

Alcatel-Lucent and Cramer, Amdocs OSS Division, Together Delivering OSS Transformation



A combination of industry leading products, business process analysis, experience of cutting edge IP services and integration

ABSTRACT

This article outlines the challenges of OSS system integration at network and IT levels, and the multiple dimensions of OSS transformation. It introduces the Alcatel-Lucent and Cramer, Amdocs OSS Division partnership approach and focuses on their joint Triple Play Service Fulfillment pre-defined and pre-integrated solution to optimize project investment. It then provides a number of examples of customer projects to illustrate inventory-based OSS solutions for Telecom Service providers and enterprises with large carrier-grade networks. The joint approach provides more value and solid business cases for customers and positions Alcatel-Lucent and Amdocs as the preferred supplier of global solutions, including Triple Play infrastructure, OSS solutions and integration services.

TABLE OF CONTENTS

The Transformation Challenge	1
The Alcatel-Lucent and Amdocs Partnership	1
Why Alcatel-Lucent and Amdocs?	1
Joint Triple Play Service Fulfillment solution	2
What does the Alcatel-Lucent 8950 SF solution include?	2
Global Expertise - Local Presence	4
OSS transformation at Telekom Austria,	4
OSS transformation for CFE, Comission Federal de Electricidad, Mexico	4
Conclusion	4
Contact Information	4

The Transformation Challenge

In today's competitive and challenging market rife with customer churn and reduced revenues, service providers are looking to the promise of triple play to reinvigorate business growth. An increasing number of service providers are migrating toward Ethernet/IP/Next Generation Network (NGN)/IP Multi-media Sub-system (IMS) network architectures in order to deliver higher revenue value added services such as Voice over IP (VoIP), IP Television (IPTV), and fast internet in an efficient and cost-effective way.

In this changing environment, implementing an end-to-end triple play architecture has a major impact on operational processes. Most of the existing legacy operational and business support system (OSS/BSS) solutions present functional limits and are un-able to support next-generation architectures and the introduction of new services without prohibitive investment and organizational implications. In addition, the prevalent usage of IP technologies and the introduction of new services and technologies brings a whole set of new security threats. These risks have the potential to jeopardize the initial Service Provider expectations in terms of quality of service, public image and even legal aspects.

A main success factor for any service provider is the ability to manage the growing functionality in an efficient way. In this new converged service and network environment, having the ability to operate and manage all services with a common OSS/BSS infrastructure is a critical business requirement. Any viable solution has to enable the effective and efficient activation of services, provide the ability to measure, monitor, react, and report on customer service usage and service experience as well as support innovative pricing policies with one single bill.

The flexibility and versatility of the OSS/BSS components has become increasingly important due to:

- > Developments in network technologies and protocols are moving networks towards a single converged infrastructure to deliver voice, video, data, and other multimedia services
- > Convergence in operating tools and environments, fostering adoption of a single business process model for all service products
- > End-to-end quality of service must be transparent to the end-user's service experience
- > The complexity of the network and services is increasing with the acceleration of the network technology evolution

- > The service providers' value chain is evolving, with increasing numbers of third-party content providers, and the sharing of network infrastructure among those providers
- > End-to-end security must be managed and assured to deliver value-added services in a secure way

Alcatel-Lucent's Triple Play OSS/BSS Solution is intended to help operators to efficiently support the new and demanding business processes inherent with triple play, and achieves operational excellence including security for triple play service bundles based on a convergent NGN architecture.

The Alcatel-Lucent and Amdocs Partnership

Alcatel-Lucent and Amdocs have joined forces to provide telecom service providers and enterprises with advanced and innovative inventory-based OSS solutions, based on the Cramer6 OSS Suite, covering:

- > Inventory management, with network discovery and reconciliation
- > Service fulfillment, with service activation
- > Service assurance support, with service impact and route cause analysis
- > Complete process automation based on a single inventory core system.

WHY ALCATEL-LUCENT AND AMDOCS?

Alcatel-Lucent is the world leader in delivering integrated IPTV and Triple Play network, applications and operations support systems through transformation projects.

- > Proven methodology in driving transformation projects worldwide
- > Prime integration services for the design, integration, and deployment of OSS solutions,
- > Pre-packaged and pre-integrated solutions (e.g Alcatel-Lucent 8950 Triple Play Service Fulfillment)
- > Worldwide presence and knowledge of local business practices and regulations

Cramer, Amdocs OSS Division is the leading provider of inventory-based OSS software that accelerates the introduction of new services, enables OSS transformation and reduces cost of ownership.

