

The background features a series of vertical stripes in shades of blue, purple, orange, and red. Overlaid on these stripes are several vertical columns of out-of-focus, glowing bokeh lights in warm tones like yellow and orange.

ADAPTIVE OPERATIONS IN PREPARATION FOR 4G

Aricent



THE SURGE IN MOBILE INTERNET

According to Cisco's Visual Network Index (VNI), future global IP traffic could approach 64 exabytes per month in 2014, compared to approximately 15 per month in 2009. Cisco also estimates that by 2014, the various forms of video (TV, VoD, Internet Video, and P2P) will exceed 91 percent of global consumer traffic. Not only is the traffic increasing at an exponential rate, but it now also includes a mix of data from businesses, consumers, tiers of services, and others, all of which have different and distinct requirements. Operators need to focus on helping their customers realize the "always connected" lifestyle and understand how this will impact their existing network and operations.

THE CIO CHALLENGE: DOING MORE WITH LESS

Service provider executives must tackle lots of new challenges. They have to integrate new wireless broadband access technologies, and they have to accelerate the rollout of innovative new services and devices—all while reducing the overall cost of network operations. Executives are finding the most promise for efficiency gains in their processes and operational and business support systems (OSS/BSS), where the return on investment has been proven to be substantial. Process inefficiencies, lack of integration, automation and contemporary tools, and a shortage of personnel with deep domain expertise, all add up to higher costs, missed objectives, and lower customer satisfaction.

ARICENT'S CARRIER SERVICES AND SOLUTIONS PRACTICE

For almost 20 years, Aricent's Carrier Services and Solutions (CSS) practice has delivered advanced and reliable OSS/BSS

solutions that facilitate the fast roll out of innovative services, reduce OPEX, improve user experience and loyalty, and create new revenue streams. Our expertise and offerings range from process consulting, lifecycle services and system integration to fully supported managed services. Aricent has proven mature processes and modeling based on industry standards such as eTOM, NGOSS, and ITIL, and compliance with quality standards like SEI CMMI 5, TL9000, and ISO 9001. Aricent's deep domain expertise and global delivery model can help CSPs offer the best user experience to their customers.

MOBILE SERVICE ASSURANCE

Aricent's Mobile Service Assurance solution is based on best practices and established industry standards across the entire service assurance spectrum—from network elements, end user devices, and advanced data services, to compelling applications and technology savvy customers. The solution provides a unified, integrated approach to managing user

CASE STUDIES

Enabling UK's Leading Service Provider to Deliver High-Quality 3G Services

Aricent provided a comprehensive Mobile Service Assurance solution for the operator, including end-to-end systems integration services and customer experience management, which resulted in improved customer satisfaction and savings in excess of USD \$4 million.

Delivering Innovation Assurance for a Tier 1 Operator

Aricent provided complete end-to-end assurance and verification services to launch the operator-branded portal in record timeframe. The engagement included more than 1600 hours of end-to-end testing for applications such as Music Station, Google Search, SatNav, games, alerts, mobile TV streaming, content control, and more.

Saving USD \$2 Million for a Leading Cable Operator in the USA

By implementing highly efficient inventory management systems and processes, Aricent enabled the operator to dramatically improve asset utilization and reduce spares in less than 6 months.

experience based on events, service, and network performance. Aricent's Service Assurance Framework enables continuous improvement in customer experience and services delivery through improved Quality of Experience (QoE) and Quality of Service (QoS).

Aricent's Mobile Service Assurance offering includes the following functions:

- **Fault and Performance Monitoring:** Problem identification, analysis and resolution across networks, subscribers, applications, and devices
- **Operations Automation:** Enabling automation through integration and correlation of information, and enabling actions
- **Customer Experience Management (CEM):** Defining business and technical requirements for Service Quality Management (SQM), QoS, and QoE solutions including Service Level Agreement (SLA) management
- **Support and Maintenance:** Devising proactive and reactive maintenance strategies for the ongoing support and maintenance of operating environments, from single products to the entire range of OSS/BSS operating environments
- **Business Driven Enrichment:** Network and service surveillance through KPI/KQI modeling, network maps, alarms, and end-to-end service performance view through reporting and troubleshooting capabilities

Aricent's Mobile Service Assurance solution delivers several key benefits, including:

- Improved customer experience through greater network visibility, faster problem detection and resolution, and higher levels of service assurance
- Optimized CAPEX and OPEX due to streamlined operations, process improvements, and focus on service delivery
- Accelerated launch of new devices and revenue-generating services as a result of well-defined models and process flows
- Continuous monitoring and reporting on availability, usage, QoE, and QoS

INVENTORY LIFECYCLE MANAGEMENT

Aricent's Inventory Lifecycle Management solution addresses operators' need to optimize inventory systems and processes to support their hyper growth, particularly as related to their rapidly growing data centers. Identification and re-deployment of underutilized computing resources and network elements, while maintaining optimum set of spares, are becoming mandatory.

Aricent's Inventory Lifecycle Management solution includes the following key functions:

- **Audit** physical assets, both deployed and in spare stocks
- **Reconcile** audited and discovered components to existing inventory
- **Discover** intelligent components and capture all available data using advanced systems like RFID and QR-codes that can be scanned by the smartphones
- **Deploy** new components and re-deploy inventory of existing components to support hyper growth products and services

Aricent's Inventory Lifecycle Management solution delivers several key benefits:

- Accurate inventory, a key element when enabling automated processes, design, activation, and provisioning
- The elimination of time-consuming and labor-intensive provisioning and implementation cycles
- Improved asset planning and optimization processes
- Reduced operational Mean-Time-To-Repair (MTTR)
- The recovery of stranded assets
- Accurate cost projections and financial asset reporting

Aricent

www.aricent.com

Aricent Corporate Headquarters
One Tower Center Boulevard, 18th Floor, East Brunswick, NJ 08816, USA

Tel: +1 732 837 1200
Fax: +1 732 837 1190