

MONETIZING THE POWER OF TELECOM AND SOCIAL NETWORKING

SERVICE DELIVERY PLATFORM

BUSINESS CHALLENGE

With the continuous emergence of new content-rich services, Communications Service Providers (CSPs) are facing an increasing challenge to quickly and efficiently deliver any value-added converged services, over any network, to any device. Meeting this challenge is vitally important for several reasons.

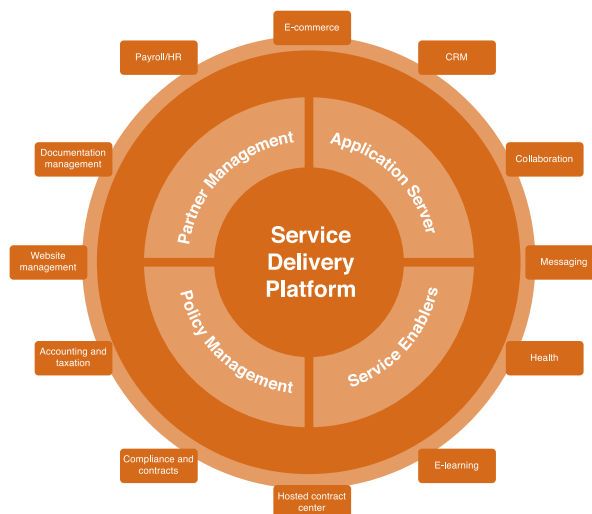
First, customers are looking for greater service variety, more personalization capabilities, and unhindered – often collaborative – access to a set of services adjusted to specific customer needs. Second, content providers are looking for new opportunities to cost-effectively deliver their targeted offerings. Third, CSPs themselves are looking for new, efficient environments for service delivery, shorter times to cash, and new revenue opportunities including promising partner schemes.

Together these factors create the need for Service Delivery Platforms (SDPs) that can support the growth of next-generation services, foster third-party service development, and offer the profitable “application store” model.

Moreover, to deliver large amounts of multi-vendor services on top of a centralized platform, CSPs need advanced capabilities for multi-vendor service provisioning and assurance. To provide

customer satisfaction and a competitive level of service delivery, CSPs therefore need to centralize service logic, streamline service fulfillment, ensure high quality of service, and bring together the numerous, multifaceted back-office systems that underlie the SDP constituents.

Using NetCracker's SDP, CSPs can create an open business model that facilitates a cost-effective transition from traditional to next-generation network and services, streamlines the introduction of content-rich services, and helps to quickly monetize application-based services.



NetCracker's SDP is part of our TOMS (Telecom Operations and Management Solutions) Suite and seamlessly pre-integrates with other TOMS domains including Customer Management, Product Management, Revenue Management, and Service Fulfillment & Assurance. It ensures unified and seamless service and resource management horizontally across

business and technology domains, and vertically across all layers of network, service, and customers.

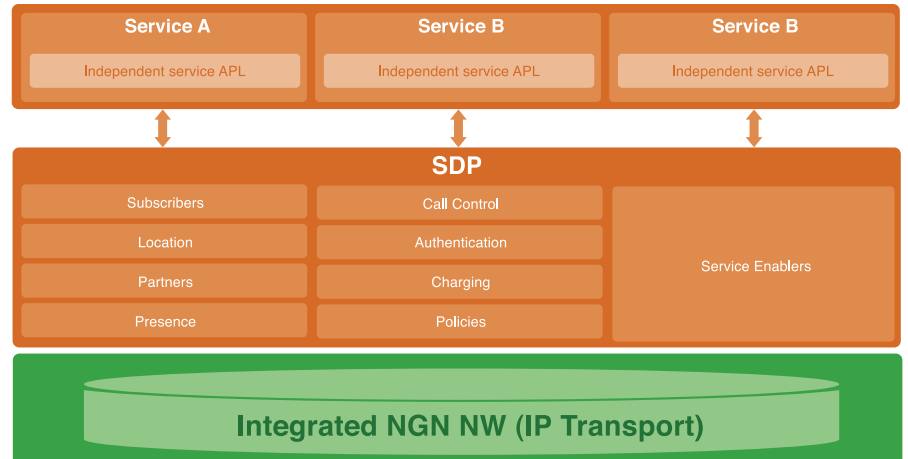
Using NetCracker's SDP, CSPs can create an open business model that facilitates a cost-effective transition from traditional to next-generation network and services, streamlines the introduction of content-rich services, and helps to quickly monetize application-based services and contents. In the long run, NetCracker's SDP enables revenue-yielding partnership models, reduces time to market for new offerings, and improves customer experience with service personalization and high-quality delivery.

DETAILS

NetCracker's SDP enables CSPs to create and orchestrate next-generation, application-based services over any network and IT infrastructure.

It provides a single, multi-technology, multi-vendor environment for next-generation service lifecycle management from concept to cash, including service creation, deployment, and execution.

NetCracker's SDP includes Application Server, Service Enablers, Partner Management, and Policy Management:



APPLICATION SERVER

Application Server provides a flexible, scalable, standards-based platform for the development and deployment of next-generation, multi-vendor applications:

- End-to-end application lifecycle management including design, creation, delivery, charging, and support
- Standards-based service creation environment
- Session management
- Feature composition
- Real-time performance

PARTNER MANAGEMENT

Partner Management provides CSPs with comprehensive capabilities for quick service monetization and management of relations with third-party developers and content providers:

- Open APIs for facilitated service integration
- Scalable partnership management
- Multi-vendor service orchestration
- Flexible revenue sharing models

SERVICE ENABLERS

Service Enablers allow applications to be abstracted from the underlying system complexity and make possible future-proofing service developments:

- Application portability across various systems
- Out-of-the-box service enablers and integration scenarios
- Easy B/OSS integration through shared common integration requirements
- Abstraction from underlying network technologies
- Facilitated service migration

POLICY MANAGEMENT

Policy Management provides CSPs with extensive capabilities for integrated management of identity, rules, end-user devices, content, and partners:

- Prepaid session control
- Identity management
- SLA compliance enforcement
- Self-service management capabilities
- Identity information exchange between multiple systems

BENEFITS

NetCracker's SDP enables CSPs to:

- Improve customer experience through service variety, easy service access, and streamlined service delivery
- Increase profitability through shorter time to cash for new services
- Reduce operational costs and prospective investments through flexibility and simplicity of service delivery
- Create competitive edge through shorter time to market for new service offerings
- Deliver better customer value through partnership schemes and personalized service bundles