



The new way to communicate with your customers

Telecom companies are forced to adapt to a new reality –seamless integration for different devices, new virtual operators and app developers, strict regulations, cost restrictions imposed by the Board...- by changing the way they enter the market. Today, they need to be able to offer broader integration with owned services and third-party services that can be deployed in weeks or even days rather than the usual months or years. And this is something that only a cloud environment will enable you achieve.

So the future lies in **providing smart, integrated and adaptive communications** that allow users to choose what's best for them.

And only Unisys can help you make your clients' communications truly smart, integrated and adaptive with its **Smart Messaging Platform** and help voice services regain their presence and become big players in the broader message market. Both for mobile lines and landlines so that your clients get:

- An advanced customer experience.
- New functionalities deployed quickly and safely.
- Full scalability that fits the business needs.
- The stability required by the strictest quality standards.
- Simple management tools.
- And, especially, a dramatic reduction of TCO thanks to:
 - Consolidation through cloud deployment.
 - Lower cost of software by using Open Source apps that enable consolidation between subsidiaries.
 - Fewer customer-specific developments.
 - Shorter time-to-implementation thanks to modern DevOps tools.

You have a challenge

Adjust the organisation's infrastructures to innovative architectures that other industries are already using, namely:

- To move your organization to a common cloud-based infrastructure without compromising the level of service.
- To migrate from legacy and heterogeneous environments to a common cloud ecosystem.
- And finally, to bring back innovation to the industry.

We have the solution

With **Unisys Smart Messaging solutions** you will be in the vanguard of technology and offer cloud-based and adaptive communications that will make the most of your own services and third-party services on line consistently and with an extremely high level of scalability, stability, management and cost control.

“Offer adaptive communications and let users choose what's more convenient for them at the time”

A cloud-based ecosystem to make the most of Smart Communications

The Unisys Smart Messaging Platform is based on cloud microservices and a Kubernetes architecture that can connect and integrate different capabilities and functionalities, whether owned -contact list, voicemail, cloud services- or third parties' -social media, virtual assistants, instant messaging, etc.- in a very fast, simple and cost-efficient way.

Some of the most important benefits of using microservices and Kubernetes containers are:

- Isolating failures: when a service fails it is isolated while all other services continue to run smoothly.
- Better scalability to adjust to occasional business needs.
- Suitable tools to deploy the ideal services.
- Independent deployments for each service.
- High availability of services.

Additionally, Unisys proposes the **Unisys Cluster Manager** to install and manage Kubernetes clusters on any infrastructure through a centralised management, Active Directory authentication and integration with LDAP and SAML. Also, the cluster sends warnings with its advanced monitoring systems and provides Backup and Disaster Recovery (BDR).

How does the Smart Messaging Platform work?

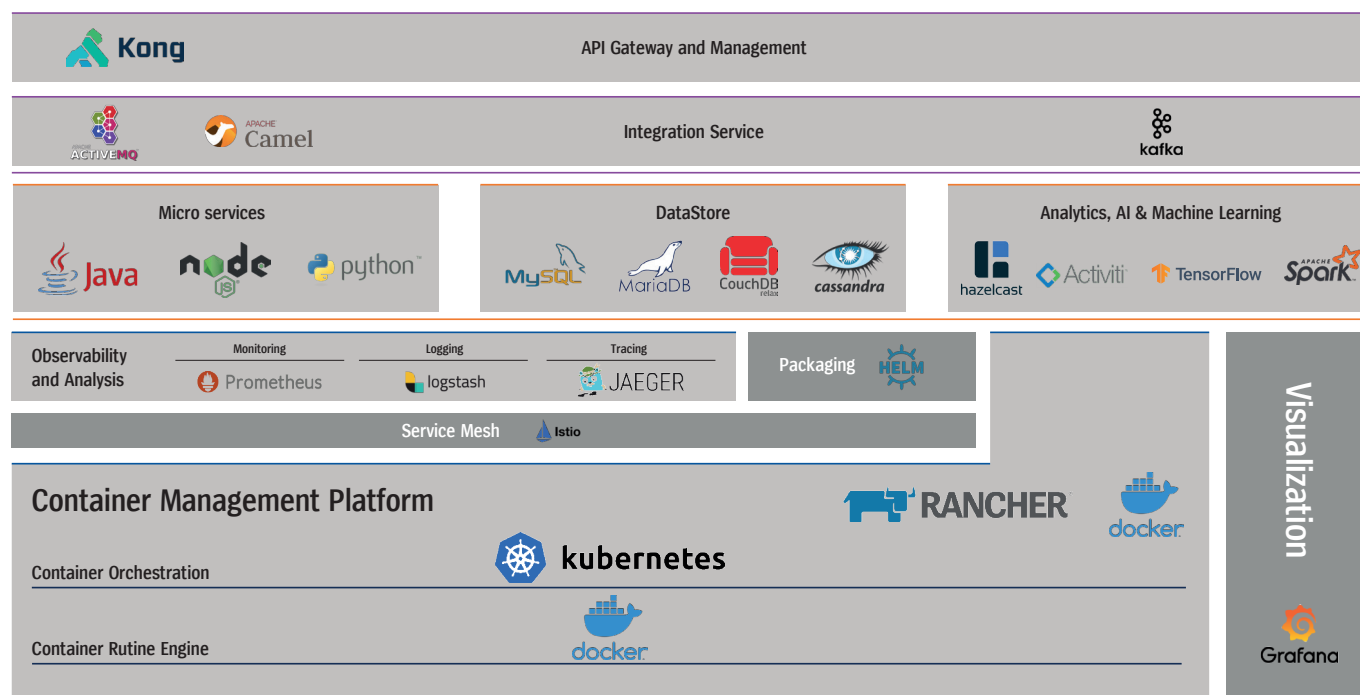
The Smart Messaging Platform core is entirely **open source** and based on the industry's leading tools. It consists of a Service Integration Layer built on the Kafka **high-performance and low-latency** platform with the addition of the Message Queue, Service Broker and streaming services. Surrounding the Integration Layer, and orchestrated by Kubernetes, are the microservices provided by Unisys, Prometheus and Grafana, the best-of-breed in the industry that provide huge **flexibility** to the system and enable the **deployment of new services in any language**, including Java, Python or NodeJS.

With Rancher and Kubernetes, the smallest, easiest way to run containers in production, we control the containers that keep the operating system running while starting the necessary containers without interfering with the system. Meanwhile, with Prometheus and Grafana, you will be able to **monitor all the data stored on the containers and check, view, warn and understand the data regardless of where they're stored**, whether on the cloud or on-premise.

On the other hand, the rules engine Activiti is key to create **BPMN workflows** that can be set flexibly and make it easier to **automate DMN decisions**. APIs are managed with Kong, the industry's most efficient, scalable and flexible API platform.

The sophisticated layer of data management, based on MariaDB, CouchDB, Hazelcast and Elastic Search, adds a **higher level of intelligence to data analytics** in order to conduct broader searches before deciding which new services should be deployed. Lastly, analytics are run with TensorFlow to make machine learning easier through sets of tasks.

Smart Messaging Platform Technology Stack



With the **Unisys Smart Messaging Platform**, your clients can improve their experience and preserve their customer loyalty while you deploy innovative and flexible services whilst keeping strict quality standards and cutting down the TCO. Planning for the future, the Board's first concern is the capex and the cost of migrating systems and integrating with legacy systems, especially in an industry where each operator has millions of clients and must offer a seamless 24x7 service.



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