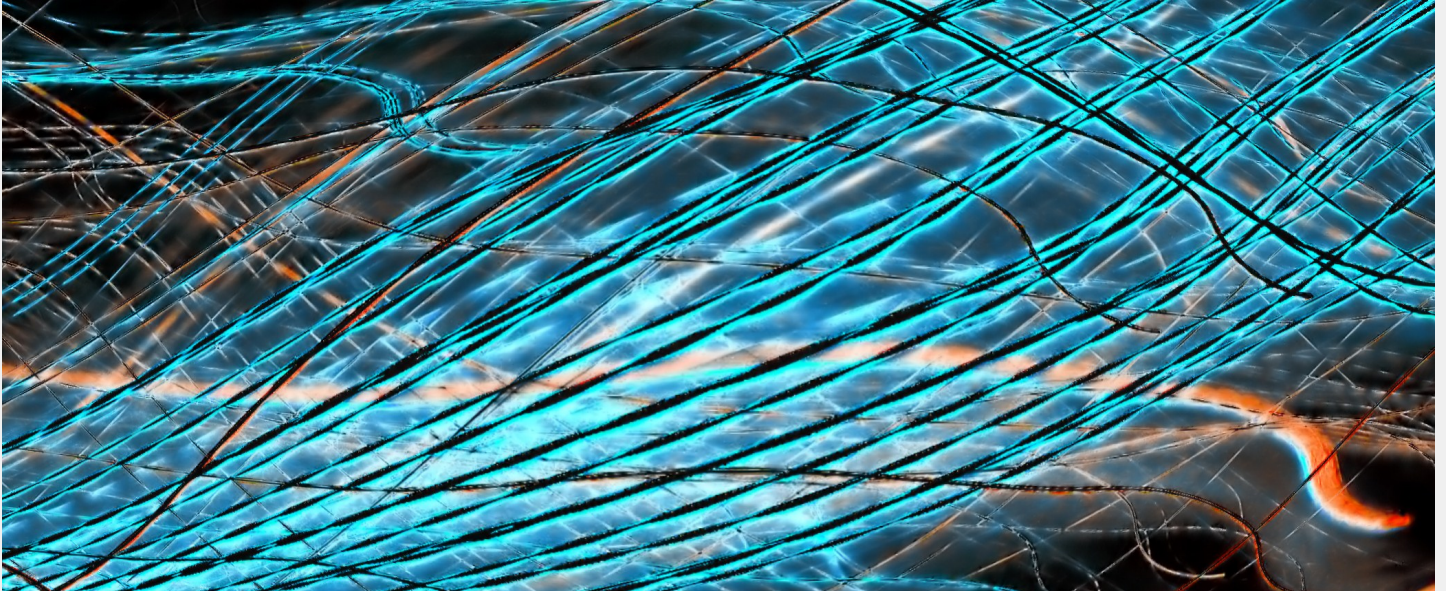


## Cable & Wireless – Traffic Management



### About Cable & Wireless

Cable & Wireless Worldwide is a global telecoms company providing a wide range of high-quality managed voice, data, hosting and IP-based services and applications to large multinational companies, governments, carrier customers and resellers across the UK, Asia Pacific, India, Middle East & Africa, Continental Europe and North America. Established in the 1860s, Cable & Wireless Worldwide helps more than 6,000 organisations deliver their goals. Their vision is to be the first choice for mission critical communications.

Cable & Wireless owns the UK's biggest fibre network dedicated to business users of telecommunications and has an international cable network spanning approximately 425,000km in length.

### The Challenge

Managing a large public telephony network with a diversity of switch types can be a challenge under normal circumstances. In an emergency this task can become daunting: national or local traffic volumes increase dramatically, causing congestion and loss of service. Under these circumstances priority must be given to emergency and governmental agencies.

In order to protect the network, operators need to block phone calls to the area affected by the emergency. This is done by implementing a process called call gapping to selectively block incoming traffic to the switches associated with the local emergency services. Call gapping therefore ensures that these switches will not be overloaded, hence protecting the local network.

Call gapping changes need to be made rapidly on a large number of diverse equipment, often with completely different command sets, and the changes must be constantly monitored and adjusted as the situation changes. The customer's previous home-grown scripting environment simply did not give them the required level of real time control and visibility.

### In Brief

#### Industry

- Global Telecommunications

#### Challenge

- Management of very high call volumes in a disaster
- Enabling the network to support emergency services
- Flexible and quick response to changing demands
- Control of the network

#### Solution

- Cortex – Automated call gapping

#### Benefits

- Ensures network is available for emergency services
- Very complex process managed by 'unskilled' operators
- Enables operations to focus on the dynamics of a 'situation'
- Simplified the delivery of call gapping

## The Solution

As part of the Cortex traffic management platform deployed for Cable & Wireless UK's national voice network, Cortex implemented IT Process Automation (ITPA) to perform an extensive range of fully automated dynamically adjustable call gapping functions.

The call gapping ITPA module gave C&W the ability to implement and manage Telephony Preference Schemes (TPS) via a lightweight GUI to control the ITPA activities, which in turn implement call gapping commands directly on the network switches.

As soon as a TPS event occurs the operator simply opens the GUI and enters the first few digits of the telephone number in the affected area. ITPA automation then queries local databases to identify which switches in the network provide service to lines in the affected area (target switches) as well as all feeder switches connecting to the target switches. The user is then presented with a dynamic display of switch interconnections (trunks) including their current loadings.

The user can then select the percentage call rejection (gapping) to be applied to all the feeder switches. ITPA sequences will immediately and automatically implement these measures by connecting to the affected switches and performing the necessary instructions. These settings can be adjusted in real time across any desired switches as the dynamics of network loading change.

All actions are continuously logged and on conclusion of any TPS event the measures can be deactivated with a few mouse clicks.

## Innovise ESM

Innovise ESM works with IT organisations to improve their ability to innovate and respond to the changing needs of the business. Whether the challenge is reducing costs, corporate governance, taking on new services or consolidating infrastructures, Innovise ESM provides the impartial advice, expert skills and the service management technology to enable IT organisations to manage continuous change.

Innovise ESM offerings include:

- ITIL Service Management Consulting
- Enterprise IT Management Solutions
- Network Management Solutions
- Process Orchestration
- Training Solutions
- Technical Support Services

## The Benefits

The automation forms part of the vital public service which telephony must provide during emergencies. The solution simplifies what is a complex activity even under normal operating conditions. It enables relatively unskilled users to be confident of managing these situations, by ensuring that the correct switches and associated trunks are automatically identified, and that all command actions are implemented rapidly, accurately, and automatically on the network switches.

GUI integration provides operators with real time status displays and enables them to focus on managing and responding to the dynamics of the situation. It removes the distracting complexity of activities such as looking up routings and entering a variety of syntactically sensitive commands on numerous devices during a critical operational period.

## Summary

Cortex enables our customers to re-align IT with the business. To approach problem resolution and future planning from a more business and service oriented perspective rather than in a fire fighting and reactive manner. Although it's difficult to put a value on aligning IT goals and objectives with those of the business as a whole, it's not at all hard to appreciate the enhanced value and improved perception this brings to information technology and its operations, as end users and executives alike begin to benefit from increased productivity, enhanced end user experiences, and a less trouble prone working environment.

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