



FOR IMMEDIATE RELEASE

Australian Telecom AAPT in Production with ActiveVOS BPMS

*ActiveVOS Used to Automate Ordering and Provisioning
for Broad Range of New Products*

Waltham, MA, April 13, 2010 – Active Endpoints, Inc. (www.activevos.com) announced today that Australian telecom company [AAPT](#), a subsidiary of Telecom New Zealand, has gone live with a new ActiveVOS™ process application that supports the market launch of AAPT's updated carrier and business grade products, including point-to-point Ethernet services, layer 2 VPN, Internet access, IP virtual private networks and SIP trunking services.

AAPT, one of the three largest telecommunications providers in Australia, owns and operates its own nationwide fixed-line network, offering voice, data, Internet and mobile service to consumers and businesses. After a series of acquisitions left it with multiple legacy systems, AAPT decided to consolidate those systems using a services-oriented architecture (SOA) approach. As a result, today AAPT has hundreds of services, which has enabled IT staff to shift their focus from understanding and maintaining all of the legacy systems to an intense focus on business processes and how IT can support the telecom's new products and services.

"We have achieved our main goals of agility and faster time to market," said Guerman Smirnov, manager, fulfillment systems, AAPT. "We now have hundreds of available services that make it much easier for us to introduce new products."

ActiveVOS is the business process management ([BPM](#)) platform for the new Ethernet-based products. Customers place orders either via account managers or directly. Orders are then routed into AAPT's services-based business process layer. From there, the order is decomposed into separate processes, which are then orchestrated to complete the order. These steps include provisioning, inventory, customer notifications, billing and operational reporting. Each of these processes, with their mix of human and system tasks, is implemented as an ActiveVOS process.

"ActiveVOS is used from the time we receive an order until the customer is notified of the order completion and the billing records are created," said Smirnov. "Using [BPMN](#) allowed our analysts to design and implement processes in ActiveVOS, making launching a new product almost a non-event from IT's perspective, as it should be. When we needed to make the inevitable changes that the business required, our analysts were able to do so in ActiveVOS very quickly."

ActiveVOS 7 enables the entire development team – developers, business analysts, operations staff and managers – to model, develop, test, deploy and manage process applications affordably, quickly and compatibly. Based on a highly-productive [BPMN](#) 2.0 modeler that



executes processes using the native language of services, [BPEL](#), ActiveVOS offers a complete, all-in-one approach to BPM that quickly achieves business objectives while revolutionizing the entire development process.

“Telecom providers understand that they must fundamentally revise their application strategies if they wish to be able to leverage their existing applications in support of new products and go-to-market strategies,” said Jean-Claude Delcroix, research vice president, Gartner, Inc. “A services-based architecture, coupled with business process technology that permits the business to be actively involved in the creation and change of business processes, offers telecoms a dual benefit. First, telecoms can respond more quickly to market requirements. And, second, over time, a SOA environment prevents a return to the era of implementations to support a single process or project.”

ActiveVOS 7 is available today at www.activevos.com/trial. Development teams are encouraged to download a free, 30-day, fully supported trial of ActiveVOS. During a proof-of-concept, users can take advantage of free engineering support and the wealth of training, education and samples available on Active Endpoints’ websites. The website has been recently revised, with a new [Start Here](#) section and a significantly expanded section for [process developers](#). The company also has a vibrant [blog](#) and weekly podcast, titled *CTO Tuesdays*, in which Active Endpoints and guest CTOs discuss technical topics of interest to BPM users. Register for upcoming *CTO Tuesdays* [here](#) and access replays of previous episodes [here](#).

About Active Endpoints, Inc.

Active Endpoints’ (www.activevos.com) ActiveVOS is the business process management system ([BPMS](#)) that development teams will love. ActiveVOS empowers project teams to create business process management ([BPM](#)) applications using services, making their businesses more agile and effective. ActiveVOS promotes mass adoption of SOA-enabled BPM applications by focusing on accelerating project delivery time with a complete, affordable and easy-to-use system. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

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