Customer Profile

Beijing Netcom is a branch of China Netcom, a leading provider of fixed-line, broadband and internet services and business and data communications. China Netcom operates a network which provides extensive coverage in China and connectivity to over 10 countries and regions in Asia-Pacific. The advanced network plays a key part in the introduction of next generation technology in the region and supports a wide range of end-to-end fixed-line telecommunications services. The operator’s position as partner in the 2008 Olympic Games has solidified its reputation as a leading player in the Chinese telecommunications market.

Website: www.china-netcom.com

WINNING SUPPORT

Beijing Netcom teamed up with Ericsson to support internal communications during the 2008 Olympic Games

Ericsson’s IMS-based multimedia solution delivered converged technology for the first time in Olympic history, showcasing Beijing Netcom’s vision and commitment to providing innovative services.

As the exclusive fixed-line telecommunication partner for the 2008 Olympic Games, Beijing Netcom was dedicated to hosting a high-impact digital experience. A total of 48 venues were involved in the games, across the key cities of Beijing, Shanghai, Shenyang, Tianjin, Qinghuangdao,
Qingdao and Hong Kong. Creating a bespoke and state-of-the-art communication solution to cover all areas was a huge challenge. To assist, Beijing Netcom selected an IMS-based Command Supporting System (CSS) from Ericsson.

Beijing Netcom had already signed an agreement with Ericsson in 2007 for the development of the first IMS network in China. This laid the foundations for the advanced applications which were rolled out during the run up to the games. Zhan Ruo Tao, Director of Technology, Beijing Netcom explains why Ericsson was the natural choice of partner: “Ericsson has supported our progress for more than two decades. When we approached them to discuss the games several years ago, they gave us the benefit of their experience at the Sydney and Athens Olympics and this has been invaluable throughout the project. Ericsson has played a very important role and we believe that our cooperation has a very bright future.”

The CSS is a tailored package consisting of a number of solutions and products to support Beijing Netcom’s operations and management staff. Consisting of six main features; multimedia conference, call center, group address book, simultaneous ringing, presence and document sharer, the CSS meets the operator’s unique service demands. Ericsson’s Systems Integration expertise was vital as new functionalities needed to integrate with existing systems and work through a common, easy-to-use interface. Taking on the role of Prime Integrator, Ericsson worked with global and local partners as well as maintaining a constant dialog with Beijing Netcom. The close working relationships meant that all parties were always working toward the same goal, an important factor with the deadline of the opening ceremony looming. The resulting CSS enables the convergence of data, speech and video over an IMS-based infrastructure. Services such as voice, data, audio and video can be coordinated and managed quickly and efficiently, resulting in a more diverse and complete communications experience. This is the first time that Beijing Netcom has introduced video communication into its daily operations and it has altered the perception of many users, who now see video as a means of everyday communication.

Partnering with Ericsson undoubtedly helped Beijing Netcom to prepare for the Olympics and the solution has created a countrywide network which will benefit the operator for years to come. Frank Xu Wang, Sales Director, Ericsson explains: “In a country where most operators focus on TDM, this solution places Beijing Netcom in a strong position. They have provided multimedia services to their customers for some time but this is really the first time they have used this functionality themselves and that’s great experience for a multimedia future.”

Zhan Ruo Tao, Director of Technology, Beijing Netcom

“Ericsson has played a very important role and we believe that our cooperation has a very bright future.”

Overview
Customer: Beijing Netcom, China
Customer Objective
- Increase network efficiency in time for the Olympic Games
- Support the provision of value added services
- Enhance the communication experience
Ericsson Solution
- IMS solution
- Command Supporting System
- Prime Integrator
- Systems Integration
Customer Benefits
- Recognition as a successful partner in the Olympic Games
- Experience in supporting large-scale events
- Future-proof technology in place.

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