

IBM and Comverse BSS/OSS Solution

Based on Comverse® ONE™ Billing and Active Customer Management™



Highlights

- *Helps service providers improve time to revenue through an architecture built to support all aspects of convergence, complete monetization, and active customer management*
- *Handles virtually any service, any network and any payment type, allowing your business to grow revenues and build loyalty by providing customers with choice, convenience and control*
- *Provides a key tool that enables operators to reach business transformation objectives on a unified infrastructure*
- *Built on IBM technology and implemented with proven IBM deployment expertise*

Today's consumers live an 'always on' lifestyle, driving the need for operators to reach customers faster, build brand loyalty, introduce differentiated services quickly, and offer 24/7 access to accounts. Added to that is constant cost-reduction pressure and continued competitive threats—making it a business necessity to improve operational efficiency and reliability through infrastructure consolidation while also increasing market agility.

IBM and Comverse have teamed to deliver a customer care and billing solution that meets the demands of today's consumers—and your business. Based on the strong foundation of IBM Power™ Systems hardware and as validated on the strategic IBM telecommunications software framework, the Service Provider Delivery Environment (SPDE), the new IBM and Comverse billing solution delivers superior customer care, ordering, real-time rating, billing and customer self-service—all unified by one innovative architecture.

IBM and Comverse help Shanghai Telecom consolidate their billing systems

Customer Profile: Shanghai Telecom is a wholly-owned subsidiary of China Telecom Corporation Limited, the world's largest wireline telecommunications and broadband services provider. China Telecom provides telecommunications and information services covering voice, data and multimedia in 20 provinces, municipalities, and autonomous regions in China, with more than 220 million fixed-line subscribers and 30 million broadband subscribers.

Business Problem: At Shanghai Telecom, inaccurate and inefficient billing was adversely affecting cash flow and financial success. They required a more efficient, multi-service convergent billing system that would manage all services offered—telephony, broadband and data.

Solution: A single solution that allowed them to consolidate billing systems to support all services offered by Shanghai Telecom. Together, IBM and Comverse delivered to Shanghai Telecom an advanced set of end-to-end customer lifecycle management capabilities from customer activation through to flow-through provisioning, invoicing and collections. The new system was built around a Service Oriented Architecture (SOA) based on IBM WebSphere® Message Broker and IBM WebSphere Business Integration Server.

Business Results: Better, faster, more accurate billing for huge volumes of subscribers and transactions

A Platform for Business Success

Comverse offers a complete billing and active customer management portfolio that provides converged capabilities to operators and their subscribers, from the customer to the network to the general ledger. You can efficiently transform your fragmented prepaid and postpaid infrastructures into a unified and comprehensive environment that can support any network, any service, any location, and any payment type—whether it is prepaid, postpaid, now-paid, or combination plans.

Payment convergence can be a powerful growth engine for operators to use for competitive advantage. Although an emerging approach, you may be ready to move to offering hybrid account types and services if:

- *You want to manage all customers consistently (customer service, package options) regardless of payment type.*
- *You need to consolidate existing pre- and post-paid systems to reduce costs.*
- *Your future plans include an IMS environment.*

Regardless of your payment convergence plans, Comverse sees a growing need for in-network (real-time) rating and charging. This can help operators manage financial exposure associated with content, meet consumer expectations, and also enable billing as a strategic marketing tool through real-time notifications and promotions. With the IBM and Comverse billing solution, operators can add real-time control to a postpaid environment, opening up a world of flexibility and responsiveness not previously possible.

Whether your business goal is to drive revenue from new sources, increase operational efficiency, retain customers, or build competitive differentiation and branding, the IBM and Comverse billing solution delivers results.

Jointly delivered by IBM and Comverse

Working with Comverse, IBM is able to offer critical service, control and transport functions, delivering the best of IT and telecom to customers. As telecommunications service providers continue to come together on an IP-based network, IBM Power Systems servers deliver many of the key Next Generation Network (NGN) functions.

To further ensure our joint customers' success, IBM and Comverse have established the Comverse Center of Excellence (CCoE) in the IBM Telecom Solution Lab in Montpellier, France. The Center is an operational, end-to-end OSS/BSS environment that includes IBM and Comverse hardware; Comverse ONE billing, customer care, and fulfillment; and IBM's business intelligence, database and middleware, which is part of the Service Provider Delivery Environment, the strategic IBM telecommunications software framework. The Comverse Center of Excellence is staffed by professionals who have in-depth telecom industry and domain-specific expertise to help operators manage all subscribers consistently, regardless of payment or service type, thereby accelerating the launch of new services, promotions and bundles.

The Comverse Center of Excellence provides a focal point for training, proof of concept development, benchmarking, IBM and Comverse solution integration, asset-harvesting from joint implementations, and more. The Center allows Comverse and IBM to demonstrate the

years of experience the companies have together helping service providers implement convergence in a manner that supports their business imperatives.

