

GETTING THE END-TO-END PICTURE:
FROM RESOURCE, TO SERVICE, TO PRODUCT

SERVICE INVENTORY

BUSINESS CHALLENGE

Rapid technological advances and the extensive opportunities they create for delivering converged, next-generation services and service bundles have, ironically, made it more difficult for Communications Service Providers (CSPs) to maintain customer loyalty.

To defend their market position and deliver differentiated customer experience, CSPs have been creating strategic alliances, developing intricate marketing strategies, and analyzing customer needs to create targeted product offerings.

The variety of offerings is not enough by itself, however: a rich product and services portfolio can only be effective as a competitive differentiator if it meets current market requirements and is adjusted to changing customer needs. This means CSPs' multi-vendor services need to be continuously modified, updated, and recombined to form attractive bundles.

The traditional isolation of products from the service instances they are decomposed into leaves CSPs with little understanding of the connections between service components and products

— not to mention their connection to customer accounts. Nor do CSPs have a clear view of services and underlying resources. Establishing the connection between under-performing resources, affected services, and unhappy customers is, therefore, a front-burner issue for CSPs. Failure to establish and understand this connection means that CSPs are probably not using OpEx

optimally, are at risk of having the end-user experience deteriorate, and are unable to add and provision new services in a timely manner in order to increase revenues.

Service Inventory is an integral part of the Service Fulfillment & Assurance offering included in NetCracker's TOMS (Telecom Operations and Management Solutions) Suite. It accumulates and stores up-to-date information about

all services purchased by customers, gives an effective visual representation of service topology, and enables CSPs to understand customer-to-service-to-resource relationships. It allows CSPs to visualize the end-user services running on top of their networks and to quickly locate resources associated with unhappy customers. In the long run, it helps CSPs to significantly improve customer experience, optimize OpEx, and boost revenues.

“ *We are rapidly deploying new converged services and network capabilities throughout our customer base. The flexibility of NetCracker's platform allows us to adapt quickly to changing market and customer needs. In addition, we are able to transform our service layer through NetCracker's Service Inventory module.*

*Keld Damsbo,
CTO, TRE-FOR*



