

GAINING COMPETITIVE EDGE THROUGH A 360 DEGREE VIEW OF THE PRODUCT PORTFOLIO

PRODUCT INFORMATION MANAGEMENT

BUSINESS CHALLENGE

As Communications Service Providers (CSPs) change their business models to stay competitive, they are looking for ways to expand and differentiate their product portfolios, establish new partnerships, and deliver personalized customer experience. As a result, their product offerings are becoming more diverse (from the point of view of both features and vendors) and require quick updates.

At the same time, to compete with the utmost effectiveness, CSPs need to do their best to meet — and surpass — customer expectations, effectively explore new revenue streams, and optimize their operational expenses.

To improve customer experience, CSPs must make sure that end users have unhindered access to up-to-date product offerings, that product descriptions and promotional information are correct, and that services are delivered smoothly and error free. However, keeping track of multiple CSP products across all partners and business lines becomes a significant challenge. To obtain — and provide — timely access to existing product information, CSPs need a solution that will allow them to minimize discrepancies between the product data stored and the product offerings sold and to reflect the latest changes in the product lifecycle.

To open up new revenue sources, CSPs must streamline existing and new partnerships and speed up time to market for new products and offerings. Thus, they need to provide a single point of access to multi-vendor product information from multiple channels, and also ensure a unified way of describing products — to facilitate the reusability of product components

and the creation of new bundles.

To optimize costs, CSPs are looking for ways of streamlining personnel operations and removing unnecessary but time-consuming workloads. For that, CSPs are seeking to eliminate data inconsistency, duplication, and discrepancies in the multiple product inventories that CSPs and their partners have, thus

minimizing the time personnel spend obtaining up-to-date and accurate information, reducing errors, and increasing process efficiency.

NetCracker's Product Information Management helps CSPs integrate and centralize product data across all channels and business lines, and provides a single point of access for a CSP's internal users, customers, and partners.

NetCracker's Product Information Management helps CSPs integrate and centralize product data across all channels and business lines and provides a single point of access for a CSP's internal users, customers, and partners.

NetCracker Product Catalog helps ensure process agility and data flow transparency as well as seamless integration with external catalogs and workflows, catering to operations optimization, cross-partner product and service bundling schemas, and delivery of unsurpassed customer experience.



DETAILS

NetCracker's Product Information Management gives CSPs a holistic view of and unhindered access to up-to-date product information — integrated and centralized in a single access point. NetCracker's Product Catalog — the core component of Product Information Management — provides correlation between product and service definitions stored in the Service Catalog (part of NetCracker Service Information Management) and thus allows for quicker and failure-proof service provisioning.

Product Information Management also ensures comprehensive product data access management with role-based authorization and operation capabilities. It helps ensure process agility and data flow transparency and caters to operations optimization and cross-partner product bundling schemas.

NetCracker's Product Information Management includes Product Catalog, Information Management, and Policy Management:

PRODUCT CATALOG

Product Catalog serves as a single access point to product information for all CSP departments, partner users, and customers, and allows product details to be filtered, grouped, and presented in a user-friendly way:

- Product/component descriptions
- Pricing information
- Bundles, discounts, and promotions
- Product availability check
- Product data filtering for multi-purpose usage (e.g. sales, marketing, product management teams)
- Multi-channel data distribution

INFORMATION MANAGEMENT

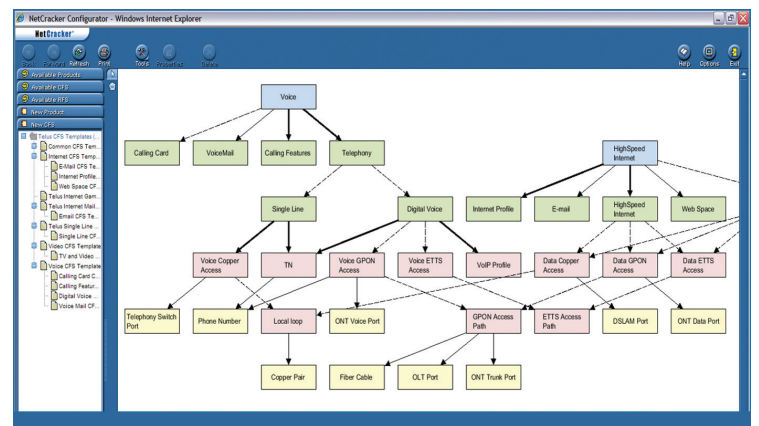
Information Management provides a centralized, hierarchical repository of up-to-date business and technical definitions of all CSP and partner products in a logical and user-friendly way and allows for timely information updates:

- Open APIs for product import, export, and status check
- Dynamic data modeling
- Flexibility and extendibility
- Pre-integration with partner catalogs
- Product usage rules (e.g. compatibility, dependencies, constraints)
- User-configurable templates

POLICY MANAGEMENT

Policy Management allows product data usage to be controlled in multi-vendor, multi-user environments. It supports hierarchical data access rules and enables user-dependant product data details:

- Support for multi-user environments
- Access control for CSP departments, partners, and customers
- Role-based authorization
- Correct definitions for data access, import, and updates
- Intelligent GUI for displaying product data with different levels of detail



BENEFITS

NetCracker's Product Information Management gives CSPs:

- Single view of and single access to up-to-date, multi-vendor product information
- Improved customer experience through product data visibility, consistency, and reliability
- Streamlined revenues and partner relations through faster time to market
- Reduced OpEx through elimination of data and effort duplication and product data centralization
- Enhanced product data security through intelligent, role-based data presentation management
- Streamlined service provisioning and activation through the pre-integration of Product Information Management and Service Information Management