

hp success story



hp opencall enables  
new business for leading  
Greek telco company

Intracom is the largest manufacturer of telecommunication equipment and information systems in Greece. It designs, develops, manufactures and supports hardware and software systems for advanced telecommunications, electronics and data processing applications in many fields. These include public telco networks and payphone systems, integrated business networks, digital satellite applications, Internet, energy management and defence systems.

In addition to its home market, where it operates in both the public and private sectors, Intracom has, using corporate alliances and acquisitions, developed a significant international presence in more than 40 countries across Europe, the Middle East, Africa, Asia, and the Americas.

#### **new growth potential**

For Intracom, sustaining its growth in the fast-moving telecom market depends on continually improving and widening the range of services

that it offers to customers. Recently this has involved the addition of value-added services, a breakthrough made possible thanks to Hewlett-Packard's Opencall – a suite of comprehensive, carrier-grade platforms for developing and deploying next-generation voice, data and converged services.

"Intracom has understood the strong business potentials in the area of Value Added Services for both traditional and over IP voice networks and has invested a lot in this promising area," explains Andreas Katsaros, Intracom's value-added services department manager. "We evaluated different platforms and decided to work with HP, not only because we have had a very good collaboration with HP Greece for ten years, but also because HP Opencall provided us with just what we wanted. It is a Telco grade platform that is highly available, expandable and flexible enough to be adapted to meet the specific needs of particular operators. The rendering of reliable support services not only locally but worldwide, played a very important role in our decision."

Using HP's user friendly Service Creation Environment and a team of highly skilled telecom and IT professionals, made it possible for Intracom to develop in a short time,

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*Andreas Katsaros, value added services department manager, Intracom*

attractive services such as FreePhone, Televoiting, Prepaid, Number Portability, Premium Rate which aim to increase traffic and revenues of telecom operators.

### **comprehensive offering**

From the outset, Intracom decided that rather than enter this market with a single value-added service, it would offer its customers a full range of products. The innovation started with PSTN, PLMN and VoIP networks, using HP's high flexible, telco-grade Opencall Intelligent Networks service platform (OC INP) and Opencall Multiservice Controller (OC MC). To complete its service offering, Intracom then decided to develop an IVR (Interactive Voice Response) solution on top of the HP Opencall INservice platform with the help of HP telecom research facilities in Grenoble, France.

### **early success**

Already, just a few months after adopting HP Opencall, Intracom has sold its first application to Greece's largest fixed network operator, the state-owned Hellenic Telecommunications Organisation (OTE), with six million customers. This particular application uses the OCIN platform to control a bank of modems that are used by ISPs. The system is due to be installed later this year.

Intracom is also about to embark on a pilot scheme with an operator, which mainly operates VoIP networks. This involves delivering prepaid and VPN (Virtual Private Network) services.

"We see a lot of potential in the value-added services area," added Katsaros. "Being able to include value-added services has made our offering much more attractive to our customers and using HP Opencall also allows us to offer our customers a lot of other

### **challenge**

- **Leading Greek telco systems provider Intracom needs to stay ahead in its fast moving market**
- **This means that it must constantly re-evaluate its offerings to customers**
- **As part of this evaluation, it saw that there was good potential for new business in providing value-added services**

### **solution**

- **Following an evaluation of hp and other platforms, Intracom chose the hp Opencall software suite of carrier grade platforms that support voice and data convergence**
- **It started with PSTN, PLMN and VoIP networks, using hp's high availability telco-grade OCIN (Opencall Intelligent Network) and OCMC (Opencall Multiservice Controller) platforms**
- **Intracom then decided to develop an IVR (Interactive Voice Response) on top of the hp OCIN platform with the help of hp's telecom research facilities in Grenoble**

### **results**

- **Although it is still early days, Intracom has already sold its first application to Greece's biggest fixed network operator, the state-owned OCE company which has six million users**
- **It is also to enter into a pilot scheme with an operator which mainly operates VoIP networks**
- **hp Opencall is helping Intracom realise the business potential of offering value-added service to its customers**

### **why hp?**

- **Intracom already had a ten year association and strong relationship with hp**
- **hp Opencall offered just what Intracom was seeking – a Telco grade platform that is highly available, expandable and flexible**
- **Also important to Intracom were hp's support services, not only in Greece but internationally**

services on top. We have also been very satisfied with the co-operation and support we get not only from HP Greece, but also from HP's organization in general."

For more information on how working with Hewlett-Packard can benefit you, please contact your local HP sales representative or reseller, or visit:  
**<http://www.hp.com>**

#### **customer at a glance:**



**industry sector:** Telecommunications systems provider

**name:** Intracom

**headquarters:** Athens, Greece

**founded:** 1977

**telephone:** +30 10 6674797

**number of employees:** 4,150

**2001 revenue:** €770 million

**URL:** [www.intracom.gr](http://www.intracom.gr)

#### **technology highlights:**

- **hp Opencall software suite including OCMC (Opencall Multiservice Controller) and OCIN (Opencall Intelligent Network)**
- **IVR (Interactive Voice Response) built on top of hp OCIN with the help of hp's telecom labs in Grenoble**

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