

VoWiFi for Mobile Operators

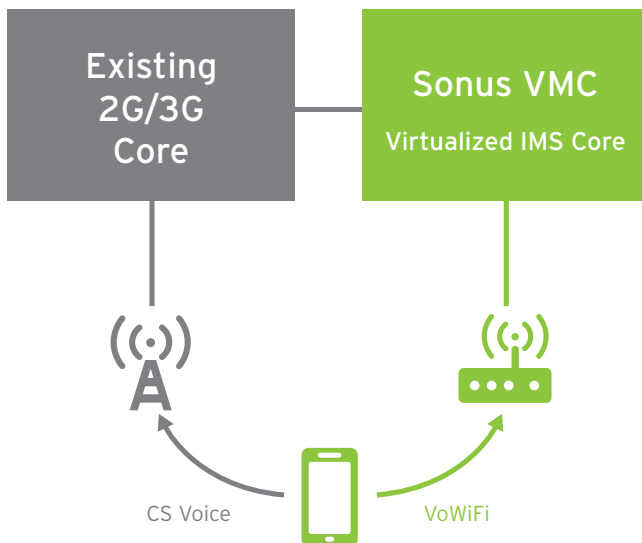
A simple solution to a real problem

Indoor Coverage Remains a Challenge

Since the dawn of the mobile industry, providing reliable indoor coverage has been a significant challenge for service providers. And no country appears immune to the challenge, with recent studies indicating that between 10%-20% of mobile subscribers globally have poor to no voice coverage within their home.

With subscribers seeking to increase their use of mobile voice and messaging services within the home and office, this challenge is becoming even more significant. Poor indoor coverage, especially at home, is now one of the leading causes of subscriber churn, costing operators billions in lost revenues and profits.

Voice over Wi-Fi for Mobile Operators



...But Wi-Fi is Now Ready to Help

Fortunately, Wi-Fi is now in a position to help mobile operators address the indoor coverage challenge. In many countries, the majority of mobile users now own smartphones, and the majority of smartphone users now connect their phones to home and office Wi-Fi networks.

Over the last 10 years, mobile users have, in effect, created a separate, ubiquitous, high-performance indoor wireless network in the precise locations operators have challenges reaching. If mobile operators were to simply make their voice and messaging services available over Wi-Fi, they could make quick, significant progress toward addressing the indoor coverage challenge.

Voice over Wi-Fi (VoWiFi) brings a simple solution to a significant challenge faced by mobile operators and their subscribers: indoor coverage. By embracing VoWiFi, mobile operators can extend their voice and messaging services over existing Wi-Fi networks, such as those at home and in the office. As a result, subscribers with VoWiFi-enabled smartphones can now receive a high-quality mobile voice and messaging experience in the locations where they spend most of their time.

As VoWiFi leverages the same standards and technology that have been put in place to support upcoming Voice over LTE (VoLTE) services, more and more operators are now looking to deploy VoWiFi service in conjunction with, or prior to, deployment of VoLTE services.

Q. Can subscribers use any Wi-Fi network?

Yes. With VoWiFi, mobile subscribers can use their regular voice and messaging services over any Wi-Fi access point to which they can connect and reach the Internet, including both private and public Wi-Fi networks world-wide.

Q. What services can I offer over Wi-Fi?

VoWiFi enables operators to extend all voice and messaging (SMS/MMS) services they currently deliver over the macro cellular network over Wi-Fi, including supplementary services and IN services such as prepaid.

Q. Do I have to deploy VoLTE to offer VoWiFi?

No. While the same IMS core network used to support VoWiFi can also support VoLTE services, operators are not required to deploy VoLTE prior to offering VoWiFi services. In fact, a growing number of mobile operators are now looking to deploy VoWiFi in advance of VoLTE, as VoWiFi addresses a pressing indoor coverage problem.

Q. What is quality of service like with VoWiFi?

VoWiFi quality of service is typically as good as, if not better than, service quality on macro cellular networks. The vast majority of VoWiFi usage is on private Wi-Fi networks at home and office, which typically provide very good Wi-Fi coverage and throughput. However, some VoWiFi usage is on public Wi-Fi networks, especially when subscribers travel internationally. When using public Wi-Fi networks, network performance can be more variable and have an effect on VoWiFi QoS. Fortunately, VoWiFi solutions from companies such as Sonus include advanced QoS techniques to ensure the best possible user experience.

Q. Can calls handover between Wi-Fi and the macro network?

Yes. VoWiFi standards allow for the handoff of active voice calls between Wi-Fi and cellular networks. In fact, Sonus's VoWiFi solution uniquely supports the ability to handover calls from Wi-Fi to either VoLTE or the existing 2G/3G macro cellular networks.

Q. Do I lose control of subscriber voice and messaging traffic when on Wi-Fi?

No. With VoWiFi, all subscriber voice and messaging traffic when on Wi-Fi is securely directed back to the operator's core network and handled by the operator, just like traffic generated on the macro cellular network.

Q. Can I meet regulatory requirements with VoWiFi?

Yes. VoWiFi service meets all standard regulatory requirements including emergency calling and lawful intercept.

About Sonus Networks

Sonus enables and secures real-time communications so the world's leading service providers and enterprises can embrace the next generation of SIP and 4G/LTE solutions, including VoIP, video, instant messaging, and online collaboration. With customers in more than 50 countries and nearly two decades of experience, Sonus offers a complete portfolio of hardware-based and virtualized Session Border Controllers (SBCs), Diameter Signaling Controllers (DSCs), Cloud Exchange Networking Platform, policy/routing servers, and media and signaling gateways. For more information, visit www.sonus.net or call 1-855-GO-SONUS. Sonus is a registered trademark of Sonus Networks, Inc. All other company and product names may be trademarks of the respective companies with which they are associated.

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