

Case Study of a Service Assurance Solution in a 3G Service Provider

Importance of Monitoring and Ensuring QoS While Deploying and Operating 3g Networks

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Presenters:

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Services PLM

Agenda

- Iusacell/TTI Backgrounds
- Implemented OSS solution and benefits
- Evolution from QoS to SQoE
- Q&A

Iusacell Background

- CDMA, 1XRTT, EVDO Operator
- 3rd Largest operator in Mexico implementing sophisticated 3G services (EVDO Rev – A)

TTI Background

- Provider of sophisticated integrated Service Assurance solutions for 15 years
- Comprehensive **Netrac OSS** product portfolio and professional services

Iusacell Background

- Iusacell Services:



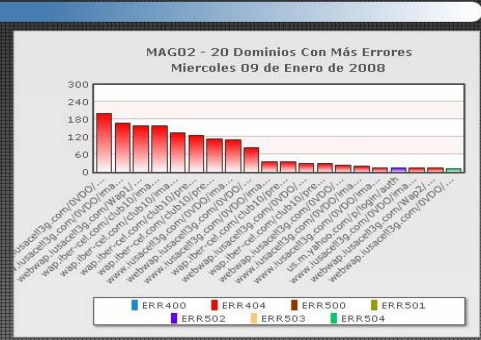
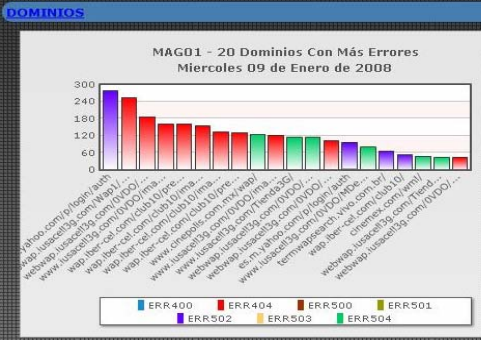
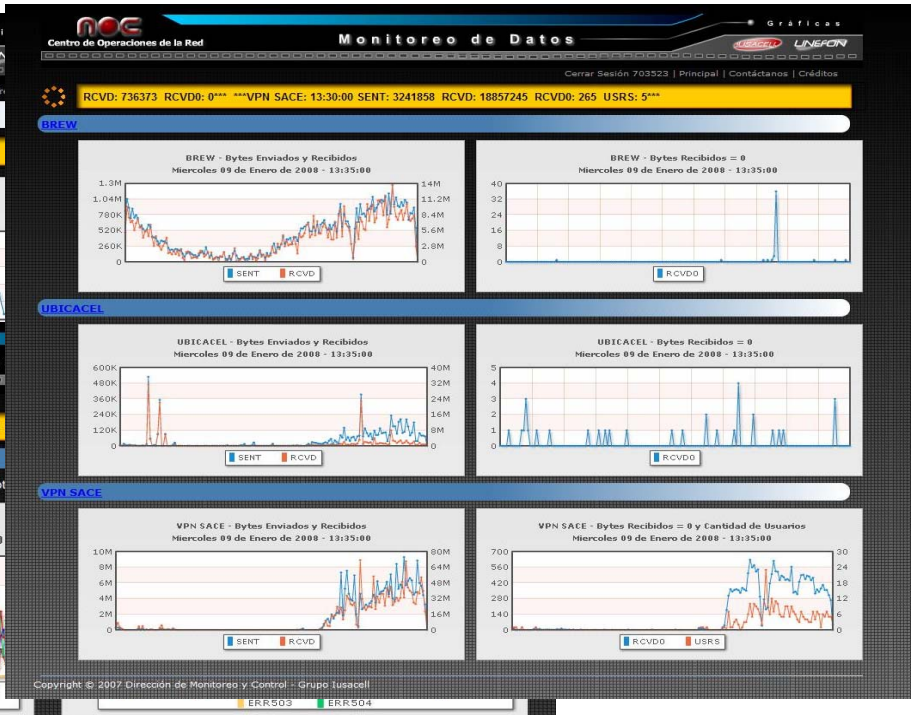
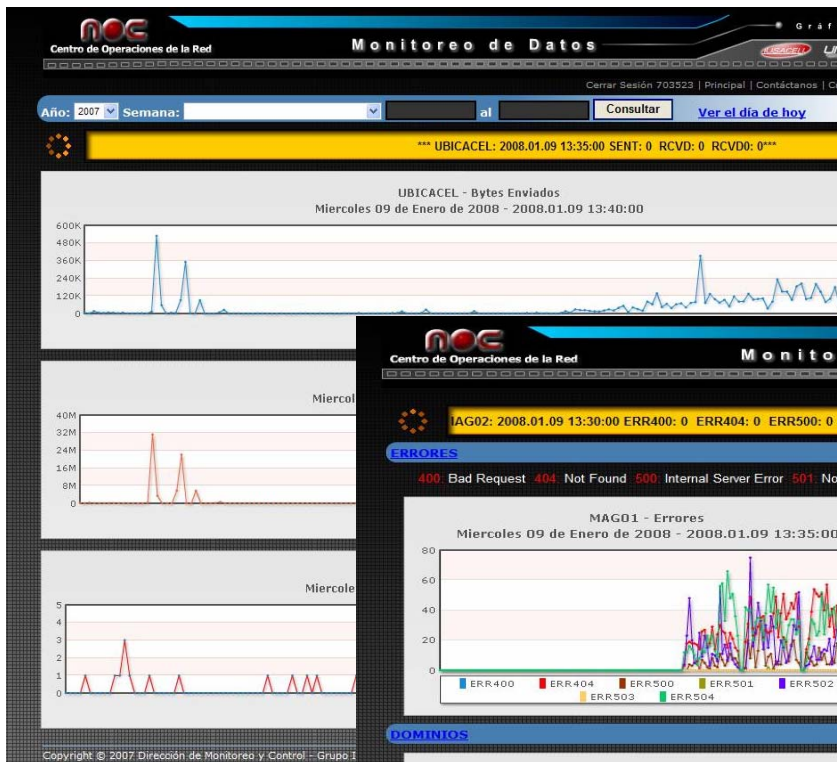
Implemented Solution - Highlights

