

MONETIZE CONVERGENCE OF NETWORK & IT

BRINGING YOU THE 4C EXPERIENCE: CONVERGENCE

BUSINESS CHALLENGE

The convergence of Communications and Computing has created significant opportunities and challenges for service providers. The opportunities are obvious: new IP-based services, converged voice, data, and video offerings, and the emerging world of M2M interactions and cloud-based offerings. The challenges service providers face are associated with operationalizing and managing a whole new computing infrastructure of hardware and applications.

As IT infrastructure has become the core part of many customer-facing and therefore mission-critical services, service providers need to bring the same level of management and reliability to the IT domain that they bring to the network. Effectively, they need a comprehensive solution that spans both Network and IT domains and provides an integrated, customer-to-service-to-resource view across both communications and computing domains.

Several reasons necessitate modeling both Network and IT infrastructures on a single platform and managing them through a single, centralized system.

First, the challenges of rapid deployment and reliability will become more critical as M2M and cloud-based offerings become mainstream.

“du is undergoing massive growth from geographical expansion, new service offerings, and increased market penetration. NetCracker’s flexible, easy-to-configure, and technology-agnostic solutions will enable us to support new services and technologies for fixed-mobile as well as Network-IT convergence.”

Garry Melvold,
Vice President Operations, du

Second, to assure service quality and obtain visibility into the customer experience, providers will need an end-to-end view of the Network and IT infrastructure domains: from network and devices, to services and applications, all the way to end users. Additionally, they will need a single platform to collect, analyze, and synthesize Network, IT, and customer data and transform it

into meaningful information about customer service quality.

Third, the growth of end-user devices in quantity, diversity, and popularity has added another challenge to day-to-day operations – the challenge of managing device configurations, delivering applications over these devices, and ensuring M2M interaction.



With an integrated Network and IT system in place, service providers can achieve end-to-end service visibility, a complete picture of the customer experience, and greater ability to manage customer expectations. In the long run, Network and IT convergence reduces TCO and increases profitability.

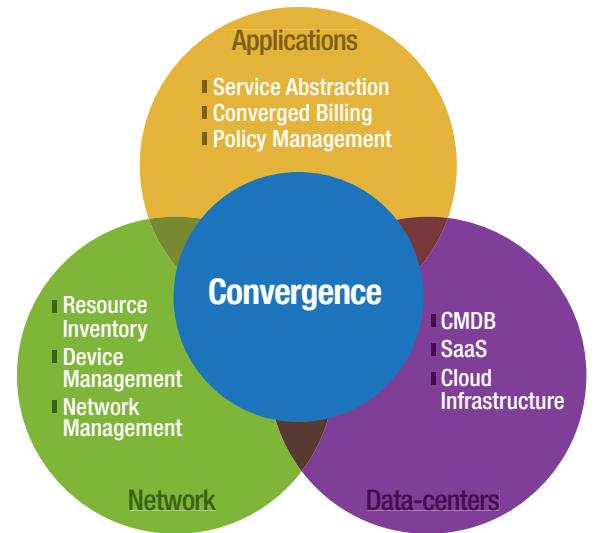
If M2M and cloud-based offerings reach their fullest potential, it will blur the lines between Computing and Communications, thus creating unprecedented opportunities for service providers.

DETAILS

NetCracker's Network & IT Convergence solution enables CSPs to manage Network and IT infrastructure from a single platform, maximize the integration of the two domains for new, multi-vendor applications, and optimally manage customer and device interactions.

The Network & IT Convergence solution allows service providers to cost-effectively manage infrastructure and applications from Layer 1–7, analyze Network and IT operations data in a centralized way, and map it to customer-facing services. It thus helps create a customer-to-resource (both Network and IT) view and ensure that all services are delivered in full, on time, and in accordance with customer expectations.

The solution includes Converged Platform, Application Management, and Network & IT Analytics:



CONVERGED PLATFORM

Converged Platform is a comprehensive, unified solution for managing Network and IT infrastructure in a single system:

- Layer 1–7 infrastructure and applications management
- Pre-integrated Resource Inventory and IT data storage
- Network and IT service design and documentation
- Documentation of physical and logical Network and IT inventory
- Proactive Network and IT infrastructure planning and deployment
- Visualization and reporting capabilities

APPLICATION MANAGEMENT

Application Management provides CSPs with complex, single-platform-based, end-to-end Network to IT solutions for delivering multi-vendor, content-rich services and applications:

- Enterprise and mass market oriented
- APIs for third-party applications
- Applications hosting, including partner and syndicated applications
- Centralized device, software, and middleware management
- Flexible revenue sharing models
- Service abstraction from underlying technologies
- Standards-based service creation environment

NETWORK & IT ANALYTICS

Network & IT Analytics allows CSPs to monitor performance of Network and IT resources and provides analysis of performance indicators, as well as root cause identification. It enable proactive Network and IT performance and service quality management:

- KPI/KQI-based service performance monitoring and reporting
- Statistical analysis and monitoring scheduler
- Centralized performance data storage
- Out-of-the-box templates and custom-configurable reports

BUSINESS BENEFITS

NetCracker's Network & IT Convergence solution allows CSPs to:

- Decrease TCO and OpEx for Network and IT infrastructure maintenance
- Increase revenues through shorter time to cash for new services
- Deliver customer value through competitive offerings, easy service access, and reliable service delivery
- Increase competitive edge through shorter time to market for new services
- Optimize Network and IT maintenance expenses through application hosting outsourcing