Innovative Architecture Removes Complexity

The Comverse® ONE™ Billing and Active Customer Management™ solution is designed to help service providers speed time to revenue through an architecture built to support all aspects of convergence, complete monetization, and active customer management. A single data model, a single product catalog, and an open framework across the entire solution are the main architectural elements.

This innovation in architecture removes complexity and enables service provider evolution. Building all solution elements around the common data model removes integration points during deployment. This approach also enhances the power of each component; no longer is there a need to reduce the overall BSS environment to the least common denominator.

Comverse ONE enables a variety of deployment modes, which allows an operator to deploy only those components that meet today's needs, then evolve at a pace that supports legacy migration issues or changing business needs. While the most common deployment modes are to support prepaid subscribers, postpaid subscribers, or hybrid (converged) subscribers, all modes support rating and charging for any service or network type. In addition, active customer management, including self-service, is available for any deployment type. And, because the solution is built on IBM

technology and implemented with proven IBM deployment expertise, you can have peace of mind, knowing your transformation will be predictable, productive and cost-effective.

IBM Infrastructure Components

IBM helps telecommunications companies reduce risk with well established, market-tested hardware, middleware and services. IBM has developed a dynamic infrastructure strategy that helps businesses address increasing service expectations, mitigate risks and control rising costs. At the same time,

IBM's approach lays the foundation for breakthrough productivity gains and accelerated value creation.

Telecommunications companies with dynamic infrastructures reach beyond managing daily IT operational challenges. Dynamic infrastructure transcends physical limits to improve service delivery and drive down costs. With dynamic infrastructure, telecommunications companies become smarter by addressing complexity, leveraging flexible sourcing models and transforming IT assets into higher value services.

How Comverse ONE Accelerates Time to Revenue
<p>Comprehensive Monetization</p> <ul style="list-style-type: none"> • Any service, any network, any payment type • Supports prepaid, postpaid or hybrid • Delivery of real-time and personalized offers • One source of data to reduce revenue leakage • Transaction control from network to general ledger • Strong internal auditing
<p>Growth Enabling</p> <ul style="list-style-type: none"> • Scales seamlessly to add subscribers, services or accounts • Modular solution— start with what you need today and add extensions as you evolve • Quickly and efficiently launch new services and promotions
<p>Efficient Customer Management</p> <ul style="list-style-type: none"> • Tight coordination of order-to-cash cycles • Integrated self-service • Coordinated flow-through activation • Increased customer loyalty via promotions and notifications • Real-time authorization and credit control for any customer



IBM Power Systems deliver on the dynamic infrastructure demands of telecommunications providers. Today, IBM Power Systems combine industry-leading performance, scalability and modularity to maximize return on infrastructure investments. With IBM Power Systems, your infrastructure is flexible and adaptable to changing business needs. In addition, reliability and virtualization features inspired by IBM's unrivaled success in mainframe systems, and unique energy savings capabilities, allow IBM Power Systems to deliver a cost-effective infrastructure with around-the-clock availability.

IBM WebSphere Business Integration Server helps you integrate processes, manage the workforce, and connect your enterprise. It combines business process integration with application connectivity to help your business boost revenue, lower costs, and increase customer satisfaction. IBM WebSphere Message Broker is built for universal connectivity and transformation in heterogeneous IT environments. IBM WebSphere is optimized for IBM System p.

IBM Consulting and Systems Integration brings decades of deep business process knowledge to your implementation of Converse ONE. IBM's global consulting team

has access to worldwide centers of competency along with powerful IBM Research and Development innovation and knowledge to support them in outstanding delivery and execution. Along with proven industry expertise and project management skills honed from our work on the most complex business transformation projects in the telecommunications industry, IBM consultants can draw on functional expertise from other areas such as customer analytics and business intelligence.

Enabling Your Success

- ***Accelerate Time to Revenue.***
Converse ONE is designed to enable operators to accelerate revenue growth with robust, flexible and easy-to-implement software solutions.
- ***Business Growth and Evolution.***
Whether it is building your subscriber base, expanding your market offerings, growing into new markets or evolving into new business models, the solution's proven scalability and flexibility will help you transform, adapt and succeed.
- ***Operational Excellence.***
Product-based solutions enable efficient deployment. Plus, our multidimensional convergence capabilities enable you to support multiple lines of business, multiple networks and geographies as well as prepaid, postpaid and hybrid accounts, all via a single system, thus reducing TCO and OPEX.



For more information

Learn how Comverse ONE and IBM Systems can help your company achieve increased revenue, reduced costs, and better customer service. Contact your IBM Representative, or visit:

ibm.com/industries/telecom

For more information about Comverse, visit:

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