- Implemented Fully Integrated Service Assurance solution
 - Fault
 - Performance
 - Traffic analysis
- Includes development tools and wizards for:
 - Mediation (ETL),
 - KPI/KQI calculation
 - Soft Alarm generation
- Solution encompasses all the network domains
 - Radio Access (2. 2.5 and 3G)
 - Circuit Switching
 - Packet Switching
 - Value Added. Platforms

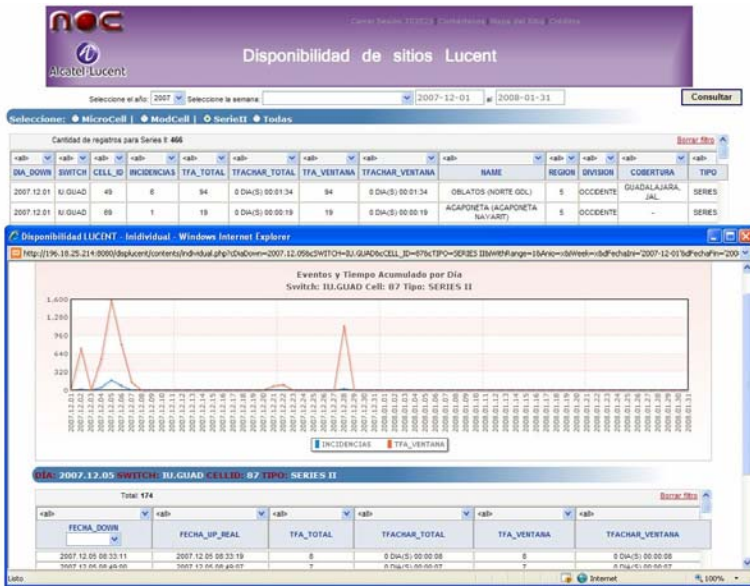
Implemented Solution - QoS Dashboards



Implemented Solution - Data Monitoring Reports



Implemented Solution - Availability Reports



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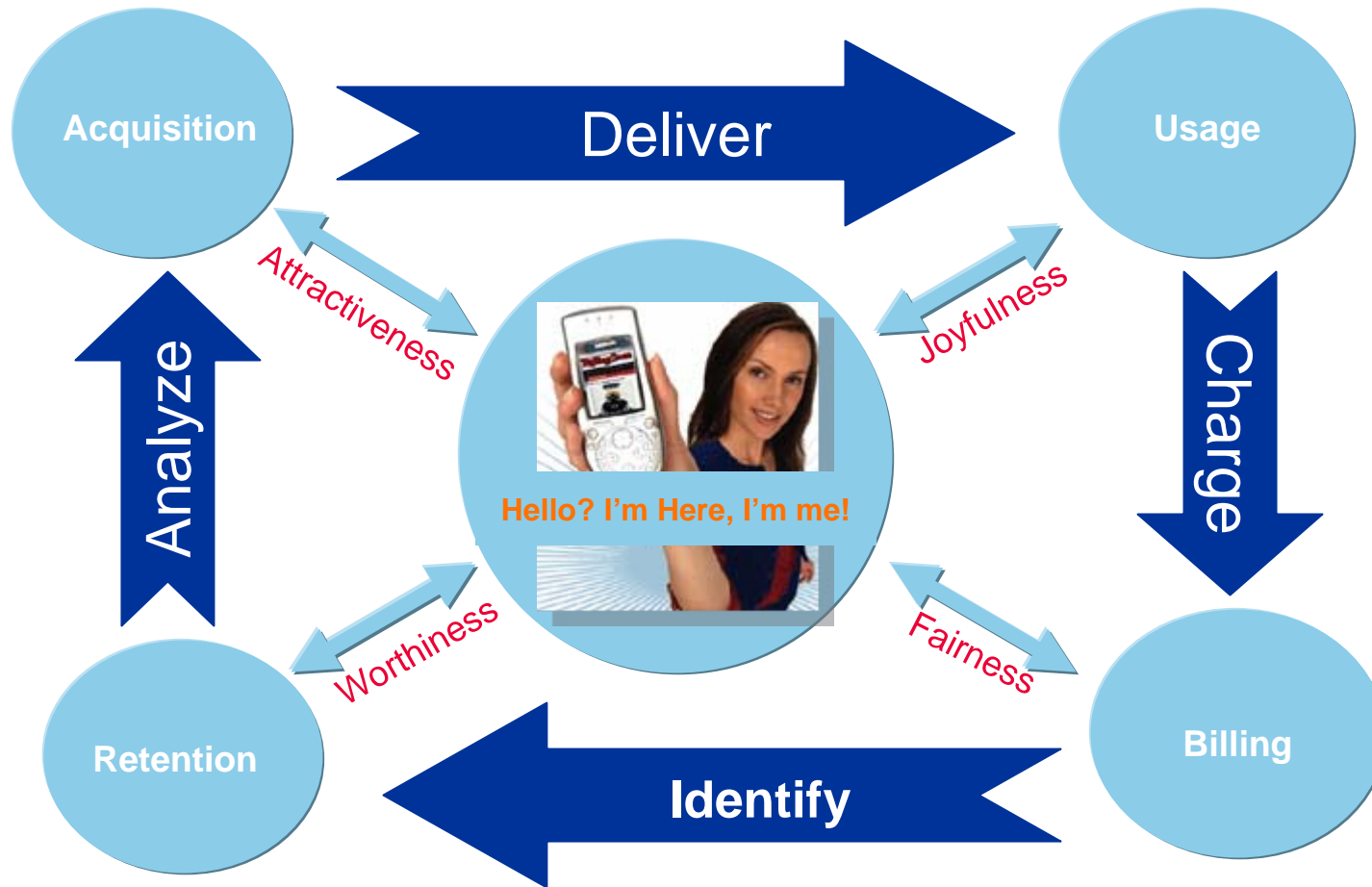
Implemented Solution - Benefits

- Integrated M⁴ Service Assurance Solution
- Wizard driven near real time soft threshold capabilities enables a proactive approach
- SDKs and wizards enable customer to take control and embed business rules in the system
- 3d scalability –
 - Along network growth axis
 - long functional growth axis
 - From QoS to SQoE

From QoS to Subscriber Experience Management

Subscriber Experience Management

Blueprint of an Hyper-connected World



Cracking
“**Customer touch Points**”
code is a competitive edge in a fiercely competitive market place

Competition is fierce and Operators are adopting Subscriber Experience Management to attract new subscribers and safeguard their walled garden.

Leveraging Customer Touch Points

Nortel “Subscriber Experience Management” Vision



Service Usage

- Live QoE Tracking
- Apps Impact on capacity
- Network Management
- SLA management
- Service Introduction

Retention

- Hotline empowerment
- Service usage Profiling
- Incentive tailoring
- Churn mitigation