- > Proven experience to deliver OSS solutions for next generation networks
- > End-to-end service fulfillment across multi-service and multi-technology networks

- > Ability to automate critical OSS process to reduce operating costs and time to market
- > Integrated platform to support network, service and content management

Joint Triple Play Service Fulfillment solution

Alcatel-Lucent is actively defining enhanced solutions that will make it possible to bring new services to market while taking full advantage of the existing and new technology infrastructure. An example is the introduction of IPTV and video services over the new broadband access and NGN infrastructures.

Based on the expertise capitalized from initial large Triple Play projects worldwide, Alcatel-Lucent is leveraging its strategic OSS partnership approach to deliver innovative OSS solutions in each domain.

Alcatel-Lucent and Amdocs' OSS Division have been working together to build a joint Next Generation Network (NGN) solution center, located at Alcatel-Lucent's premises in Stuttgart, Germany. The center is responsible for the development of the Alcatel-Lucent 8950 Triple Play Service Fulfillment solution (Alcatel-Lucent 8950 SF), focusing on triple play (3P) services. The solution, based on the Cramer6 OSS Suite, enables telecom service providers to quickly deliver next generation services and effectively manage their IP transformation programs.

The key goals of the joint NGN solution center are:

- > Development of a joint end-to-end Triple Play fulfillment solution, branded under the Alcatel-Lucent 8950 Triple Play Service Fulfillment name.
- > Plug and play infrastructure for service providers to deliver triple play services
- > Pre-integration and testing of the solution with Alcatel-Lucent's Triple Play network infrastructure at the Alcatel-Lucent IP Transformation Center in Antwerp (Belgium)
- > Full support for integration assessment and testing, including proof-of-concept and validation for customers
- > Transfer of technological and operational know-how to Alcatel-Lucent competence centers worldwide

WHAT DOES THE ALCATEL-LUCENT 8950 SF SOLUTION INCLUDE?

Alcatel-Lucent have built a comprehensive service Fulfillment Solution which delivers end-to end service delivery. The solution is based on the Cramer6 OSS Suite with additional configuration to support specific triple play processes and devices.

Pre-defined configurations include Triple Play service models and fulfillment templates, covering the design, assignment, implementation and activation of High Speed Internet (HSI), VoIP, IPTV and their associated bundles.

Pre-integration include Alcatel-Lucent device models (IAD, 7302, 7450, 7750, etc) and pre-tested network adapters for service activation on the Alcatel-Lucent customer premises equipment (CPE), access, aggregation and service platforms.

Packaging includes fulfillment and migration process templates to deliver a complete OSS solution based on a single enterprise wide core inventory system.

The solution makes use of the following functional processes:

- > Service design and Resource assignment, including IP capacity management, based on a unique service catalogue and core logical and physical inventory system
- > Service Implementation, including jobs creation for manual and automated operations
- > Service activation, including an initial set of activation adapters
- > Service impact analysis to support service assurance processes

Customer benefits include:

- > Accelerated Triple Play service introduction, resulting in reduced time to market
- > Lower risks, reduced integration efforts and accelerated implementation
- > Improved efficiency through process adaptation and automation
- > Reduced cost of ownership through a one-stop vendor, delivering a global transformation solution
- > Scalable platform to deliver an increased volume of services across multiple technologies
- > Improved customer satisfaction due to improved assurance and time to market for new services

