

HOME DELIVERY OF PERSONALIZED CUSTOMER EXPERIENCE

## HOME NETWORK

### BUSINESS CHALLENGE

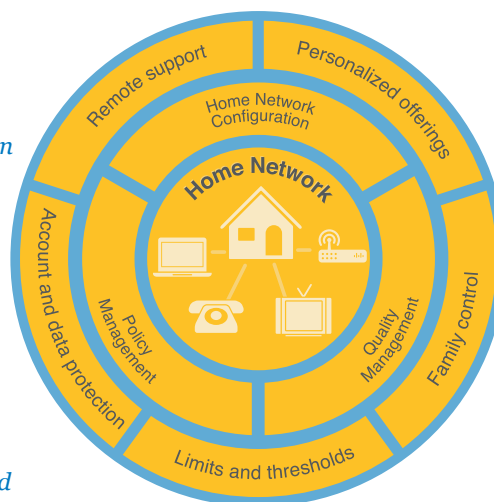
The latest service usage trends in the telecom market have demonstrated that customers are increasingly putting more value on the devices that they use at home and that are an integral part of their everyday lives. Given the demand for intelligent home networks, Communications Service Providers (CSPs) are looking to increase their competitive edge and to differentiate themselves through their ability to manage multi-vendor customer premises equipment (CPE) and to deliver content-rich services on top of it. Meeting complex customer requirements is therefore essential for effective home network management.

Customer choice of CPE varies from vendor to vendor, from model to model, and from version to version. And customers want no delays or service interruptions during the installation of new devices, replacement of old ones, or extensions of their existing home network with additional features and capabilities. To meet customer expectations, CSPs therefore need capabilities for plug-and-play configuration and activation, as well as one-touch (or zero-touch) CPE testing and diagnostics.

In addition, end users want full control over the service quality and service access each family member receives. They also want to be in control of their budget and its distribution across different

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products. Finally, they are looking to receive specialized offerings, personal discounts, and targeted promotions. To meet — and exceed — customer expectations, CSPs must be able to manage personal limits and thresholds, provide customizable access policy support (e.g. parental control), and track and analyze CPE usage trends and end-user preferences.



NetCracker's Home Network — part of the End-User Devices offering — allows CSPs to differentiate themselves through its smart home management capabilities. It helps reduce operational costs by automation of CPE activation and proactive troubleshooting. It also gives customers extensive opportunities in and full control over their home network usage.

Home Network streamlines provisioning of multi-vendor, multi-technology services, boosts the quality of customer experience, and delivers unsurpassed competitive advantage.

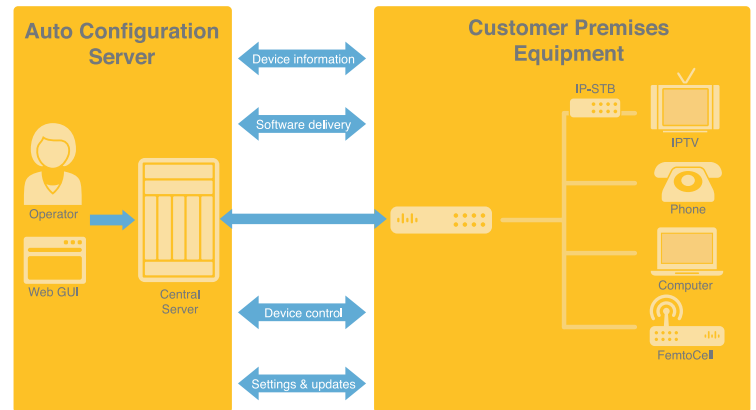
Home Network pre-integrates with other parts of NetCracker's Telecom Operations and Management Solutions (TOMS) Suite — including Customer Management, Service Fulfillment & Assurance, IT Platforms, Resource Management, and Network Management offerings — and thus helps reduce integration costs, streamline deployment, and ensure end-to-end data consistency.

# DETAILS

NetCracker's Home Network gives CSPs comprehensive capabilities for easily configuring, testing, activating, and upgrading complex home networks and assuring high-quality service delivery. It provides a high degree of customization for CPE usage and access policy adjustment, as well as definition of personal thresholds and limits, and enables scheduled and on-demand CPE performance and usage tracking and analysis.

NetCracker's Home Network is fully compliant with the TR-069 industry protocol and ensures that CSPs have a unified approach to assuring effective multi-vendor CPE management.

NetCracker Home Network includes Home Network Configuration, Quality Management, and Policy Management:



## HOME NETWORK CONFIGURATION

Home Network Configuration enables quick and efficient configuration, activation, and upgrades of multi-vendor home networks:

- CPE registration and zero-touch diagnostics
- Content provisioning
- Plug-and-play activation
- Device software and firmware installation and upgrades (individual or en masse)
- Assisted self-configuration
- Customizable workflows (including as-requested connectivity activation, modification, and termination)

## QUALITY MANAGEMENT

Quality Management provides the continuity of day-to-day, high-level service delivery, enables proactive service assurance, and facilitates customer self-assistance:

- CPE interconnectivity assurance
- Device capability management
- CPE performance and fault management
- Proactive fault detection and troubleshooting
- Assisted self-support and problem resolution
- Fault and event correlation
- Multi-vendor network support

## POLICY MANAGEMENT

Policy Management gives comprehensive tools for tracking and analysis of CPE usage trends and customer preferences, and also reinforces compliance with home network access and usage policies:

- Parental control
- Access policy management across different CPE
- Account security and data safety control
- Threshold and limit management
- Real-time CPE monitoring and analysis
- CPE usage analysis
- Template-based and customizable reporting capabilities

# BENEFITS

NetCracker's Home Network enables CSPs to:

- Increase customer satisfaction and reduce churn through streamlined and transparent service provisioning
- Reduce OpEx through automated management of multi-vendor home networks
- Increase ARPU through service personalization
- Ensure customer satisfaction through CPE performance monitoring and proactive troubleshooting
- Reduce time to market for new services through streamlined network re-configuration capabilities
- Facilitate customer-CPE interaction through assisted self-support and advanced control capabilities
- Ensure service continuity through pre-integration with other parts of the NetCracker TOMS Suite