



## Fortune 1000 Telecommunications Company Achieves (USD) \$1 Million in Cost Savings Using an F5 iRule

### Industry:

Telecommunications

### Challenge:

Support complex infrastructure upgrade

### Solutions:

BIG-IP Local Traffic Manager  
BIG-IP Global Traffic Manager  
iRules

### Benefit:

Achieved \$1 million in cost savings through iRule

### Overview

A Fortune 1000 telecommunications company decided to launch next-generation IP services over wireless standard, and wanted to ensure that its infrastructure supported offered services, including video, voice over IP, and advanced text messaging.

The telecommunications company provides a range of wireless and wire line services to millions of customers, and considers itself an industry leader in developing and implementing innovative technologies.

When a problem developed with a calling feature on a certain brand of phones, the manufacturer was called in for assistance. The manufacturer quoted the company nine months of development work at a cost of \$1 million for a remedy. An F5 field service engineer was able to solve the problem in one weekend by leveraging F5's customizable iRules scripting language.

### Challenge

The Fortune 1000 telecommunications company discovered a bug in the software of a particular phone manufacturer related to the \*67 anonymous caller service, which blocks the sending of the name and phone number to someone who has caller ID. When callers using this particular phone brand discontinued a \*67 call, the phone connection and port would

stay open on the soft switch that the phone was connected to because it had lost the caller ID. The phone switch would eventually use all ports with these un-terminated calls, leaving no ports available for new calls. The manufacturer estimated the work would take nine months and cost \$1 million.

### Solution

The telecommunications provider turned to F5's BIG-IP Local Traffic Manager (LTM) and iRules functionality. iRules, F5's TCL-based custom scripting language, allows BIG-IP application delivery networking devices to intelligently inspect, manipulate, and route all types of IP application traffic – bringing a new level of application fluency to the network. The Company's success with iRules reflects the growing pervasiveness of this feature worldwide due to the proven power and flexibility it gives F5 customers and partners facing unique application delivery challenges. Customers are using iRules in their respective environments to address complex application challenges related to switching and routing, request/response transformation, persistence, security filtering, and other functions that leverage the unique full-proxy capabilities of F5's versatile TMOS architecture.

Now, when a call originates, the BIG-IP LTM records the phone-asserted identity header in a local database through an iRule.





When the caller ends the call, BIG-IP reinserts the caller ID into the header and forwards it to the phone's software switch so that it knows which connection to close down.

The telecommunications company also uses iRules along with F5's BIG-IP LTM and BIG-IP Global Traffic Manager (GTM) to balance its servers and provide geographic failover for its SIP traffic gateways. iRules functionality is being used to provide deep content inspection and proxy servers to manage SIP traffic flows, as well.

#### Benefits

By developing an iRule, the telecommunications company saved \$1 million and solved a phone software problem in a weekend instead of the nine months quoted by the phone's manufacturer. In addition, through the use of iRules along with F5's BIG-IP LTM and GTM, the company improved efficiencies for delivering voice, video, data and wireless services seamlessly and transparently to customers over a common network.

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