

## Syndesis Express Service Creator

### Key Features

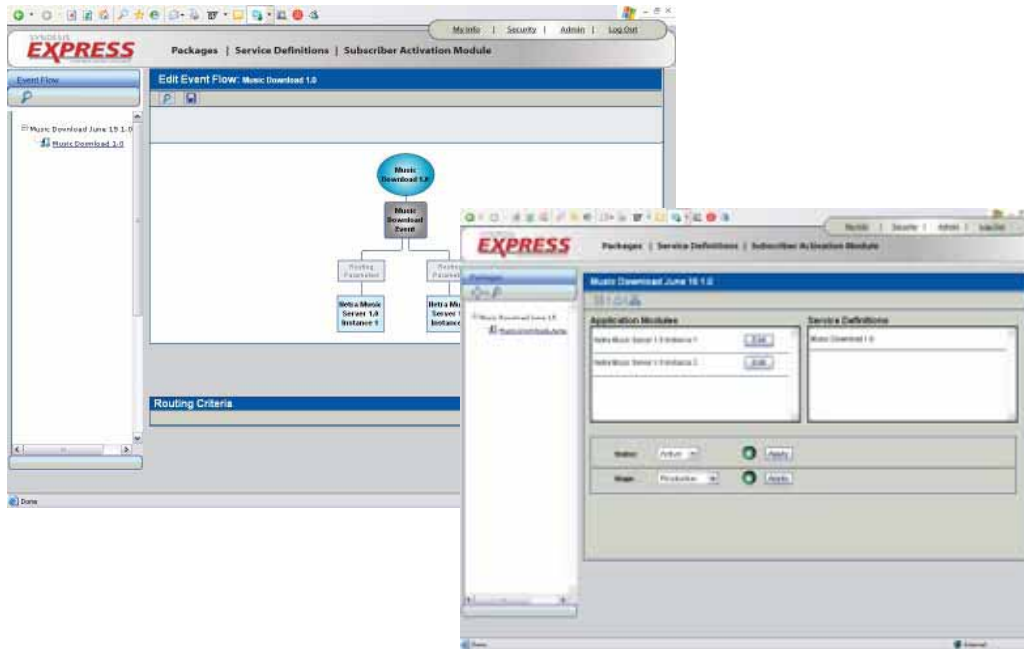
- Simplify service creation with an easy-to-use, highly graphical Interface
- Create and enhance services quickly without employing a large development team
- Perform service upgrades, modifications, and maintenance fast and efficiently

### The Right Services, Right Now

Customers want their services right now, over the device most convenient to them. And since services today are a complex aggregation of content and connectivity, you need a simple and rapid way to assemble and customize services to optimize the customer experience.

A key component of the Syndesis Express solution from Subex, Syndesis Service Creator dramatically improves time-to-market for the industry's most advanced services by offering a productized collection of service component building blocks that vastly simplify service definition and modification.

- Subex has assembled the industry's largest library of productized service component building blocks. These components enable automated configuration of the various applications and the underlying network, including service enabling characteristics such as QoS, bandwidth, security, routing protocols and underlying transport technologies.
- Service Creator provides you with a flexible graphical environment in which to define services, their attributes and their dependencies, and combine newly created and off-the-shelf services to form new offerings.
- The solution does not require a large development team to support new service definitions, as Service Creator features an easy-to-use graphical interface, is standards-based, and uses Business Process Execution Language (BPEL) to create orchestration rules.
- Upgrades, modifications, and maintenance can be performed quickly and effectively without expensive expert programmers, throughout the entire lifecycle of all definitions.
- By putting the power into the hands of the service experts, Service Creator clearly distinguishes the Syndesis Fulfillment Solution, removing a service delivery bottleneck that previously hindered the timely introduction of competitive new offerings.



## Conclusion

With Service Creator, you can now quickly and easily create and bundle new innovative services, which can be rapidly modified, tested and rolled out to a broad subscriber base.

Syndesis Express raises service fulfillment to a new level, enabling you to deliver next-generation services today, while opening a pragmatic evolution path to IMS, SDP and other advanced architectures critical to your 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

Subex is a leading global provider of OSS solutions with a mission to empower telecom operators 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 and integrated infrastructure for end-to-end monitoring, measurement and control of the operator's revenue chain - to foster operational dexterity and hence sustained profitability.

Subex's software portfolio powers the ROC and its best-in-class solutions enable new service creation, 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 telecom operators by revenue. The company has more than 150 installations in over 60 countries. Subex was named in the prestigious Deloitte Technology Fast 500 Asia Pacific 2006 list of companies, underlining the company's growth and leadership status.



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