

Challenge

With PSA's first e-call service, a car would dial the phone number of the PSA call center. The system was linked to PSA's navigation services. This required customers to install their own SIM cards and, as a result of this inconvenience, only one half of them actually put a SIM in place. Also, only a limited number of PSA cars were equipped with the navigation system, so the e-call option was not widely available. In 2006, to make connectivity easier for customers and e-call available on more models, PSA separated e-call from the navigation system. It decided to design and install an autonomous telematics box (ATB) to provide continuous e-call connectivity.

At this stage, PSA needed to integrate the SIM onto the ATB. It also realised that managing the logistics behind the service was outside of their core expertise. So PSA began looking for a partner that could help it build up the business process and provide outstanding wireless service at the same time.

"To make e-call services an affordable option and still get a good return on its investment, PSA looked for a connectivity partner that could provide cost-effective solutions, best coverage through extended roaming agreements and a very high quality service." — Klaus Fuchs, International Account Manager M2M/IoT, POST Telecom.

Criteria

To solve its business and technical challenges, PSA evaluated 30 telecom operators during 2006-2007. Here are some of the criteria they considered:

- Able to provide wireless service for all of Europe (not a separate SIM per country)
- Meet challenging cost criteria
- Ability to define work processes between different companies in order to provision, install and activate SIMs
- Deliver the most complete wireless coverage
- Ensure best signal quality
- Enable scalability to support millions of customers

POST Telecom to Implement POST Luxembourg Services

After thorough due diligence, in 2009 PSA chose POST Telecom to implement its connected car services. There were many standout advantages that led PSA to choose POST Luxembourg's offer, including:

All Network Operators are Available

PSA cars can roam on all networks in Europe, giving virtually 100% coverage. While other telecoms use either a proprietary network or steer traffic to the least expensive connection, POST Luxembourg enables the ATB to choose the available network with the best signal quality. In addition, when switching networks, registration time is much faster – an important passenger safety feature.

Quality

POST Luxembourg ranked at the top of the list of telecoms evaluated in terms of quality. After the programme had been in operation for several years, POST won PSA's award as the vendor who delivered the "Best Quality of Service."

Cost-Effective

POST Luxembourg met the pricing and business case targets established by PSA.

Strong SLAs

Strong SLAs ensured availability and service, thanks to redundant links, expertise and high quality system components.

Flexibility and Expertise to Develop and Implement Custom Solutions

POST Telecom collaborates with PSA to develop and implement custom solutions that meet PSA's new business and technical challenges as they arise.

Implementation

To develop a highly scalable solution, POST Luxembourg adopted a new 15-digit long number range. The ability to manage millions of subscribers cost-effectively is accomplished through a new, custom-designed system. To ensure peak performance, network elements dedicated to PSA are put in place:

- HLR (Home Location Registry) to manage mobile subscribers
- SMS network node (guarantees response even at times of peak usage)
- SMS sent automatically with GPS info
- Separated communication channel (call goes directly to PSA call center)

"Redundant links ensure availability, and during the 6 years of operation the system has been 100% available." Nigel Licops, Head of Mobile, M2M, IoT & Digital Media, POST Telecom

Result

Now, POST Telecom provides Europe-wide wireless service and manages connectivity logistics for more than 1.5 million PSA cars.

As part of its ongoing collaboration, POST Telecom provided PSA with comprehensive insight into its connected car business through a state-of-the-art M2M Managed Connectivity Control Centre. Powered by Jasper, this control center manages:

- Logistics – deploy devices appropriately including a test-ready state upon delivery
- Inventory Management – Complete overview with status on all connected cars
- Diagnostic Management – Monitoring SIM and connectivity to make sure it is working
- Automation – PSA configures rules in real-time to analyse user behaviour, change rate plans, manage functions, detect theft or damage to SIM and more
- Invoicing and communication details

"The control center features a user-friendly web interface and an API integration that allows PSA to connect to its internal IT systems – another example of how we are able to work flexibly with them to provide technologies and solutions that make it easier to run their connected car business." Micaël Weber, International Business Development Manager, POST Telecom

As PSA moves forward into IoT, driverless cars and beyond, POST Telecom is standing by to support them by building on the deep knowledge it has developed as an M2M connected car pioneer

ABOUT POST TELECOM

POST Telecom is part of POST Luxembourg, which is the incumbent Telecom operator of Luxembourg and was founded in 1842. It is a company with an international outlook; its diverse workforce consists of 4,500 employees, who represent 47 different nationalities.

Its vision is to facilitate communication and ease the transfer of data and content between individuals and companies. POST Telecom is committed to delivering innovative global telecommunications, information technology and digital media services, and to providing high-performance national and international infrastructures.

Learn more about POST Telecom' M2M & IoT Services.
www.posttelecom.com/m2m-iot

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