



NetCracker's Wireline Industry Solution

The Wireline Transformation Challenge

The wireline industry has changed dramatically over the last decade, moving from a regulated and predictable market with significant barriers to entry, to a far more competitive space in which the Communications Service Provider's (CSP's) role is no longer clearly defined. The nature of the network is changing as well. IP technology is breaking down traditional boundaries, shifting the focus from the network and placing it on services and applications.

These shifts are creating new opportunities for wireline operators, enabling them to move up the value chain from suppliers of a single product — voice — to full-service communications providers.

To take advantage of these new opportunities, wireline operators must transform their OSS. Transformation projects are complex, but the rewards are substantial — increased revenues, reduced operations costs, and stronger customer relationships.

New Opportunities for Wireline Providers

Historically, the business model for wireline operators was predictable. Operators frequently enjoyed a monopoly, with high barriers to entry for would-be competitors and a return on investment guaranteed by regulation. As a result, wireline operators were not incented to differentiate themselves in the market, improve customer satisfaction, introduce innovative services, and lower their operations costs.

That world has changed dramatically. Operators are now competing with traditional providers from other regions as well as new breeds of players, including VoIP companies, MVNOs, and content providers. They face new regulatory environments which incent them to increase profits by reducing operations expenses. And they are implementing new network architectures where the Service Layer is decoupled from the Network Layer, and where the Network is essentially an enabling commodity.

To compete as full-service providers, wireline operators are redefining themselves as wireline service providers. Whereas operators once offered only voice service, they are now developing innovative bundles of applications and content services to differentiate themselves from cable and other wireline providers. They are also replacing their legacy networks with high-speed, IP-based fiber infrastructures, and are integrating their wireline

and mobile capabilities to achieve fixed-mobile convergence.



“NetCracker's OSS solution is a critical component of our network simplification and transformation project. The enhanced resource management and workflow capabilities have enabled us to accelerate service delivery and improve customer service through increased automation.”

Eddie VanCompennolle, Vice President IT Network Systems, **Sprint**

The Wireline Challenge

For these new initiatives to succeed, wireline operators must ensure that their OSS can keep up with the rapid growth of their businesses. Operators face unprecedented pressure to develop and deploy innovative new services rapidly while simultaneously reducing operations costs — and this mandate requires a flexible next-generation OSS environment.

The greatest need is to upgrade and transform the Service Layer, where OSS reside. While Service Providers have moved rapidly to roll out next-generation networks (IP and 3G), they have not deployed next-generation OSS — and are therefore failing to maximize the potential of their network investment.

Leading-edge Service Providers have embarked on OSS transformation projects to achieve the following:

Systems Consolidation: Wireline operators must manage a wide range of business, operations, and IT systems acquired through the mergers and acquisitions that have created today's largest wireline operators. In addition, many operators have separate infrastructures for each of their services. The resulting system silos are difficult and expensive to maintain, and the lack of integration precludes end-to-end service views.

Integration With Legacy Systems: While many wireline operators have initiated far-reaching OSS transformation projects, the new systems that they implement must interact with legacy systems. An OSS put in place to manage a fiber-to-the-curb deployment, for example, must interface with the legacy systems used to manage the copper drops going into the home.

Network-IT Integration: The new rich media services use both Network and IT infrastructure must be managed from a single platform.

System and Process Automation: Many legacy wireline systems were custom built. Manual processes, and resulting high fallout rates, must be eliminated so new services can be provisioned rapidly and efficiently.

Service and Customer Experience Management: Competition has made service and customer experience management critical to success. Operators must understand how their networks and services are behaving — but more importantly — how their customers are actually experiencing services.

The NetCracker Solution

NetCracker Technology enables Service Providers to deliver rapidly and manage effectively next-generation converged services. NetCracker is the global leader in managing and delivering transformation projects for fixed, mobile, and cable Service Providers. It has the largest number of Tier 1 transformation deployments worldwide — including successful implementations at FT group, Telstra, TELUS, and Sprint. Leveraging the knowledge gained from these high-profile deployments makes NetCracker a valuable partner in Service Provider transformation initiatives.

