Unisys Voicemail Services: innovation lies on what you already have

The communications industry is an extremely competitive market. Service providers not only have to fight each other to win over the same customers; they now have to fight the New Economy operators, namely Google, Amazon or Apple, who offer services at no cost or a much lower cost, and free of the regulations imposed on traditional organisations.

The question today for the traditional telecom operator is

"How can I keep offering value-added services to my customers, increasing my turnover and reducing costs?"

Unisys has the answer. And you'll be surprised to hear that you don't always have to be bang up-to-date, you simply have to make the most of the services you already offer, like, for example, voicemail services.

We can help you take a step further to change the paradigm. And all you need to do is:

Transfer the services you already offer to an **innovative cloud environment**.
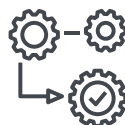
Become more agile by **simplifying the the management of these services** and the IT environment that supports them.

Be able to **cater for a variable-demand model** or **to offer new features** —owned or third parties'- as clients' need.

All these enable you to have the ability of adding new features seamlessly in hours and streamiline your infrastructure management in order to increase revenue and reduce the total cost of operating the existing services.

THE CHALLENGE

The traditional service providers are burdened with the cost of maintaining legacy equipment, running on dedicated servers in on-premise data centres, while the new operators have developed their business in a shared cloud environment where you just pay for what you use.

Voicemail, as an example, runs on servers that are fully utilised only during a few peak hours of the day, namely business hours. Yet the costs associated with the service cover full 24x7 capacity.

As consumer behaviour continues to rapidly change, **there is an urgent need for the telecommunications service providers to transfer their services to an agile cloud-based environment**, where changes can be made quickly and that are more suitable for a model in which demand evolves continually.

And here comes the challenge: **a seamless integration between on-premise legacy systems and cloud-based infrastructures is key for the business**. And, of course, we cannot forget the cost restrictions imposed by the Board.

THE SOLUTION

Unisys has been a leading provider of value-added services for over thirty years.

The Unisys Voicemail Service is a mature product which has evolved into the innovative Unisys Smart Messaging Platform (SMP). This platform is designed to run any **public or private cloud and makes full use of the flexibility offered by a scalable infrastructure**.

Furthermore, it enables seamless integration of all the network services even with features provided by other cloud providers, including Google and Amazon.

Operators can take advantage of **dramatic savings** in their operating costs by transferring services, such as voicemail, to a **centralised and shared cloud environment**. Running the service on cloud architectures also enables operators to **become more agile** when adding smart features and transform the way that the consumers perceive voicemail, thanks to quicker response times, easier infrastructure management andan enhanced user experience.

With the Unisys Smart Messaging Platform, service providers are able to dramatically reduce costs by:

- **Consolidating** the voicemail service **from multiple operating companies to one central location**, thus eliminating the use of various scattered data centres and infrastructures.
- **Implementing a pay-as-you-use model** that enables you to use only the infrastructure you need when you need it.
- Reducing the time of **addition of new services and features** from months to days, hours or even seconds and improve client engagement and loyalty.

Connectivity is at the core of the digital society we live in and, even if the telecom industry has experienced a huge evolution in the past years, only Unisys, with over 30 years in the telecom industry serving leading service providers for different projects, like Telefonica Group, Orange and BT among many others, who manage over 200 million subscribers worldwide, can help you hold your position as leader of an increasingly competitive market.

Telecommunications service providers have a challenge:

Service providers need to fight to offer appealing and cutting-edge voice services to customers while reducing operational costs and boosting revenues with simpler infrastructures.

Besides, they need to help transform their client's infrastructure into a cloud environment without compromising the quality of service and orchestrate legacy systems with agile technologies and applications to regain a presence in the industry.

For more information visit www.unisys.com