

NetCracker Customer Impact Analysis

Service and Problem Management Challenges

As communications service providers (CSPs) move from pure networking into service areas formerly reserved for IT or content providers, the resulting services form a very complex structure requiring much more sophisticated capabilities enabling end-to-end management.

This high level of management is necessary because CSPs have made customer satisfaction a priority. It not only requires the quick and efficient provisioning of services, but also excellent customer support and speedy resolution of

customer problems — preferably before they are noticed by the customer or lead to a breach of the customer's SLAs.

CSPs must be able to quickly identify the impact of network problems on customer services — including planned and unplanned changes in the network as well as any issues raised by customers. Unfortunately, most network/fault management tools are oriented toward monitoring low-level alarms, and trouble-ticketing systems are focused on customer notification.

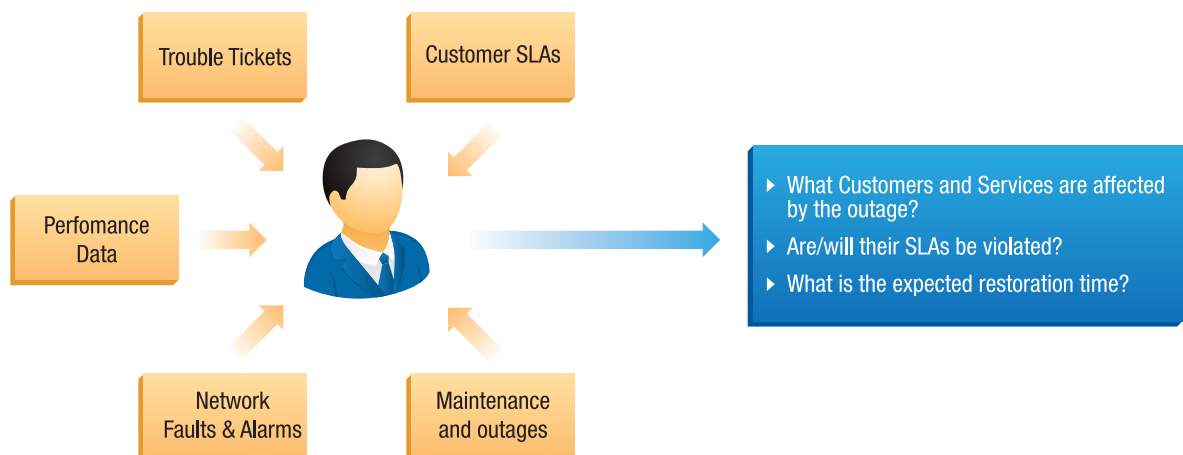
NetCracker Customer Impact Analysis

NetCracker Customer Impact Analysis facilitates the timely identification of a problem's root cause, as well as its impact on services and customers by collecting, filtering, and processing problem reports such as network alarms, customer- and network-initiated trouble tickets, and maintenance notifications.

The Customer Impact Analysis module forms a key part of any Service Quality Management

(SQM) initiative. It provides a range of functionality that forms the core requirement of an SQM implementation.

Customer Impact Analysis is based on NetCracker Framework, which provides a common, integrated platform for obtaining necessary information from external systems. In addition, it provides a graphically rich environment to enhance productivity and ease integration.



NetCracker Customer Impact Analysis Components

NetCracker Customer Impact Analysis substantially improves the ability of CSPs to manage service problems and improve service quality. Key components include:

NetCracker Events Repository

The Events Repository serves as a unified storage unit that provides reference data on all home network events, inherited external network events, and planned maintenance events. The Events Repository enables both manual and automated updates along with unlimited extension capabilities applicable to all event parameters including customer-generated events.

NetCracker Correlation Engine

The Correlation Engine provides the core capabilities that correlate data processing performance with the root cause of problems that are affecting services and customers. The Correlation Engine allows both manual and automated updates. In a typical SQM implementation, this functionality allows for the monitoring and managing of customer experience with a level of granularity necessary for SQM to provide the required visibility.

NetCracker Trouble Ticketing Repository

The Trouble Ticketing Repository provides comprehensive trouble ticket storage with reference data on all home networks and inherited trouble tickets. Like the Correlation Engine, the Trouble Ticketing Repository allows both manual and automated updates along with unlimited extension capabilities applicable to parameters for all trouble tickets.

NetCracker Advanced Graphical User Interface

The Advanced Graphical User Interface visually presents all information relating to network outages and affected services and customers. The interface provides several views, including:

- Customer view for self-monitoring
- Executive view for proactive SLA management
- Service view for service assurance support

Benefits of NetCracker Customer Impact Analysis

- Reduces problem resolution time by providing trouble ticket, event, and alarm information automatically correlated with the affected customer services
- Improves the customer experience by proactively notifying customers of planned network maintenance events
- Deals with problems before they affect the customer by identifying real-time information regarding SLA breaches and instituting proactive SLA management
- Increases productivity across the board, from customer to executive to service assurance, with rich, intuitive visualization capabilities
- Reduces the time and effort needed to collect information through easy integration with all existing data sources, from off-the-shelf commercial products to in-house solutions