



## NetCracker–NEC Device Management Solution

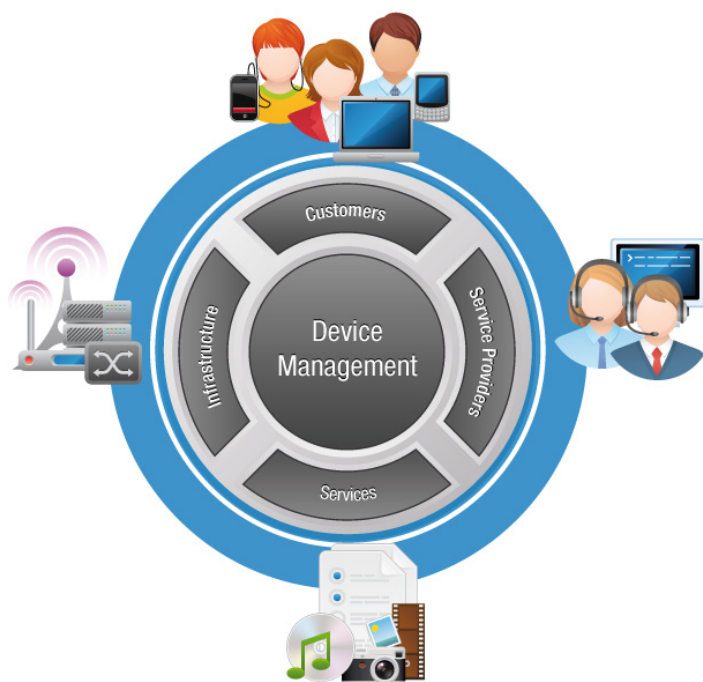
### Device Management Solution Enables Any End-User Device to Access Any Service Over Any Network

The overwhelming success of the iPod and iPhone has demonstrated that — in the minds of users — devices are as important as the network and the services delivered over them. In fact, it can be argued that the interactive nature of these devices is causing users to value their mobile phones more highly than the network or the connectivity.

The next generation of devices is also enabling a higher level of customization and personalization of features and components. And the term “end-user device” now encompasses a much larger universe than it did just a short time ago — to include mobile phones, PDAs and MP3 players, video players and TVs, desktops and laptops — and ultimately any combination of communication and entertainment devices that end users interact with in the home, the office, the car, or outdoors.

This ever-expanding world of fixed and mobile devices brings complexity with it — the complexity of provisioning, enabling, and managing these devices so they deliver the service experience that users want. A network and service can be great, but if the service cannot be delivered effectively over a device that users prefer, it will result in a poor customer experience.

Effective device management is not only about the quality of service and customer experience. It can also cut provisioning and upgrade costs significantly, enable rapid configuration of services, and provide visibility into customer usage and preferences.



NetCracker and NEC have joined forces to help Service Providers overcome the challenges of device management so they can leverage the diversity of devices to improve customer experience and retention, lower operational costs, and offer new services and packages. The powerful NetCracker–NEC Device Management solution delivers best-in-class device management capability that enables the seamless integration of customer devices, the underlying infrastructure, and the delivery of managed services.

***Any Device***  
***Over any Network***  
***For any Service***

### NetCracker–NEC Device Management Solution

The NetCracker–NEC Device Management solution allows Service Providers to execute centralized subscriber management, abstract service types, assure service delivery, and unify device management for IP-based customer premises equipment (CPE). With home network devices continuously growing in number and varying in type, this comprehensive end-to-end solution is designed to unify device management, automate and simplify provisioning, and guarantee security.

NetCracker and NEC's proven expertise in remote device feature configuration and management, quick and efficient high-level service delivery, recurring software upgrades, real-time CPE monitoring, analysis, and troubleshooting, as well as lifecycle quality assurance, lets Service Providers give end users the ability to choose the device they want. The Device Management solution also enables Service Providers to cut the flow of customer support calls, ensuring reduced operational expenses and expanded revenue. In the long run, the integrated Device Management solution becomes a source of differentiation — slashing churn rates, enhancing customer satisfaction, and multiplying profits.

### Complete End-User Converged Device Management

The infrastructure part of the NetCracker–NEC Device Management solution gives Service Providers all the components they need to deploy and manage end-user equipment and home networks. The following benefits and features are available:

- Rapid development of QoS-enabled and content-rich services delivered to any device over any network
- Increased self-management and profile portability capabilities through the use of central subscription management
- High reliability and scalability with Tier 1, implementation-proven, standards-based hardware and software
- Full support for standards including OMA DM v1.2, TR-069 with Enriched Applications and IPv6/IPv4

- Configuration and lifecycle management including end-user equipment, home networking, profile, and identity management
- Sophisticated customer data analytics based on device usage patterns

### NetCracker's Next-Generation Operations Support System

The software component of the NetCracker–NEC Device Management solution provides complete capabilities to enhance the customer experience of using end-user devices. NetCracker's Tier 1, implementation-proven Device Management solution provides the following functionality:

#### Order Management:

- Support for Order Entry, Pre-Qualification, and Feasibility Check
- Complex subscription management to account for user preferences

#### Service Inventory:

- Service Catalog for service topology and network-to-service-to-device correlation
- Catalog-driven service creation and SLA management

#### Service Provisioning & Activation:

- Automated service design with rich error handling capabilities
- Rule-based resource reservation and activation

#### Resource Inventory:

- Complex CPE management including capacity, lifecycle, and configuration management
- Complex number management including support for IPv6 and ID management