

Vector

Agile Service Fulfillment in a Box

- Enable rapid time-to-market for new products and services
- Enhance customer experience through on-demand, high-volume fulfillment
- Reduce integration costs and complexity through standards-based interfaces
- Catalog-driven fulfillment to power the next generation of services

The Changing Market

With revenue from traditional sources declining rapidly, communications service providers (CSPs) must offer innovative multimedia services like VoIP and IPTV to open new markets, improve customer retention, and increase Average Revenue per User (ARPU).

But launching and delivering these new services quickly and profitably is no easy task. Competitive price pressures, anticipated transaction volumes, and subscriber demand for 24x7 service control require new levels of flow-through automation and operational efficiency. In order to achieve the real-time fulfillment required by next-generation services, CSPs need to manage seamlessly the complex interactions between services and the various parties in the delivery chain. Only such flexible orchestration will enable CSPs to offer new services without having to make expensive and time-consuming changes to their Business Support Systems (BSS).

Subex overcomes these challenges of next-generation service fulfillment with Vector, a catalog-driven fulfillment solution that orchestrates complex interdependencies and allows new services to be introduced rapidly into the existing BSS structure. With Vector, service providers can accelerate time-to-market for innovative new offerings and shorten time-to-revenue.

Vector's Catalog-Driven Fulfillment

Building on Subex's industry-leading fulfillment solutions, Vector is a catalog-based Order Management and Provisioning solution that addresses the needs of next-generation services for wire-line and wireless providers.

Vector's catalog-based approach provides a unique mechanism for defining services and their corresponding delivery processes in a re-usable manner. Taking advantage of Subex's pre-built Service Accelerators (service definitions) and high levels of automation, CSPs can offer flow-through provisioning for their next-generation services quickly and cost-effectively. Vector's standard, open, SOA-based interface reduces the cost of integration associated with multiple vendors, applications and technologies. Vector's catalog-centric fulfillment also helps eliminate much of the traditional provisioning burden and enables service providers to establish new applications and service types without extensive physical modification of the network.

With Vector, CSPs can bring new generations of services to market rapidly, better serve customers with on-demand services and support, and drive costs out of their business through greater automation using its Automation Based Framework [SDK and Service Creation Environment]

Agile and Productized Fulfillment

Vector's light-weight, flexible, productized solutions pre-integrate the following service fulfillment functions:

Service Catalog: Vector's repository of service definitions and templates allows the automation of the service delivery process. By re-using service components and services, Vector brings consistency and reliability in the service fulfillment process.

To facilitate integration with existing OSS/BSS infrastructure, the Vector Service Catalog also supports SID compliance for definition modeling and features a northbound OSS/J inventory API.

Service Creation Environment: This easy-to-use, graphical development environment allows users to rapidly develop new service definitions (including behaviors, attributes, and dependencies), as well as combine newly created services and pre-built templates to form new bundled offerings. These offerings are made available through the Service Catalog. The Service Creation Environment conforms to TMFs SID standard and has the ability to dynamically install new service behaviors empowers service providers to keep up with the rapid pace of application evolution without system interruption, enabling 24 x 7 operations.

Order Management and Activation: The heart of the Vector system, the Order Management and Provisioning engine manages the flows and transactions that create subscriber services. It creates workflows for the incoming orders, assigns associated tasks (automated and manual), and tracks the execution of those tasks through completion. The Vector Order Management and Provisioning component provides:

- Fully-featured telecom process management
- BPEL-compliant processes
- Order and service decomposition
- Automated flow-through provisioning via standards-based APIs (OSS/J)
- Order tracking, alarm notification, escalation, jeopardy definition, and exception handling
- Future order scheduling

An OSS/J Order Management API allows the integration of Vector with CRM / Billing or other Order Entry applications. Adapters can be added to the solution to communicate with network devices, applications, third parties, and network and element management systems (NMS/EMS). Subex provides off-the-shelf adapters as well as a simple mechanism to allow third parties to create their own adapters and import them into the system.

Service Accelerators: Vector features pre-built, best-of-breed service definitions for specific services and service domains (e.g., VoIP). These Subex-supplied service definitions capture the default object definitions, business rules, best practices, and workflows for deploying these services.

System Analytics: Vector's real-time reporting function provides data on all aspects of the Order / Provisioning Management process. Reports are based on comprehensive, time-stamped event data, supporting analyses of varying complexity.