Acquisition/Provisioning

- Sale cycle reduction
- QoS settings verification

Billing

- Fairness Vs. Usage
- Accuracy/completeness

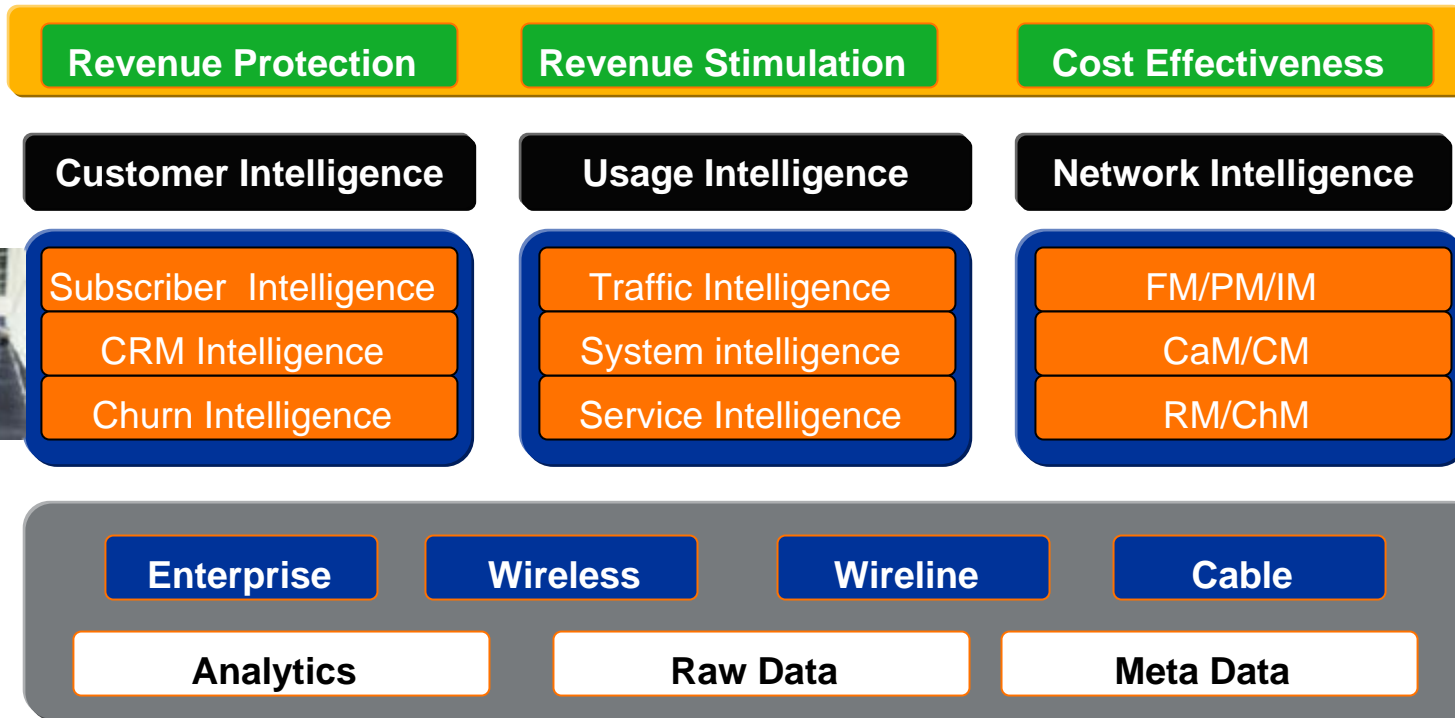


Nortel understands your pain-points and covers the full spectrum of your business needs/processes



Nortel SEM Value Proposition

Maximize both your Top and Bottom lines.



Nortel's SEM delivers Impacting Results to Your Business!
It's scalable, flexible, comprehensive, and SLA based.

