" simple solutions to complex communications ..."

ISDN Gateway Case Study
Telecommunications - Telstra Corporation

The Client

Australia's largest telecommunications company, Telstra, went to tender for the upgrade of its legacy EFT network "Tran$end". Braintree's successful pitch included the design and development of a world-first integrated solution that would allow EFT and other data transactions to be transmitted over an ISDN platform.

The Problem

Telstra's original Electronic Funds Transfer (EFT) network Tran$end - needed to be upgraded as the legacy network was proving too costly and inefficient to maintain. The old network had a variety of different terminals, which meant that a large number of different data languages (protocols) had to be supported which added to the difficulties in maintaining this network.

An ISDN network was chosen to create a high-speed efficient network that could be more cost effectively managed.

The plan was to phase out the old network by educating the retailing industry to the benefits of ISDN and its future capabilities as a integrated communications network that will save business time, network infrastructure, connection failure and more importantly reduce operational costs.

The Solution

Braintree's solution integrates a variety of communication methods that could see ISDN be used not only for EFT transactions but simultaneously for Internet, security, telephony, lottery and gaming, loyalty programs, ticketing and much more.

Braintree's solution proved to be the network device that would simplify and centralise Telstra's network, making the network more manageable and cost effective and would aid future service deployment.

Braintree's resulting product is an Intelligent ISDN Gateway called the Argent Terminal Adaptor.

The ISDN Gateway's provides remote management via SNMP, incorporates self-installing plug and play technology reducing network management and new installations costs for the Telco.

Braintree's Intelligent ISDN Gateway's are customer premises equipment (CPE) that provides an integrated high-speed digital communications interface access with any ISDN.

The Gateway's disaster recovery feature includes holding previous software updates as a fail safe if upgrades are not working. The Gateway will automatically load the previous software version for continual operation to avoid downtime. A fault message is automatically sent to the Network Management System.

Braintree supplied 5000 ISDN gateways that have since been distributed throughout Australia where EFT transactions are administered, in particular the retailing industry. An online fault tracking system supports the product.

Braintree has since designed an enhanced version of the ATA called the Enhanced Network Gateway with value-added features for the retailing industry.

Key Features and Benefits

- Migrate existing legacy POS infrastructures to faster and reliable digital ISDN networks.
- Self-install, plug and play technology replacing costly truck rolls.
- No system changes required, Gateway simply drops into existing ISDN infrastructure.
- Reduced network management and operational costs for the Telco.
- Increased customer retention through service bundling opportunities.
- Reduced transaction times delivering a higher level of customer service.
- Extended product lifecycle through remote software upgrades and removable hardware modules.
- Disaster recovery and fail safe features for continual operation.

Braintree Communications specialises in developing solutions to allow legacy equipment to seamlessly connect to modern platforms using intelligent protocol conversion. Braintree's provides expertise in Short Duration Transaction Networks such as Point-Of-Sale, security and financial services.