Vector enables service providers to rapidly define, test, and deploy new services and service bundles, ensuring that when a customer orders the service, it is accurately designed from CPE to content, across application servers, service enabling platforms and the network itself. Vector enables the aggregation of service components to form Service Definitions that simplify the interface with the upstream systems, thus ensuring a quick and hassle-free service delivery experience.

The Vector Advantage

Vector gives service providers an unmatched competitive edge by delivering:

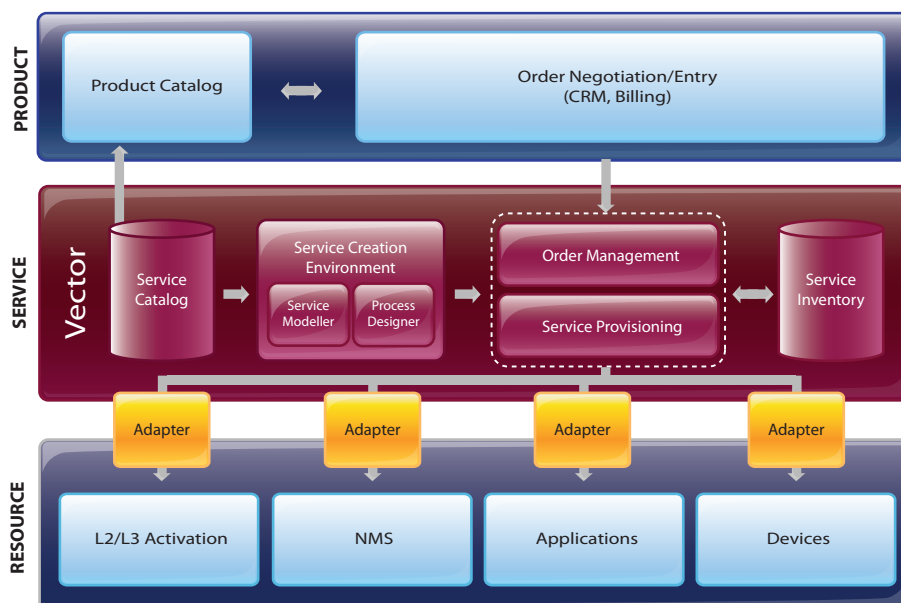
- An easy-to-deploy solution that automates provisioning processes, shortening time-to-market for new services.
- An easy-to-use Service Creation Environment that enables rapid service development and adapter creation within the Service Catalog. Ideal for systems integrators, customers, and other third parties.

- A Service Catalog approach that re-uses existing processes and service building blocks.
- Predefined "Service Accelerators" that capture fulfillment best practices and service definitions out-of-the-box.
- An open and standards-based architecture which is reliable and scalable.
- Deployment flexibility. The solution can be deployed on any hardware platform (Solaris, Linux, HP, etc.) and use any database (Oracle, MySQL, DB2, SQL Server).
- A fixed interface for Customer Relationship Management (CRM) that does not change with the addition of new services, reducing costs and time-to-market.
- End-to-end service views, which can reduce turnaround time for Customer Care and thus improve customer experience.

A Sure-Shot Competitive Edge

Today's dynamic telecommunications market demands agile service management solutions. With new services being offered at an unprecedented rate, service providers must be able to deploy these services without the costly re-engineering of processes and systems.

Based on production-proven, best-in-breed fulfillment solutions from Subex, Vector enables service providers to do just that. Leveraging Vector's catalog-driven fulfillment solutions, providers can adapt quickly to changing requirements, bringing new and differentiated services to market rapidly; better serve customers with on-demand offerings and support; and drive costs out of their business through greater automation.



The Vector Solution Suite

About Subex

Subex Limited is a leading global provider of Operations and Business Support Systems(OSS/BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization and Service Agility - thereby enabling them to better operational efficiency to deliver enhanced service experiences to subscribers. The company pioneered the concept of a Revenue Operations Center (ROC) – a centralized approach that sustains profitable growth and financial health through coordinated operational control.

Subex's product portfolio powers the ROC and its best-in-class solutions enable new service creation, operational transformation, subscribercentric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect / inter-party settlement. Subex's customers include 36 of the world's 72 biggest* telecommunications service providers. The company has more than 300 installations across 70 countries.

* Forbes' Global 2000 list, 2009

For more information please visit www.subexworld.com



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