

Newsbriefs

Nortel Technology Award of Excellence program recognizes achievements of two Nortel teams

In its most recent Technology Award of Excellence announcement, Nortel recognized the innovations of its Provider Backbone Transport (PBT) and Session Initiation Protocol (SIP) Multimedia Contact Center teams. The awards are presented semi-annually to individuals and small teams that deliver clear customer value, exhibit exemplary behaviors, and contribute to Nortel's overall industry leadership.

PBT team

PBT offers providers a simple, cost-effective, and scalable evolution strategy – based on widely accepted Ethernet technology – that will enable them to support the growing demand for high-bandwidth video and data services in their metropolitan networks. Recently, British Telecom selected a PBT-enabled Metro Ethernet Network solution – a

dramatic endorsement of the technology direction we've taken with PBT.

PBT addresses carrier customer concerns about the complexity and cost of using Multiprotocol Label Switching (MPLS) for metropolitan networks. By disabling unwanted Ethernet behaviors, the team provided a network solution that can be engineered and managed to carrier-grade demands, while preserving the cost and operational advantages of the underlying Ethernet technology.

Using PBT, providers can create point-to-point Ethernet tunnels and specify the path or paths that traffic will take across their Ethernet metro environments. The network management system reserves the appropriate bandwidth and supports the provisioned quality of service (QoS) metrics, which guarantees that service level agreements (SLAs) will be met. PBT also delivers

50-millisecond (ms) protection, matching the benchmarks set by existing SONET/ SDH networks.

Providers can also monitor the performance and throughput of the PBT paths and can achieve carrier-grade failover times by leveraging Carrier Ethernet OAM standards (IEEE 802.1ag) that provide fault notifications in milliseconds.

Because the tunnel or transport layer can be “abstracted” from the service layer, PBT is service-agnostic, meaning it can be used to deliver any service type, including not only Ethernet services but also MPLS-based services (such as MPLS pseudowires), or more generically, any type of traffic, whether voice, video, or data. (For more on PBT, see the *Nortel Technical Journal*, Issue 4, page 25.)



Provider Backbone Transport (PBT) team: From left to right, Nigel Bragg, Simon Parry, Robert Friskey, and Dave Allan

SIP Multimedia Contact Center team

This team completely redesigned the traditional call center to provide a breakthrough experience for customers, enabling them to interact with agents in multiple ways, all within a single session. For example, customers can begin the interaction with one means of communication (e.g., voice), then change to another (e.g., video), then to another (e.g., instant messaging) within the same session.

With this redesign, Nortel's SIP Contact Center 6.0 solution handles new media types, including video and instant messaging, and enables new customer touchpoints, including 3G video-enabled handsets and public-access clients, including Yahoo, Google, and MSN Messenger. When used in conjunction with Nortel's Multimedia

Communication Server 5100, it supports presence and media-adaptive collaboration services, including file sharing and web push.

This new contact center application also enables customers waiting for an available agent to access a company website and be automatically pushed a web page that references the information they need. Also, once customers are speaking with an agent, expert advice is not limited to one agent – a virtual team of knowledge experts can collaborate via phone, web, email, chat line, instant messaging, or video.

To deliver this innovation, the team took each individual feature provided by traditional contact centers and redeveloped it based on SIP and Service-Oriented Architecture (SOA) frameworks. SIP is the first protocol designed to support multimedia communications

across any device, and SOA provides a framework for defining and delivering applications in a very modular and distributed way, making it possible to mix and match modules to quickly create new services. (For more on SOA, see page 20.)

Nortel's SIP Contact Center 6.0 solution uses industry-standard SIP interfaces, simplifying solution deployment and enabling true integration within a multivendor SIP architecture, allowing contact centers to take advantage of Nortel's call center offerings even if they have other vendors' equipment in their infrastructure. ■



SIP Multimedia Contact Center team: From left to right, Sinead Bourke, Rory McGuinn, Eoin Mooney, Diarmuid Leonard, and Robin Power.