an external high priority interrupt. With this technology, SynHMP can use CPU cycles with higher-priority and will not be interfered or interrupted by user mode application even if CPU utilization is 100%.

It is important that, with SynHMP software, developers can concentrate on the development of new communication application systems after this software is installed. The cost and deployment hurdles of media processing server, therefore, are greatly reduced. After initial investment in system development, software developers just focus on development/test and increases the flexibility for media processing. The cost is reduced along with Internet and system integration.

SynHMP can support 2400 channels of IVR or UC applications. But in practical applications, users may need various applications besides IVR, including fax and conferencing etc., it can basically achieve up to 1920 channels. At the same time, SynHMP can leave 50% of CPU resources to handle a wide variety of applications. SynHMP is undoubtedly the technology to change the whole environment of VoIP communication system. It will bring a great innovation to media processing mode in the field of telecommunications as well as become the preferred choice of system integrators and developers.

## Results:

1. higher-priority to use CPU cycles for ensuring that the system has telecommunication-grade stability
2. very simple and effortless deployment to shorten development cycle and save investment cost
3. Quick and easy establishment for large capacity call center based on VoIP
4. Homegrown inherited intelligent SynCTI driver development platform to realize stronger multimedia processing ability
5. software distributed architecture for more convenient expansion and expandability

[www.synway.net](http://www.synway.net)

## Connect Synway



As a major manufacturer and supplier of communication products and solutions, Synway specializes in providing superior Multimedia Gateway, Integrated Multimedia Switch, Telephony Hardware in use for Telecom communications. Since 1995, over 3,000 service providers, software developers and system integrators have deployed Synway's offerings to deliver a broad range of TDM and VoIP-based applications worldwide, including Unified Communications, SIP Trunking, Call Center, Mobile VAS, Faxing, Conferencing, Call Recording as well as Asterisk-based Open Source Applications. With dedicated teammates and well-known premium services, Synway makes consistent efforts to deliver partners with a variety of customizable, high-performance and cost effective voice communications products.

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