

PROACTIVE SERVICE ASSURANCE WITH
REDUCED NETWORK OPEX

PERFORMANCE MANAGEMENT

BUSINESS CHALLENGE

As the telecom market becomes increasingly competitive, CSPs (Communications Service Providers) are looking for ways to reduce costs, increase revenues, and deliver exceptional customer experience.

Converged offerings, complex service platforms, and multi-vendor solutions are providing product variety for customers, while increasing the complexity of service assurance for CSPs. To deal with this complexity, CSPs are looking to streamline their operations and find a balance between ensuring a high quality of service and optimizing costs.

First, to meet customer expectations and avoid potential penalties, CSPs need to ensure service quality and availability, and proactively detect and manage potential SLA violations.

Second, to reduce network OpEx, CSPs need a centralized system for accumulating data from multiple network sources, as well as centralized performance analysis and reporting.

Third, to rapidly introduce new services, plan network extensions effectively, and optimize network capacity, CSPs need a

clear understanding of network performance capabilities and resource availability.

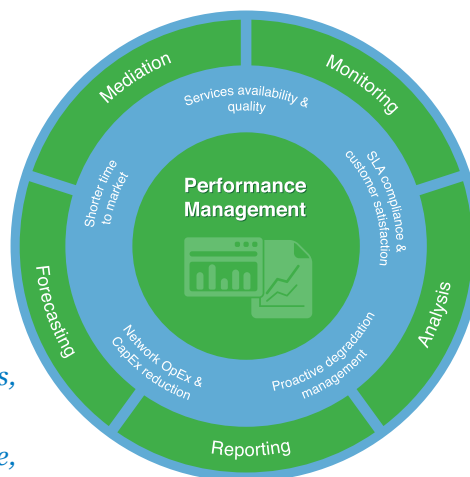
To fulfill these requirements, CSPs need a comprehensive network performance management and service assurance solution that will enable them to synchronize data monitoring in multi-

network environments, centralize performance indicators in one location, analyze and report on network capacity, detect threshold violations and network degradation threats, and trigger preemptive actions to ensure service continuity without negatively impacting customer experience.

NetCracker's Performance Management — part of the Network

Management offering included in our TOMS (Telecom Operations and Management Solutions) Suite — provides consolidated performance management for CSPs who have multiple networks as well as a proactive remedy for network degradation. It helps deliver a high quality of service, lower network maintenance costs, forecast extensions and upgrades, reduce time to market for new offerings, ensure SLA compliance, and foster customer loyalty.

NetCracker's Performance Management provides consolidated performance management for CSPs who have multiple networks as well as a proactive remedy for network degradation. It helps deliver a high quality of service, lower network maintenance costs, forecast extensions and upgrades, reduce time to market for new offerings, ensure SLA compliance, and foster customer loyalty.

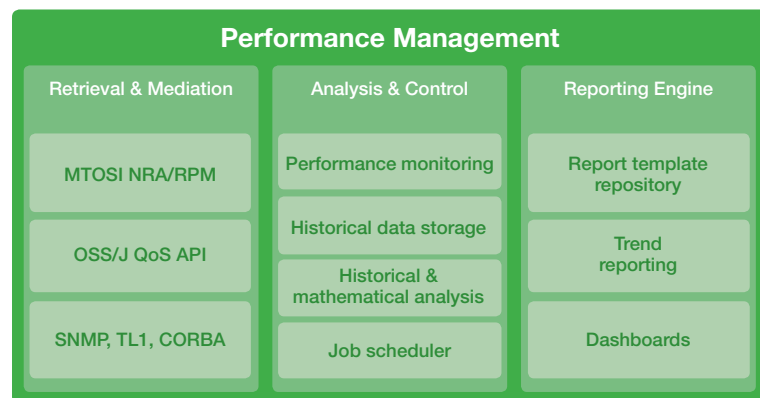


DETAILS

NetCracker's Performance Management provides CSPs with a consolidated network performance reporting mechanism and allows them to monitor, control, and manage the end-to-end performance of multi-service, multi-vendor networks in a centralized way.

Performance Management pre-integrates with NetCracker's Service Quality Management — part of the Service Fulfillment & Assurance solution — and provides strong mathematical analysis and forecasting capabilities, which allows pre-emptive measures to be taken if network capacity thresholds are violated and performance degradation is detected.

NetCracker's Performance Management includes Retrieval & Mediation, Analysis & Control, and Reporting Engine:



RETRIEVAL & MEDIATION

Retrieval & Mediation enables the collection of performance data from multiple networks and sources as well as the transformation of disparate external data into a single, unified format. It supports multiple north- and southbound interfaces for facilitated, synchronized, and centralized information gathering:

- Network data collection from network and element management systems
- Data extraction adapters
- Network data verification and decoding
- Data transformation
- Data collection scheduling

ANALYSIS & CONTROL

Analysis & Control initiates the monitoring of network data statistics and provides analysis of performance indicators. It allows rule-based scheduling of network data monitoring activities, and provides a unified view of the performance data after it has been collected, transformed, and mediated:

- Centralized performance data storage
- Network performance monitoring
- Statistical analysis and monitoring scheduler
- Historical and mathematical analysis of gathered data

REPORTING ENGINE

Reporting Engine provides user-friendly representations of network fault data (including shortages, fallouts, exceeded thresholds) and creates ad hoc reports on network statistics. It contains out-of-the-box templates and also allows custom configuration of network malfunction reports to enable a better, requirements based view of network issues:

- Repository of report templates
- Representation of rule-based network statistics
- Generation of user-configurable templates
- Data comparison and historical reporting

BUSINESS BENEFITS

NetCracker's Performance Management delivers the following benefits to CSPs:

- OpEx reduction through centralized data mediation and analysis
- Ensured quality and availability of service through preemptive network degradation management
- Cost-effective delivery of next-generation services through network capacity optimization
- Faster time to market for new services through consolidated management of multi-vendor, multi-service networks
- Churn reduction and cost minimization through proactive detection and management of SLA violations
- CapEx optimization through network utilization assessment