



*Reduce integration
and deployment
times by up to 70%*

Quickly monetize new services by implementing pre-integrated COTS based B/OSS solutions

Challenges

Massive advances in mobile devices and connected consumer electronics, new wireless broadband technologies like Femtocell, WiMAX and LTE, and – most importantly – a wave of Web 2.0 and cloud-based services are driving the significant evolution of OSS / BSS implementation by carriers. In this context, Aricent's Innovation Lab is aimed at helping service providers overcome a number of significant challenges, including:

- **Integrating and commercializing new SOA enabled OSS / BSS based on COTS platforms:** To address the huge growth in the subscriber base, operators (particularly green field operators in emerging markets) look for cost effective, pre-packaged solutions that are highly scalable.
- **Deploying 4G:** As operators look to deploy the latest 4G technologies like WiMAX and LTE, experimenting with and supporting new business models is a key requirement demanding a highly flexible OSS / BSS.
- **Delivering and monetizing Web 2.0 and cloud-based services:** As carriers look to open up their networks and embrace cloud services by offering SaaS solutions, they need to partner with external vendors who will integrate network APIs to deliver next generation context aware services like location based social networking, mobile gaming etc. There is, thus, a critical need for creating a back office infrastructure that makes it simple for third party application providers to monetize and roll out services.
- **Accelerating time to market:** Finally, accelerating time to market for new services in order to gain a sustainable competitive advantage is imperative.

Solution

Aricent's Innovation lab combines our deep domain expertise in telecom and in OSS/BSS to create a best-in-class, highly comprehensive, multi-vendor solution that is pre-integrated on Commercial Off-The-Shelf (COTS) platforms. The lab enables seamless integration across multiple systems and call for minimal customization; so new services can be launched quickly.

Besides proven processes and state-of-the-art infrastructure, Aricent's Innovation Lab also provides access to a large number of experts in various OSS/BSS technologies.

Aricent's Innovation Lab enables operators to build solutions that are highly modular, scalable and flexible, dramatically reducing upfront integration costs. The lab is based on Service Oriented Architecture (SOA) and covers SOA design, requirements, process modeling, ISV vendor assessment and recommendation, customization, implementation, testing, launch and on-going maintenance and release management of the full suite of OSS/BSS applications (order management,

People

- *Access to a global pool of talented consultants who not only understand business processes, but are also technical experts*

Process

- *Pre-integrated and pre-tested reference architectures*
- *Recipe books for implementation, detailed documentation on system integration pain points, technology briefs and business processes in OSS / BSS areas, used during project execution*

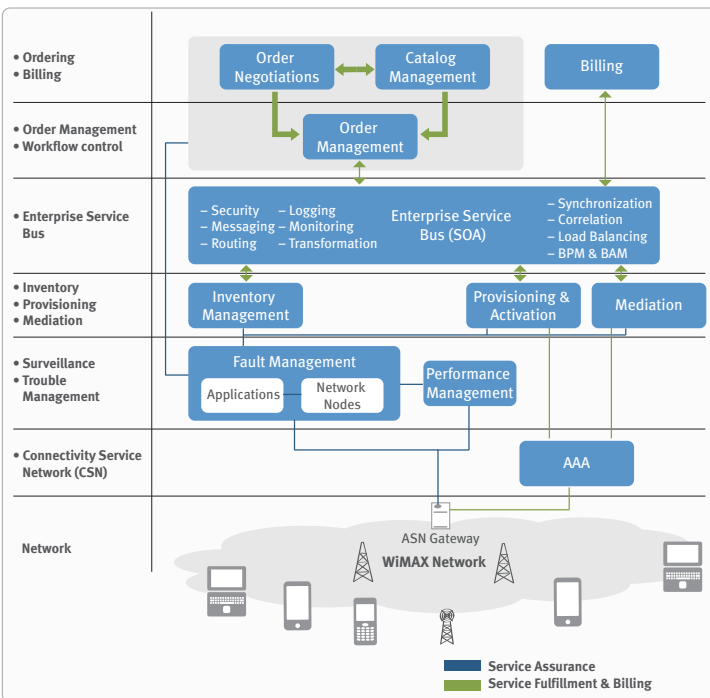
State-of-the-art Infrastructure

- *Dedicated lab infrastructure that comprises of multiple COTS platforms*
- *Partner products include ConceptWave, Granite (Telcordia), BRM and SOA Suite from Oracle, and HP OpenView.*

inventory management, service provisioning, business integration, workflow, billing), thus providing a complete end to end solution to operators.

The lab utilizes TeleManagement Forum (TMF) technical working documents and guidelines in servicing telecom clients, including the enhanced Telecom Operations Map (eTOM) in Business Process Consulting, Product Launch, CRM, Order Management and Billing services, and the New Generation Operations Support Systems guidelines (NGOSS) for technology-neutral architecture in our Business Integration & Architecture services.

An example of a reference solution is illustrated below. This solution is implemented for WiMAX broadband, triple-play FTTH network over Service Oriented Architecture (SOA). It is a complete end-to-end OSS/BSS solution designed for rapid, predictable deployment and integration with new or existing systems, thus helping customers reduce time, effort and costs.



Example of a WiMAX reference architecture implemented at Aricent's Innovation Lab

Key Benefits

- **Accelerate time to revenue** – Reduce integration and deployment times by up to 70% by choosing the best solutions through Proof of Concepts and implementing the final pre-tested reference architectures
- **Reduce integration cost and complexity** – Leverage Aricent's facilities, equipment and lab investments, deep domain expertise, and trained personnel to reduce OPEX and CAPEX
- **Ensure interoperability of multi-vendor solution components** – Custom demos and PoCs ensure that all solution components are pre-integrated and pre-tested prior to actual implementation

Next Step

To learn more about Aricent's Innovation Lab, contact your sales representative. You can also find more information on the Innovation Lab at www.aricent.com.

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