

Syndesis Velocity

Fulfillment for a New Generation of Mobile & Converged Services

- Speed new mobile and converged services to market in days or weeks, not months or more, with highly simplified service creation
- Stimulate revenue by easing access to new products and features through unmatched automation
- Streamline operations and drive down expenses, centralizing fulfillment for converged offerings and reducing the number of systems, custom processes and integration points
- Improve customer satisfaction and Customer Care with immediate, first-time-right fulfillment, faster repair times, and an accurate data foundation that strengthens the entire OSS/BSS
- Transform your network and operations pragmatically, leveraging scalable solutions that fit your business
- Reduce project risk with production-proven technology from industry leaders Subex and Nokia Siemens Networks

Is your mobile provisioning solution holding you back?

With margins on Mobile Voice shrinking and Messaging Services becoming commoditized, mobile operators must look to the next generation of products and services to retain customers, grow revenues, and remain competitive. Whether it's mobile email and Web, location-based services, Mobile TV, or interactive gaming, time-to-market can make all the difference. And empowering subscribers to easily take advantage of new offerings – quickly choosing, activating, and personalizing features and services – is proving just as critical.

Unfortunately, today's fragmented mobile provisioning approaches inhibit the speed and innovation that tomorrow's markets demand. Traditional fulfillment relies on numerous, often redundant systems; expensive, many-to-many custom interfaces; and labor-intensive custom processes. The result is an operations environment that can't cost-effectively manage the increasing complexity of new mobile and converged services, nor the array of devices, networks, and technologies that support them (2.5G, 3G, LTE, WiMAX, xDSL, FTTx, and more).

Velocity: Setting the pace for mobile's next generation

Syndesis Velocity removes these obstacles to rapid rollout and activation for new mobile services and bundles.

Velocity is a complete, next-generation fulfillment solution that enables the cost-effective delivery of services for 2G, 3G, emerging 4G and converged subscribers. Based on production-proven technology from Subex and Nokia Siemens Networks, Velocity's pre-integrated, modular solutions bring together best-of-breed products and expertise from the industry's leaders in wireline and mobile fulfillment. The end products are flexible, service creation and delivery solutions for the next generation of wireless and converged offerings.

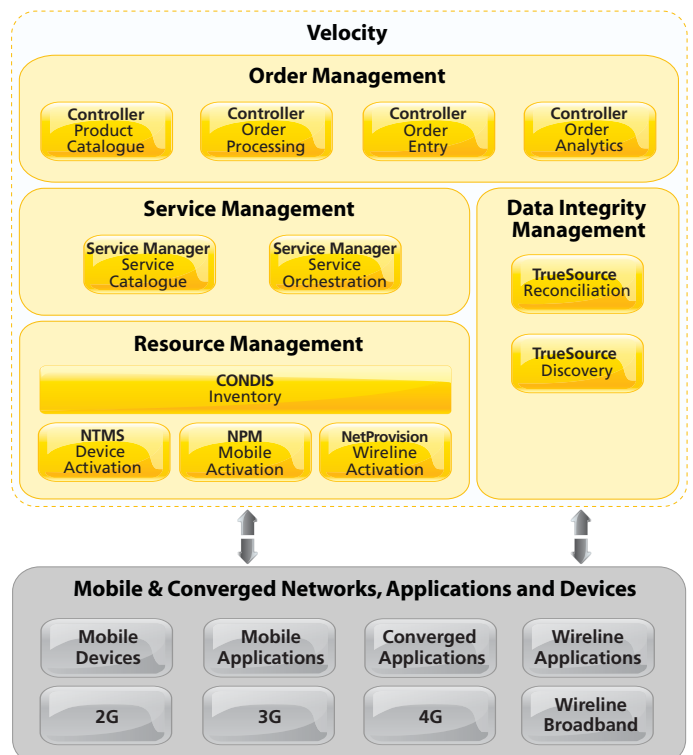
With Velocity, mobile operators can rapidly assemble and modify service definitions and flows based on pre-built components, shrinking the time and cost required to bring new voice, data, and value-added multi-media services to market, including mobile video, video calling, and IMS-based offerings such as Push-to-Talk. The solution's end-to-end, flow-through provisioning and automated handset configuration allow for immediate and high-volume fulfillment, while its accurate inventory of mobile and converged networks, services, and products provides the foundation of data accuracy essential for effective customer care.

In short, Velocity makes it possible for mobile providers to rein in operations costs while giving subscribers the choice, control, and user experience that drive up revenue.

Modular solutions that fit, today and tomorrow

Subex offers a range of Velocity packages, priced and bundled to meet mobile operators' specific requirements and support their diverse transformation strategies.

Central to Velocity is Nokia Siemens Networks Profile Manager (NPM), a centralized mobile subscriber and service activation system that automates mobile provisioning across complex multi-vendor, multi-technology networks. NPM's support for traditional flow-through provisioning, as well as mass provisioning and network initiated auto-provisioning, allows subscribers to use services as soon and as often as possible.



