

Communication Service Providers (CSPs) are actively pursuing Triple Play, the bundling of voice, video, and data services. CSPs recognize that competitive differentiation is increasingly driven by a diverse and targeted product suite. They are under significant pressure to deliver segment-focused and tailored offerings to reduce churn and increase consumer loyalty. Offering converged services that are better aligned with customers' interests, expectations, and lifestyles encourages subscribers to stay with a single service provider, thereby securing existing revenue and opening new revenue streams.

To deploy Triple Play initiatives successfully and achieve a seamless customer experience, CSPs must upgrade network infrastructures and transform the Operations Support System (OSS) Service Layer.

Industry Challenge

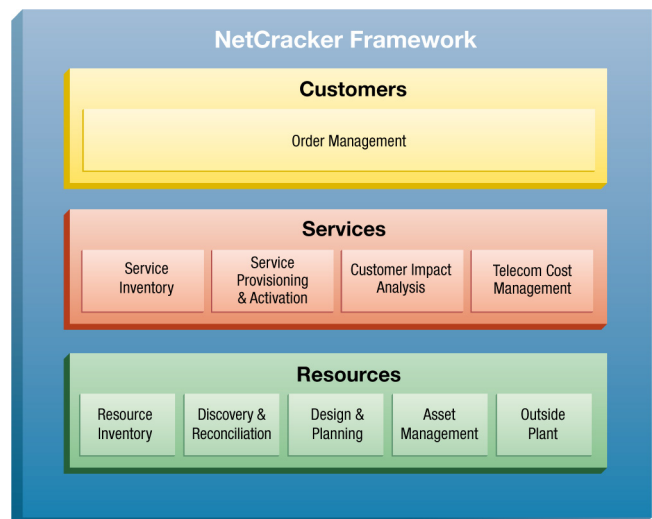
Triple Play solutions require complex integration at the Network, Service, and Customer Layers, which can lead to long deployment schedules and reduced return on investment. To increase their profitability, CSPs need packaged solutions that enable rapid deployment. The new service capabilities that Triple Play offers, the convergence among these services, and the resulting OSS requirements have increased the need for major enhancements to existing OSS systems, and in many cases, a total OSS transformation.

CSPs need to offer combined voice, video, and data over their converged and/or legacy networks to keep a competitive, sustainable play in the consumer market. Having a high-capacity network, especially on the access side, is the first requirement for Triple Play. Once the converged network is deployed, there is an acute need to enable applications, processes, and data that allow for faster provisioning of rich-media and content-based services. As part of the lifecycle, CSPs must be able to assure the service experience and monitor the customer impact.

Solution Description

NetCracker Industry Solutions are vertical applications built on top of NetCracker's Core Products including NetCracker applications, network infrastructure support, and software application platform. NetCracker Industry Solutions enable CSPs to manage services by adding new orders, moves or changes to existing services, disconnects, or service suspensions.

Our Industry Solutions are built to assure the quality of the product or service being deployed.



NetCracker Industry Solutions Built on Core Products

NetCracker's Triple Play Solution is designed to provide voice, video, and data services over any network. Today, NetCracker provides support for all established and emerging Triple Play network infrastructure extensions and applications including:

Infrastructure

- ADSL
- GPON / FTTx
- VDSL2
- HFC

Applications/Services

- Voice
- Data
- Multimedia

NetCracker Triple Play Solution Features

- Product Catalog templates
- Service Catalog templates
- Technology models for resources
- Device Library equipment templates with basic configuration rules
- Ordering templates for new, change, disconnect, supplemental, in-flight order changes and jeopardy, escalation, fallout management
- Service configuration
- Service activation flows
- Analytic reports
- Well-defined integration points between solution components (APIs)
- Best practices for solution implementation
- Use cases
- Business process definition mapped to eTOM

NetCracker Triple Play Solution Benefits

Our Triple Play Solution is based on NetCracker's industry-proven software and implementation expertise, and includes three components that are critical for achieving CSP business objectives:

- **Software:** proven, highly scalable, mature, best-of-breed software that includes service and resource management for network and IT infrastructure, and IMS/SDP enablement
- **Professional Services:** an experienced solution delivery team to help with all phases of an OSS transformation project
- **Expertise:** subject matter experts who have deep experience with OSS, CSP environments and technologies, and NetCracker software

The NetCracker Triple Play Solution enables CSPs to:

- Manage legacy and converged services spanning different infrastructure domains
- Quickly establish an order-to-activation cycle for Triple Play services
- Manage and monitor the service experience for new and existing services
- Interoperate with emerging IMS/SDP platforms to provide value-add services like wireline/wireless convergence
- Manage complex customer premises equipment such as Set-Top Boxes, Personal Digital Assistants, and home wireless network equipment