Nortel SEM Framework

PEOPLE - PROCESS - PLATFORM



CSP Business and Technical interfaces

Service Introduction & Marketing/Sale

IT/Eng/Ops management

SLA Management & CRM

Supply chain Management

Nortel Assets
COE/N.O.C/S.O.C/C.O.C

Incident Management

Reporting - Issue - business Management



Problem Management

Change Management

Nortel Global Services
SME Pool

Performance-Fault-Service Impact Management



Proactive Service and Network Management

Golden Partners
SME Pool

Capacity Management

Release Management

Configuration Management

Availability Management

Data Collection and autonomics Management

Physical & logical virtualization

Spatial-temporal data aggregation

DPI and advanced Self healing Agents

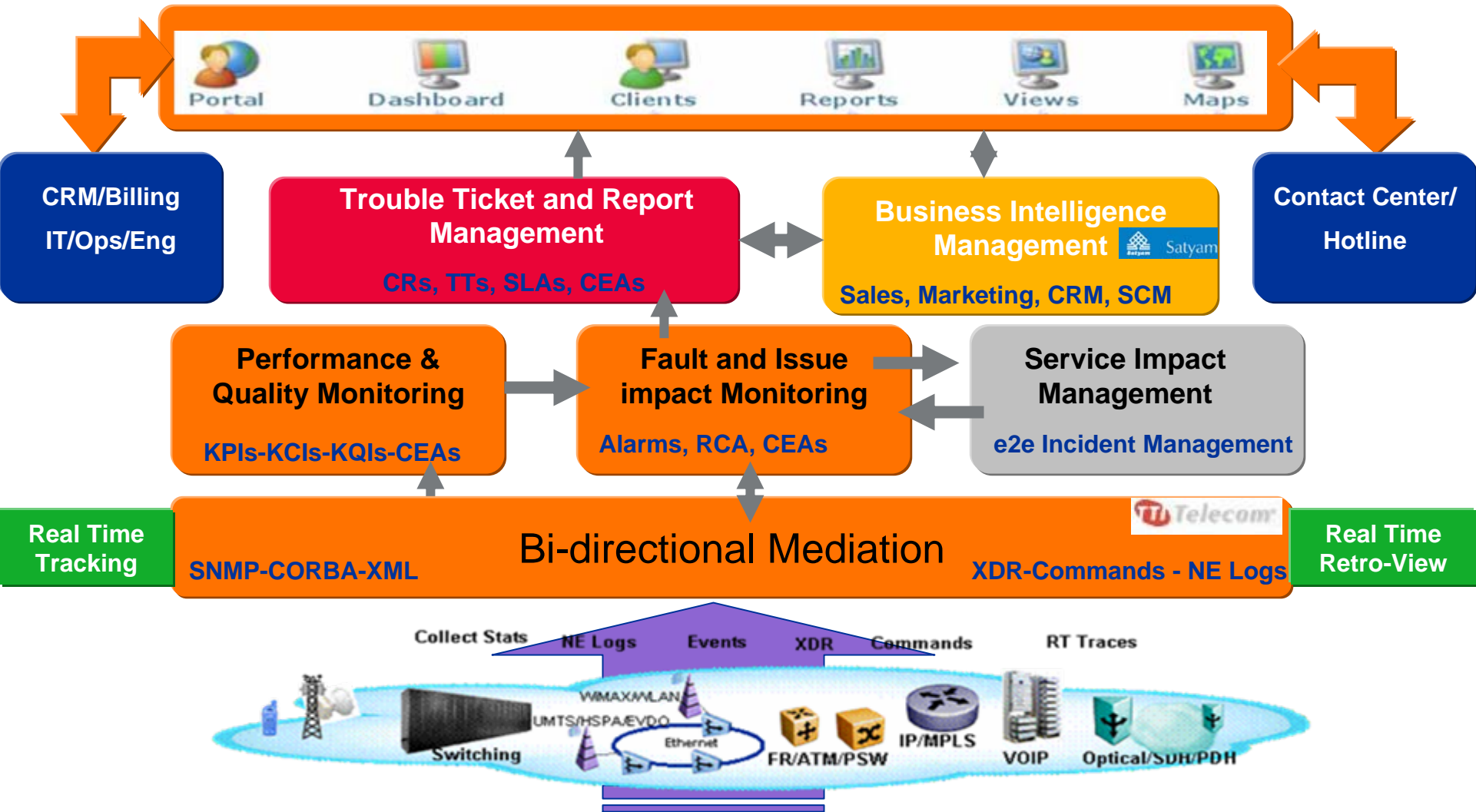
OMs, CDR, events, Fault, NE Logs Collection



Multi-vendor & multi-Techno Bi-directional Mediation Interface

How Can We Achieve These Results?

NGOSS PLATFORM – with TTI/Satyam Partnership



Nortel Managed Services Portfolio

Vendor and technology agnostic:



Core Expertise	Areas of Specialization	IM	PM	CHM	CM	RM	AM	CAM	SLM	Competition	Nortel PMS Portfolio
Subscriber Management	Problem Handling	✓									PMS-C.O.C
	Customer QoS & SLA Management	✓							✓		PMS-C.O.C
Service management	Service Problem Management	✓	✓	✓		✓					PMS-S.O.C
	Service Quality Management						✓	✓	✓		PMS-S.O.C
Network Elements Management	Resource Trouble Management	✓	✓	✓		✓					PMS-N.O.C
	Resource Performance Management		✓				✓	✓			PMS-N.O.C
	Data Collection & Processing				✓		✓	✓			PMS-N.O.C

Nortel Managed Services Platform is compliant to Service Oriented Architecture therefore tailored to secure your existing investment

Q&A





Thank You!

For more information about our products and services
www.tti-telecom.com