NetCracker's product suite enables wireline operators to speed the deployment of new services — and manage the entire customer experience. Its comprehensive suite of product modules, all pre-

integrated with NetCracker Framework, provides flexibility and scalability and allows rapid and seamless integration with existing systems. The NetCracker solution for wireline operators is configured to meet their specific needs.

The following modules are particularly relevant to the Service Provider challenges outlined above:

Service Inventory stores configuration information for all installed services, enabling operators to create an end-user service quickly and efficiently by combining service components.

Customer Impact Analysis enables operators to identify the impact of a network problem on individual customers and services.

Resource Inventory stores network configuration information and capacity management rules for equipment, locations, topology, and logical resources.

Service Provisioning & Activation enables the automated processing of service orders from any order management system.

NetCracker Telecom Cost Management integrates network and usage data to analyze service delivery costs and facilitate asset cost recovery.



“NetCracker has been a key tenant in our OSS service management transformation and is a key component of our OSS strategy. They shared the vision of where we needed to go and have been a critical element for that success, being an architecture-compliant, off the shelf product set. At TELUS we are revolutionizing how we bring services to market. When our OSS transformation is complete, we will have streamlined delivery, improved cost efficiency, and improved our service offering. We view NetCracker as a significant contributor to this initiative.”

Kevin Salvadori, EVP, TELUS Business Transformation and CIO, TELUS

NetCracker's Value Proposition

Today's communications world is highly complex, demanding rapid delivery of custom services over a wide range of Network and IT infrastructures. NetCracker brings order to this complexity through flexible and powerful software solutions, combined with industry-specific expertise and professional services in areas such as process automation, data migration, and OSS consolidation.

NetCracker's innovative solutions transform the Service Layer by linking customer services with the Network Layer. This holistic approach allows systematic analysis of end-user problems, whether they are related to a service or the network. The result is faster service delivery at reduced cost, the ability to provide any service over any network, and increased customer satisfaction.

NetCracker's unique approach to the market includes: **Customer Focus:** NetCracker has a strong focus on its customers and works closely and collaboratively with them to ensure success.

Holistic View: NetCracker takes an end-to-end, business-centric view of customer needs, as opposed to a technology-specific or single-process view.



"With the combination of fulfillment, assurance, content, and partner management, NetCracker's IPTV solution takes a holistic approach that helps Service Providers focus on the attributes that drive customer acquisition, satisfaction, and retention."

Elisabeth Rainge, Director of Network Software, IDC

Broad and Mature Product Suite: NetCracker's powerful, feature-rich products are deployed by Tier 1 fixed, mobile, and cable carriers worldwide. They address mission-critical areas of fulfillment and assurance from order to activation.

Flexible and Scalable Solutions: NetCracker's flexible solutions allow operators to introduce new services quickly and to model, provision, and manage any network device. The scalable architecture enables CSPs to keep pace with future business demands.

Leading Technology: NetCracker products are built on an open, n-tier architecture based on J2EE standards. On each tier, powerful applications ensure scalability and smooth integration.

Solutions Approach: NetCracker works with its customers to understand their unique business challenges and to identify the most appropriate solution and implementation strategy. NetCracker's Global Solution Delivery teams configure and deploy the software to meet customer needs and provide training to ensure successful adoption.

NetCracker delivers value to wireline Service Providers by combining its innovative fulfillment, provisioning, and service management products with a solutions approach. NetCracker leverages its best practices and domain expertise to build automated and reusable service components, creating an end-to-end capability for fulfillment and service management.

By transforming their operations environments into flexible, scalable, and agile engines, wireline Service Providers can accelerate the order-to-cash cycle and create the foundation for delivering and managing compelling new revenue-generating services.

With NetCracker as a transformational partner, wireline Service Providers can increase revenues, reduce operations costs, and build stronger customer relationships.

Global Leader in OSS Transformations



Proven operations solutions:

- Largest number of OSS transformations
- Best record for successful implementations
- Broadest, most innovative product set
- Single platform to manage Network and IT
- Unmatched products, services, and expertise

Unsurpassed innovation in fulfillment and provisioning