

Case Study

Pure IP Telephony



case study Mobility

- : SRG SSR idée suisse, Zürich
- : Media
- : 330 employees
- : IP 800; mobile solution

The Olympics 2004 in Athens were a real trial - not only for the roughly 10,500 athletes who were competing for medals at over 40 degrees Celsius, but also for well over 25,000 media representatives and technicians who worked behind the scenes to guarantee that everything was running smoothly. Under these extreme conditions, the advantages of IP telephony could prove its full potential of advantages over traditional landline telephony, regarding flexibility as well as easy and comfortable administration.

The Swiss Radio and Television Company (SRG SSR) will enter this year's Summer Olympics with innovaphone IP telephony solutions. When the 28th modern Olympic Games were inaugurated, and about 140 on-site employees of the Alps Republic's largest broadcasting family reached for their phones in Athens, all calls to the Zurich headquarters were handled by state-of-the-art technology based on the Internet protocol. For the third time running, the Swiss broadcasting company did place their trust in technology from Sindelfingen for their coverage of Olympic Games. For the first time during the Summer Olympics in 2000 in Sydney, followed by the Winter Olympics 2002 in Salt Lake City, innovaphone was the partner of choice for SRG SSR, providing state-of-the-art IP telephony solutions.

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The Olympische Games - with SRG SSR idée suisse and innovaphone

Established, multi-media based and multi-lingual

SRG SSR idée suisse, known in English as the Swiss Broadcasting Corporation, is the largest provider of electronic media in Switzerland. Its services encompass seven TV channels and 18 radio stations, complemented by websites and teletext. SRG SSR media offer news, narrative and background reports on politics, culture, society and sport. Entertainment is also an important part of the schedule, with feature films, sitcoms, radio plays, shows and discussion programmes. SRG SSR services are broadcast nationally but programming is made primarily for the country's separate language re-

gions: German-speaking Deutschschweiz, French-speaking Suisse Romande, Italian-speaking Svizzera italiana and Romansch-speaking Svizra rumantscha. The services offered by Swissinfo/Swiss Radio International are aimed at both a domestic and international audience.

Voice over IP makes for good connections

The SRG SSR Olympics team alone consisted of a staff of more than 140. During the 14 days of the Summer Olympics, 40 employees delivered radio and television audiences in Switzerland with news and features in four languages, directly from the International Broadcasting Center (IBC) in Athens.

Every time the network's employees reached for their phones, they could be certain that their conversations with the network headquarters in Zurich would be transmitted by state-of-the-art technology based on the Internet protocol.

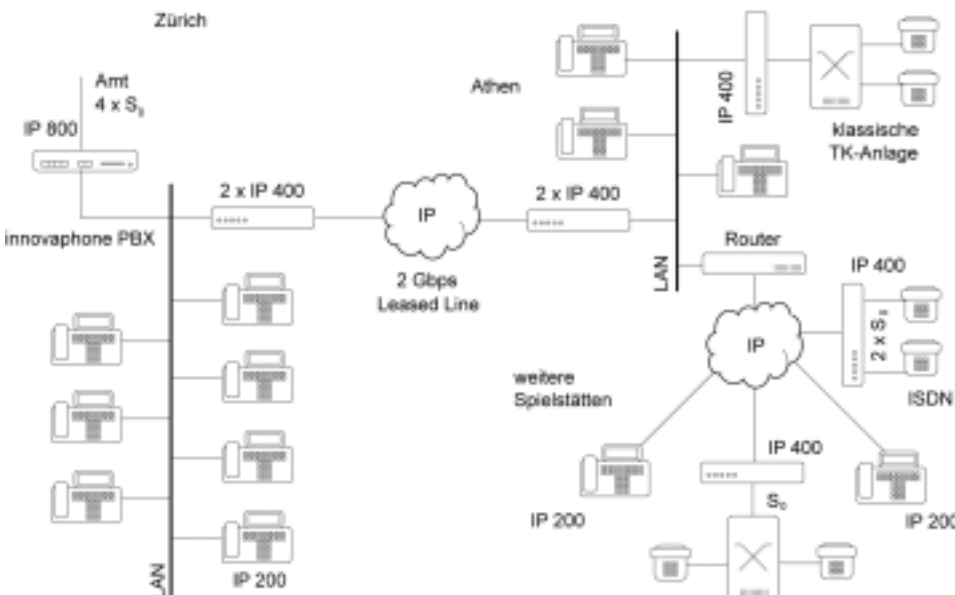
Integration of IP telephony into the existing network

The entire telephone coordination with the Zurich headquarters was handled via the data network. A total of 14 Voice over IP gateways and 30 to 40 IP- and ISDN phones did guarantee the flawless connection between the broadcasting company's head office and the Olympics team on site. Two IP400 gateways in each location (Zurich and Athens) were connected for the entire duration of the Summer Games through a 2MBit/s dedicated line. An IP800 gateway then was handing the calls over to the Swiss public telephony network. The other VoIP gateways connected remote SRG SSR locations on site to the voice/data network.