Figure 1 - Alcatel-Lucent 8950 Triple Play Service Fulfillment

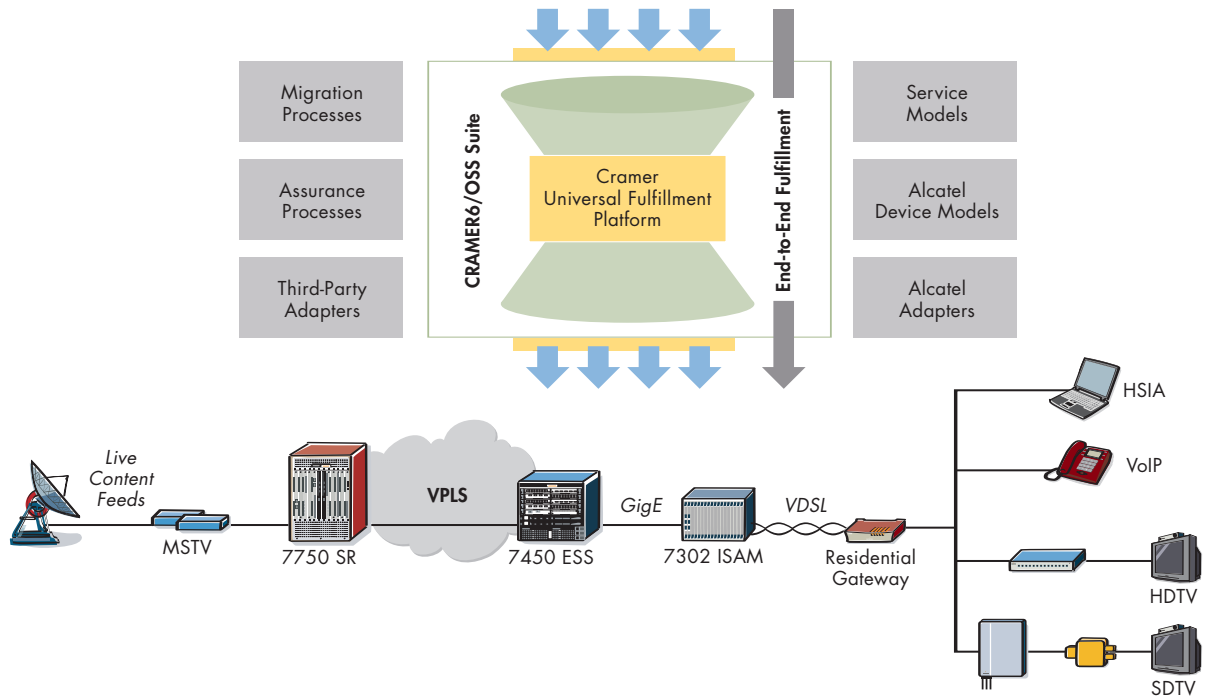
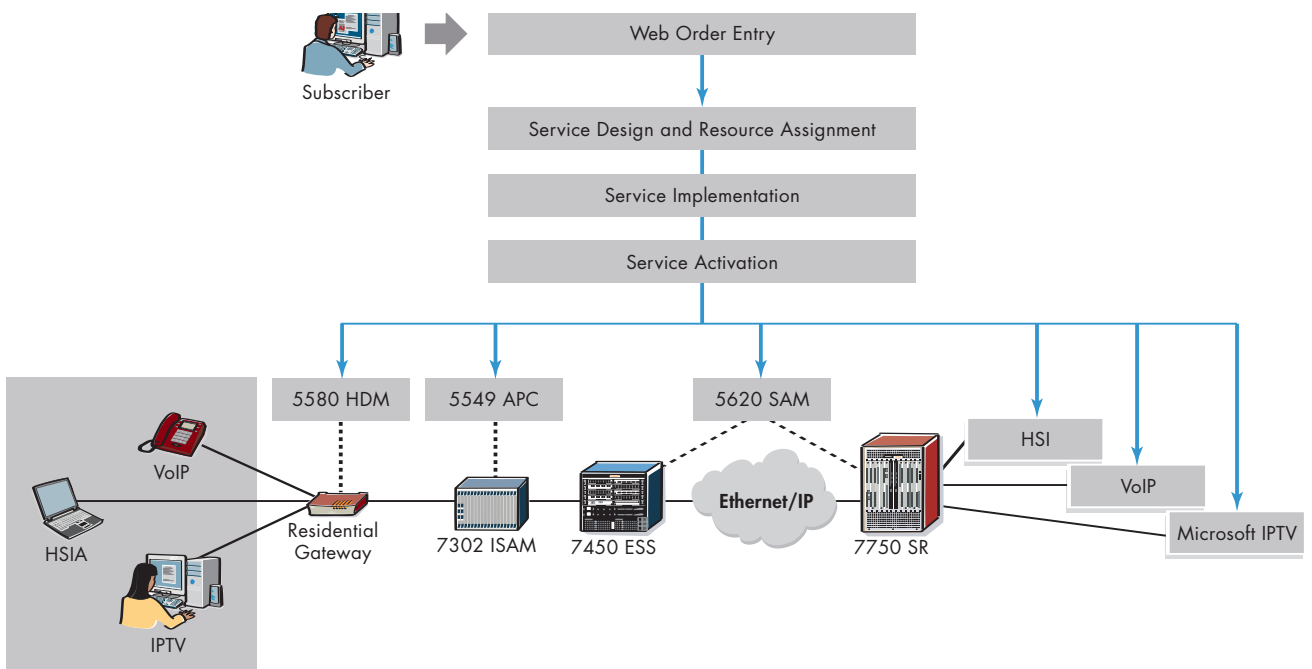


