

# Cloud first strategy underpins Xura's expansion

## XURA



“ For us, we would not like to worry about the management of the hardware part of our infrastructure. We would like to operate on a 'software only' basis, as that is what we think would fit into the fast market we are in and the kind of growth we want to achieve. With a provider like NTT Communications, with their global presence and reputation we can have that peace of mind that we are in safe hands. ”



**Francesco Casi, VP for Cloud and Professional Services, Xura**

### Background: A top messaging platform provider

Xura, born out of the merger of Comverse Inc and Acision, is an industry leader in digital communications providing messaging platforms to operators and enterprises worldwide. Its platform delivers SMS, MMS, IP-based messaging, RCS, Web RTC and voice messaging services to its clients. With 50% of the market share in global SMS traffic, Xura handles 500 million messages a day and is growing rapidly in a fast paced business sector.

With over 20 years' experience, Xura helps its clients deliver mobile engagement services that interoperate across IP platforms and enrich the user experience. Xura's customers include eight of the top ten global mobile operators and its services reach over three billion end points. Its solutions, which can be implemented quickly and easily in privately-owned and cloud-connected networks, bring new monetization and engagement opportunities with today's multi-device, multi-service consumer.

### Objectives: Consolidate fragmented infrastructure, support expansion

In Xura's existing setup, some of its software was deployed in-house, some within the premises of its customers and some in its mobile operator's data centers. Xura needed a provider that could help to consolidate its current development platform and move it to the cloud so as to centralize management of its software platform and bring agility and speed in deploying changes and updates.

Xura plans to expand into South America and China where the demand for messaging platforms is growing. It was critical to Xura to work with a provider that is able to support this expansion. Xura was looking for a partner who can help meet its customer's demands both now and in the future.

“The marketplace we operate in is always changing rapidly and we need to be on top of the changes to satisfy our customers. To be able to do that, our partner must be able to keep pace with us. We need to deploy quickly and scale up and down as we want. We need agile technology and agile support and NTT Communications is able to do that and more.”

“For a company the size and scale of NTT Communications, to be able to accommodate the kind of customizations that we required is very impressive. This is a case of a large organization that can offer a breadth of capabilities being able to act with the agility of a smaller organization. To us that level of support and understanding mean everything.”



**Francesco Casi, VP for Cloud and Professional Services, Xura**

## Challenges: Deploy quickly, automate and move everything to cloud

Xura operates in the fast-paced multimedia messaging marketplace, so quick deployments that can scale rapidly are critical. Automation tools and templates that can help speed up deployments are key. To execute an aggressive ‘move all development infrastructure to the cloud’ strategy, Xura needed the provider to ensure that the deployment processes were efficient. As Xura was looking for a partner to support its expansion plans, the provider needed to have a roadmap that could accommodate Xura’s future plans and requirements.

## Solution: Robust Infrastructure, phased migration

NTT Communications provides a private enterprise cloud to house Xura’s development infrastructure. The migration to NTT Communications Enterprise Cloud was split into phases to help manage the complexity and scale of the move. In the first phase, the development and test environments were moved from February to June 2015. By the time the initial production environments have moved to enterprise cloud, there will be over 500 VMs in the NTT Communications Enterprise Cloud data centers located in Frankfurt, Sterling and San Jose.

## Benefits: Strategic partnership, global organization, local access

NTT Communications Enterprise Cloud is available in fourteen data center locations across the world including four in Europe and one in Hong Kong. For Xura, this means that in the key regions where it wants to operate, there is an enterprise cloud instance available.

The partnership between Xura and NTT Communications is a strategic one that is closely aligned to its expansion plans. Xura works with multiple regional affiliates of NTT Communications under one contract, bringing operational simplicity. Xura has access to the full range of NTT group companies for other projects allowing it to choose from a vast set of capabilities within a single company.

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