

A DETAILED, CENTRALIZED VIEW OF YOUR  
MULTI-VENDOR, MULTI-TECHNOLOGY SERVICES

## SERVICE INFORMATION MANAGEMENT

### BUSINESS CHALLENGE

In the competition for customer loyalty and differentiated product offerings, Communications Service Providers (CSPs) have expanded their product portfolios with new converged services, developed revenue-generating partnerships, and focused on delivering personalized customer experience.

To deliver their next-generation products and targeted bundles quickly, efficiently, and cost-effectively, CSPs must be able to readily break products into underlying services and have a clear picture of how these services can be combined.

To strive for leadership in tough telecom markets, CSPs are constantly modifying their multi-vendor product portfolios to bring in exciting new products and thus meet constantly changing customer demands. To

be on time with new offerings and to turn them into attractive revenue sources, CSPs must reduce time to market and optimize service integration costs.

Moreover, with end users reluctant to confine themselves just to new content-rich services and eager to receive individualized experience, CSPs must focus on a personal approach to each customer and customer group. To provide personalized services,

CSPs need a clear picture of what their services consist of and how service components can be grouped and re-assembled to better meet specific end-user needs.

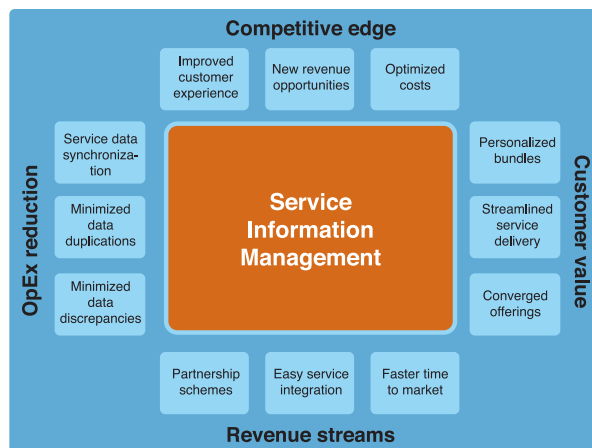
Given these prerequisites, CSPs need a comprehensive solution that will give them a single, centralized view of their multiple services, including product-to-service and service-to-resource

relations, historical service descriptions, as well as product and service dependencies and constraints. CSPs are also looking for detailed, user-friendly descriptions of existing services — across all vendors, technologies, and business lines.

Service Information Management is an inherent part of the Service Fulfillment & Assurance offering included in NetCracker's TOMS (Telecom Operations

and Management Solutions) Suite. It allows CSPs to describe their services in a unified way regardless of vendors and underlying technologies, and provides a detailed view of the relations between CSPs' next-generation products and underlying services that need to be provisioned, thus reducing time to market, streamlining service delivery, and improving overall customer experience.

*“ We have chosen NetCracker based on its ability to assist us in our aggressive goals to roll out FTTP in a rapid timeframe and with the most efficiency. We realize the complexity of triple play services and the critical role a flexible OSS plays in managing this new network environment. In addition to providing the foundation for our triple play services, NetCracker’s comprehensive modular solution also enables us to future-proof our infrastructure with the ability to add on as service needs grow in the future.”*



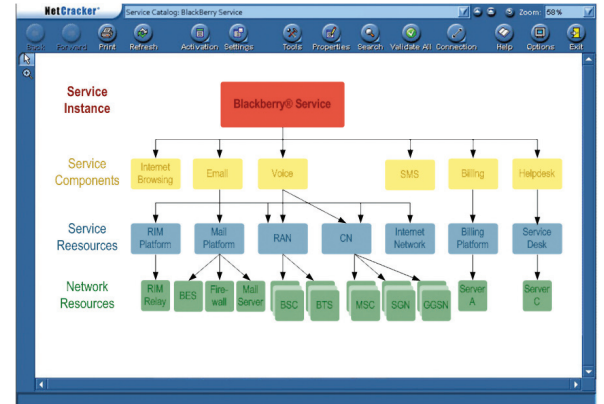
*Keld Damsbo, CTO, TRE-FOR*

# DETAILS

NetCracker's Service Information Management provides a quick and efficient way of viewing, accessing, and managing multi-technology, multi-vendor services and service components.

Service Catalog — an integral part of Service Information Management — is pre-integrated with Product Catalog (included in NetCracker's Product Information Management) and contains detailed descriptions of product-to-service and service-to-resource correlations and existing service descriptions.

NetCracker's Service Information Management includes Service Catalog, Service Lifecycle Management, and Policy Management:



## SERVICE CATALOG

**Service Catalog** allows CSPs to keep track of multi-vendor services and service offerings. It contains detailed descriptions of services and service components and provides information on product-to-service and service-to-resource correlations:

- Descriptions of services and service components
- User-configurable templates for service modeling
- Mapping of service components to network infrastructure
- Data segmentation capabilities by vendor, technology, domain, etc.

## SERVICE LIFECYCLE MANAGEMENT

**Service Lifecycle Management** enables CSPs to track and manage changes in services and service components in a timely manner throughout their lifecycle and provides both current and historical views of services across all CSP business lines:

- GUI for managing service components and their relations
- Configuration and modification of service components
- User-friendly representation of historical service versions
- Application of service changes to related services and components

## POLICY MANAGEMENT

**Policy Management** provides a detailed picture of service-on-service dependencies and contains business rules that describe constraints on service configurations:

- Service compatibility rules
- Definition of relations between services and their components
- Dependencies between customer-facing (CFS) and resource-facing services (RFS)
- Simple and complex rules for RFS selection

# BENEFITS

**The NetCracker Service Information Management offering enables CSPs to:**

- Reduce time to market for new services
- Deliver personalized customer experience
- Foster partner relations and develop new business lines
- Optimize integration costs for multi-technology services
- Facilitate service delivery and assurance
- Streamline service modeling
- Easily extend product portfolios through reusable and re-configurable service components