Figure 2 - Alcatel-Lucent 8950 Triple Play Service Fulfillment Solution



Global Expertise - Local Presence

With proven expertise and experience in implementing multi-vendor, multi-technology inventory and fulfillment solutions, Alcatel-Lucent and Cramer are able to deliver tailored solutions adapted to individual customer's business practices and needs. A number of customer references around the world testify to our innovative solutions.

OSS TRANSFORMATION AT TELEKOM AUSTRIA,

Alcatel-Lucent and Cramer, Amdocs OSS Division, are deploying an integrated end-to-end fulfillment solution to enable Telekom Austria to launch next generation services, including Triple Play bundles of voice, video and internet services, quickly. Alcatel-Lucent and Amdocs' OSS Division are delivering process automation based on a single inventory core, which allows Telekom Austria to accelerate service introduction, fulfill large volumes of customer orders quickly and accurately, and reduce the total cost of ownership for the OSS.

"A strategic goal for our wireline business is to optimize costs and investments in the area of infrastructure and technology. With the Alcatel-Lucent and Amdocs Cramer joint solution, Telekom Austria will have the required OSS platform to achieve flexibility and process performance as we expand to offer next generation broadband services".

Helmut Leopold,

Managing Director of Product and Technology Management

OSS TRANSFORMATION FOR CFE, COMISION FEDERAL DE ELECTRICIDAD, MEXICO

Comision Federal de Electricidad (CFE), Mexico's national power company, has selected Amdocs' Cramer solutions to be the centerpiece of its operations support systems (OSS) environment. Alcatel-Lucent is the prime system integrator to deploy the Cramer solution.

CFE, which currently provides electrical service to nearly 80 million Mexicans, is completing deployment of a 22 thousand kilometer fiber optic network across the country, which will be the second largest in Mexico. The transmission infrastructure will serve as the conduit for voice and data that will be delivered using powerline communications (PLC) technology. By leasing its network to traditional telecom operators, CFE will become a service provider to other providers and millions of Mexicans will be able to receive high-quality, reliable high-speed services for the first time.

"This undertaking is massive and complex, but critical to improving the lives of Mexican citizens. To be successful, we need a first-class network and OSS. Alcatel-Lucent and Cramer, Amdocs OSS Division, are well-positioned to meet our next generation service requirements, and their track record in Mexico, throughout Latin America, and worldwide means our OSS will deliver."

Javier Flores Herédia,

CFE's Communications Coordinator

Conclusion

Alcatel-Lucent offers a "one-stop shop" solution which combines network, process and system integration experience and knowledge. Alcatel-Lucent has the ability to define and manage full service OSS integration projects, leveraging its value-added reference solutions, based on the product portfolio of its strategic OSS partners.

Alcatel-Lucent and Amdocs OSS division are delivering a global inventory-based OSS transformation solution for Triple Play services. Service providers can utilize the Alcatel-Lucent 8950 Triple Play Service fulfillment to significantly reduce the time to market with lower integration risk. The joint approach provides enhanced business value which has already been proven through customer deployment. Alcatel-Lucent is the industries preferred supplier of global solutions, including Triple Play infrastructure, OSS solutions and integration services.

Contact Information

Andrew Newton

Cramer, Amdocs OSS Division
3 Sheldon Square
London W2 6HY
UK 91 302 Massy Cedex
Tel : 020 7266 8400
www.amdocs.com

Bernard Sauve

Alcatel-Lucent Services
OSS, BSS and Software Integration
1 rue Ampère
France
Tel: 33 1 69 81 11 24
www.Alcatel-Lucent.com

www.alcatel.com

Alcatel, Lucent, Alcatel-Lucent and the Alcatel-Lucent logo are trademarks of Alcatel-Lucent. All other trademarks are the property of their respective owners. Alcatel-Lucent assumes no responsibility for the accuracy of the information presented, which is subject to change without notice.
© 01 2007 Alcatel-Lucent. All rights reserved. 21491