

OPTIMIZED PRODUCT LIFECYCLE:  
FROM CONCEPT, TO DEPLOYMENT, TO RETIREMENT

## PRODUCT LIFECYCLE MANAGEMENT

### BUSINESS CHALLENGE

To succeed in the competition for new and existing customers, Communications Service Providers (CSPs) are looking for ways to best align their complex, multi-vendor product portfolios with customers' changing needs and increasing demands. While technological evolution is opening up opportunities for new converged services and multi-vendor offerings, it is adding complexity to the process of managing the multitude of CSP products across all business lines.

To effectively explore new revenue streams, rapidly deliver targeted product offerings at the time customers are expecting them, and optimize costs of product development, maintenance, and replacement, CSPs are seeking a solution that will enable them to fo-

cus on time to market and customer value and that will enhance their ability to quickly and cost effectively define, launch, optimize, and retire products and services.

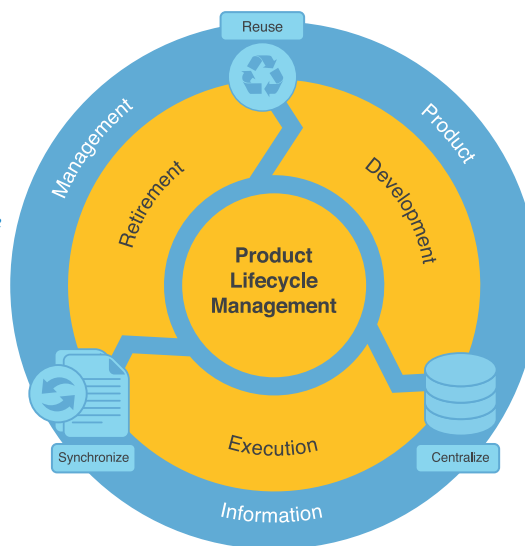
To keep pace with the changing telecom environment, CSPs must be capable of continuously keeping track of market tendencies, analyzing target audience demands, defining target geographies and customers (e.g. mass market or business), and making proactive decisions about how best to revamp their product and service portfolios. CSPs must also be able to calculate the margin for new products and decide on how to best fit them into multi-vendor offerings.

*NetCracker's Product Lifecycle Management – part of the Product Management solution – allows CSPs to collaboratively conceive, define, create, launch, and manage new products and services. It provides comprehensive capabilities for monitoring product lifecycle statuses, optimizing time and cost spent on product development, and analyzing product performance. In the long run, Product Lifecycle Management allows CSPs to move toward a rationalized product set driven by profitability and target markets.*

To stay ahead of the competition and deliver differentiated customer experience, CSPs must be prepared to provide services where and when end users want to receive them. Moreover, with customers by far preferring targeted offerings to those off the shelf, CSPs must make sure their products are flexible enough to adjust to personal needs and to combine with a selection of any

partner services.

Finally, CSPs need to streamline collaborative product creation and partner cooperation to optimize time, effort, and costs at each stage of the product lifecycle. For that, they require a well organized process of product lifecycle management with a clear view into product status, required inputs and feedback, as well as product versioning and



roll-back capabilities.

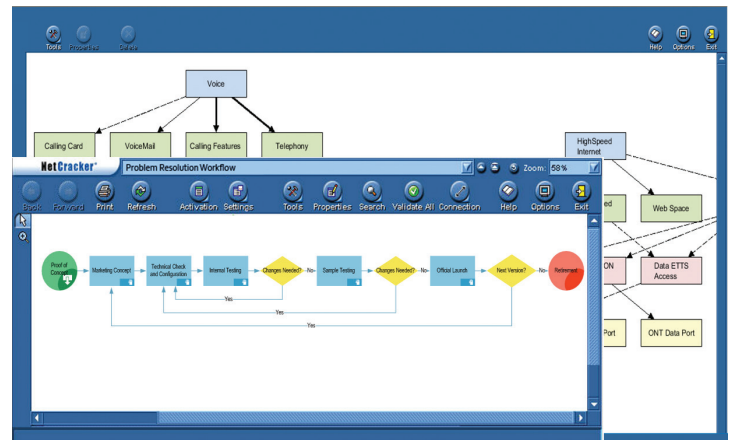
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## DETAILS

NetCracker's Product Lifecycle Management enables CSPs to collaboratively develop a comprehensive roadmap of product creations, modifications, and upgrades, and execute timely product retirements and/or replacements.

Product Lifecycle Management pre-integrates with Product Information Management and allows CSPs to analyze current product functionality, improve product quality, optimize product capabilities, and provide the ability to quickly identify potential sales opportunities and revenue contributions.

NetCracker's Product Lifecycle Management includes Product Targeting, Product Lifecycle Support, and Product Monitoring:



### PRODUCT TARGETING

**Product Targeting** provides capabilities for initial product strategy planning, formulation of competitive differentiation, definition of target audience and geographies for new products, and product positioning depending on market and sales objectives (e.g. for mass market, business, or government customers):

- Analysis and definition of target markets and audience demand
- Competitive analysis and comparison
- Analysis and definition of target geographies for products and services
- Definition of product positioning for different markets and niches
- Potential revenue calculation for new products and services

### PRODUCT LIFECYCLE SUPPORT

**Product Lifecycle Support** enables end-to-end product lifecycle management, from marketing concept development and product configuration, to product testing, test launch, and subsequent mass production. It also fully supports product versioning, upgrades, grandfathering, and retirement:

- Collaborative, end-to-end product development
- Product prototyping and modeling
- Product change and version tracking
- Control of product development costs at all stages of the product lifecycle
- Support for product usage, upgrade, and utilization processes

### PRODUCT MONITORING

**Product Monitoring** provides comprehensive tools for tracking and analysis of product development status (and, if necessary, multi-group notifications and escalations), as well as monitoring and analysis of product performance and profitability:

- Analysis of product usage feedback
- Product profitability calculation and analysis
- Management metrics for status tracking (e.g. product development status, time to market, etc.)
- Analysis of and reporting on product lifecycle KPIs

## BENEFITS

**NetCracker's Product Lifecycle Management enables CSPs to:**

- Reduce time to market for new products and services
- Increase customer value and rapidly deliver competitive offerings
- Cost effectively implement product strategies
- Optimize time and effort for product development through collaborative product lifecycle management
- Ensure competitive readiness by addressing rapid market (landscape) and customer (lifestyle) changes