Augmenting NPM's mobile service activation capabilities is a full complement of optional, pre-integrated, carrier-proven fulfillment components that further speed time-to-market, improve customer satisfaction, and shrink OPEX. Mobile operators can build the Velocity package that meets their needs, including:

- **Syndesis Controller** – Provides best-in-class order entry, order processing, catalog management, and order analytics, simplifying operations between Velocity and other BSS/OSS systems.
- **Syndesis Service Manager** – Enables the rapid creation of innovative mobile and converged services through assembly of pre-defined resource components and coordinates the fulfillment of service bundles across diverse systems, speeding time-to-market and monetization.
- **Nokia Siemens Networks Condis** – Provides physical, logical, and service resource management for both mobile and wireline domains, streamlining operations by centralizing essential resource data.
- **Nokia Siemens Networks Terminal Management Server, or NTMS** – Performs automatic mobile device recognition and automated device and CPE configuration and management, allowing subscribers to use new services instantly.
- **Syndesis NetProvision** – Automates the complex design, assign, and activation of connectivity-based services across multi-vendor, multi-technology networks, enabling cost-effective, centralized management for converged services.
- **Syndesis TrueSource** – Provides network and service discovery, data reconciliation, and discrepancy analytics, reducing fallout rates and enabling the recovery of valuable unused assets.

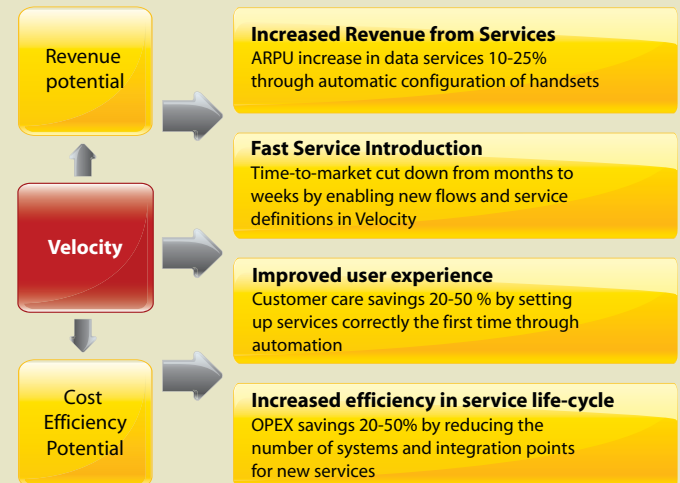
Each Velocity component features standard interfaces for easy integration with existing OSS and BSS systems, enabling operators to pursue a pragmatic transformation of their operations environments, supplementing or replacing systems on their own timeline. Velocity also features an extensive portfolio of ready-built mobile device and network equipment adapters to speed solution deployment and keep pace with operators' evolving networks, as well as SDKs to simplify interface development, maintenance, and upgrade.

All Velocity solutions are backed by Subex's world-class services organization. Our service professionals ensure timely deployment and successful implementations that continue to meet the unique, and often changing, needs of each customer.

Key features

- Integrated fulfillment for next-generation, mobile and converged services.
- Automatic mobile device recognition
- Automated handset configuration
- Service discovery
- Flow-through provisioning, bulk provisioning, and network-initiated auto-provisioning
- Extensive library of productized adapters (for HLR, HSS, iNum, DNS, and more)
- Dynamic service modeling and configuration
- Flexible service configuration
- Prioritized and scheduled provisioning
- Integration toolkit
- SOAP/XML northbound interface
- GUI-based subscription administration
- OSS/J service activation interface with notification support

Key benefits



Future-proof and production-proven

With Velocity, Subex offers seamless and simplified fulfillment that spans mobile and wireline domains, enabling operators to deliver a new generation services today while pursuing a pragmatic evolution to IMS and other advanced architectures critical to their future.

About Syndesis Fulfillment Solutions from Subex

The Syndesis Fulfillment Solutions suite empowers communications service providers to rapidly create and cost-effectively deliver advanced network and application services such as Triple/Quad Play, VoIP, xDSL, Ethernet and IPTV. The Syndesis suite includes solutions that encompass the industry's best practices for automated service fulfillment, resource management, order management, data integrity management and network optimization. With unique, subscriber-centric fulfillment capabilities, the solutions offer the industry's most comprehensive control over both networks and content, streamlining service bundling and accelerating time-to-market.

About Subex Limited

Subex Limited is a leading global provider of Operations and Business Support Systems (OSS/BSS) that empowers communications service providers to achieve competitive advantage and deliver new service experiences to subscribers. The company pioneered the strategic concept of the Revenue Operations Center (ROC) – a centralized framework for end-to-end control of a service provider's revenue and costs, fostering operational dexterity for sustained profitability.

Subex's software portfolio powers the ROC and its best-in-class solutions enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex's customers include 32 of the world's 50 largest service providers. The company has more than 300 installations across 70 countries.

For more information please visit www.subexworld.com

About Nokia Siemens Networks

Nokia Siemens Networks creates OSS/BSS multi-vendor software solutions for charging, service management and network management to improve operators' business performance. The company is one of the leading players in the OSS/BSS market with more than 600 network management customers and more than 360 service management installations. Nokia Siemens Networks is the number 1 prepaid and charging supplier serving more than 450 million online customers. More than 250 operators use our leading-edge charging and care solutions.

Nokia Siemens Networks is a leading global enabler of communications services. The company provides a complete, well-balanced product portfolio of mobile and fixed network infrastructure solutions and addresses the growing demand for services with 20,000 service professionals worldwide. Nokia Siemens Networks is one of the largest telecommunications infrastructure companies with operations in 150 countries. The company is headquartered in Espoo, Finland.

For more information please visit www.nokiasiemensnetworks.com



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