As soon as the network was established, the IP telephones were connected and configured easily through a Web browser. In less than 10 minutes, all employees on site in Athens were available to their colleagues in Switzerland through their usual extension numbers - the staff just took their phone numbers with them.

The smooth and problem-free installation was in large part owed to the preparatory work done by Controlware GmbH, who supported the entire project. The project team of the German system house's Pfäffikon-based subsidiary had all gateways pre-configured and thoroughly checked in a test run.

SRG SSR idée suisse - innovaphone PBX scenario :





In action at SRG SSR idée suisse:
IP Phone IP 200

innovaphone PBX: Flexibility and Scalability

"In this business, you have to be flexible," says Thomas Meier, in charge of the technical processing of SRG SSR's entire visual-, audio- and data transmission service between Switzerland and Athens. "The main advantage of IP telephony is its scalability. Our ISDN system would long have reached its limits, but with innovaphone's IP telephony system, we can adjust the dimensions easily to the requirements on site," Thomas Meier explains, "and there are no high fixed-step costs to consider, as there would be with a traditional

telephony system."

While the Swiss broadcasting company's ISDN system is limited to 24 channels, the IP-based telephony system can be expanded to an unlimited number of channels.

Cost-optimized telephony

A direct comparison of the economic data also turns out clearly in favor of IP technology: Since all speech transmissions are handled via the data network, the extra wiring required by traditional landline telephony is rendered obsolete by IP telephony. Another cost-saving factor is IP telephony's easy and uncomplicated administration. Furthermore, the telephone charges are kept low, as the time switch does not start until the calls are forwarded to the local landlines. Since all calls between Athens and Zurich are handled through the 2Mbit/s dedicated line, both sides will only have to pay telephone charges for local calls.

This type of cost-optimized IP-based telephone call routing is what experts call "least cost routing". And even though the telephone charges have dropped considerably in the past: With 40 lines at the Olympic location and over 10 hours of calling time per line, the costs saved by this technology are significant.

Taking over from POTS

Dagmar Geer, Executive at innovaphone AG, believes that it is only a matter of time until the "plain old telephony system," as traditional landline telephony is already being dubbed, is replaced entirely by IP telephony. "IP telephony is currently on the threshold to the mass market," says Geer. "As far as reliability, availability, and voice quality go, Voice over IP is already up to par with landline telephony." Projects like the equipment of SRG SSR for the Summer Olympics should not obliterate the fact that in many companies, Voice over IP is already an established reality - often without the employees even noticing. "Landline telephony has had a headstart, but its advantage is continually shrinking," says Dagmar Geer, "sooner or later, Voice over IP will come up first."

Advantages of the IP-based solutions for SRG SSR idée suisse

- ✓ **A high grade of flexibility and scalability:** Configuration and dimension of the innovaphone PBX may be adjusted exactly to the situation on site – without the step-variable costs increases one would have with a traditional telephony system.
- ✓ **IP telephony is extremely cost-effective:** Charges are kept low by cost-optimized "Least Cost Routing" of all calls between the network's headquarters and its mobile on-site offices through the public landline.
- ✓ **No extra cabling needed:** As all speech transmissions are carried out via the data network, IP telephony, unlike traditional landline telephony systems, requires no extra cabling.
- ✓ **Easy configuration:** The IP telephones are easily configured via a browser application – the whole configuration takes only minutes.

SRG SSR idée suisse will rely on Voice over IP in its coverage of future big events

Swiss Television will keep using IP telephony in the future. As it is highly flexible, this technology is perfectly suited for the employment in big events. "Voice over IP is an





In action at SRG SSR idée suisse:
IP 800

interesting and attractive alternative to traditional telephony systems," explains Thomas Meier. "This is true in particular for our line of work, as we often need the phone connections only for a couple of weeks, after which we have to dismantle and reinstall everything in a completely different

configuration at another location. No matter where we broadcast from – as soon as the network connection is established, we are now also available by phone for our colleagues at network headquarters – with our own, familiar extension numbers."

innovaphone's partner at SRG SSR idée suisse: Controlware GmbH

Since its founding in 1980, the German system integrator Controlware GmbH has been offering a complete service range for all aspects of the network. The portfolio includes everything from consulting and planning to installation and maintenance, and, finally, to the management of networks through the company's own Network Control Center. The focus at Controlware is on communications solutions, information and data safety, IT management solutions, and storage networking. Also, the company is internationally renowned as a manufacturer and supplier of ISDN products, video surveillance systems and components, multi-media products, and fiber-optical components and devices. More than 350 employees at ten locations in Germany provide a tight and comprehensive distribution and services network, which is rounded off by branches in all five continents. The fact that Controlware has already been listed four times among Europe's 500 is a sure indicator of the company's performance. With its three subsidiaries and a number of participations, Controlware is currently developing further activities.

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