

Telcordia® Dynamic Service Catalog

Realize faster time-to-revenue with a unique common platform that cohesively supports the product lifecycle from offer creation to fulfillment.

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Reduce the time to market new offers and improve service delivery from order to cash

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Set the stage for managing change with a centralized repository of reusable components

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Integrate BSS and OSS processes from pre-order to fulfillment, and support overall lifecycle management

► Competition among Communications Service Providers (CSPs) is intense, and new products are key to retaining and attracting customers. This isn't good news for a lot of CSPs, who are struggling with aging Operations Support System (OSS) environments and disjointed product technology silos. For them, new product introductions mean extended development times, multiple system updates, and high costs. Even new products that are similar to existing ones can take far too long to launch.

Meanwhile, customers are running out of patience. They not only expect the products they want to be available, they want to buy them now, online — a difficult proposition, given the limited process automation possible with the current approach.

Obviously, CSPs need centralized product management processes to reduce time and cost, and greater process automation to enable online ordering. It's time for a solution that enables both; a solution that changes the new product model from rebuild to reuse; a solution that consolidates, automates, and changes the dynamics from pre-order to fulfillment.

EMBRACE A NEW PRODUCT LIFECYCLE DYNAMIC

Telcordia® Dynamic Service Catalog enhances the Telcordia Fulfillment Suite by providing a factory approach to assembling offers and orchestrating OSS and Business Support System (BSS) processes throughout the product lifecycle.

You “build” products with reusable components that have clear definitions for parts assembly and integration options, and are tied to the corresponding workflows and sub-flows. You can include definitions of supplier components, all underpinned

by repeatable functions of assembly. By reusing components already proven in your business, you can reduce development time and cost while improving the reliability of your fulfillment processes.

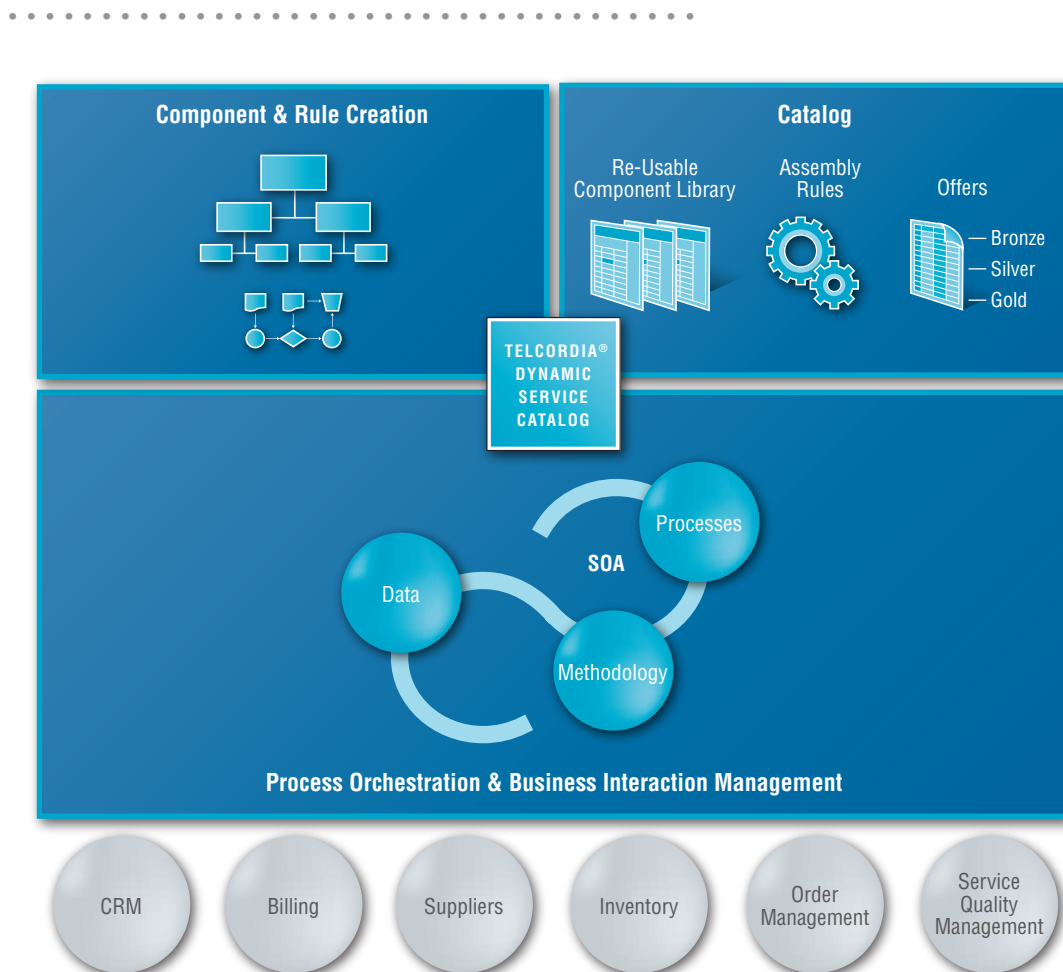
All product, service, and resource specifications, along with product offers, are stored in a central repository. It maintains the underlying business rules that guide the assembly of new offers and drive the decomposition of orders during the service fulfillment process. This is crucial to managing the increasing operational complexity of new services and enabling process automation.

Our unique approach provides a common platform to support offer creation, pre-ordering, and ordering processes in a cohesive fashion. It ensures a consistent way of introducing new products and services and processing orders, even those involving third-party partners.

• **THE TELCORDIA FULFILLMENT SUITE**

- The Telcordia Fulfillment Suite offers a flexible, proven end-to-end approach for managing product lifecycles and inventory, provisioning automation, manual work activities, fallout resolution, and number management. It uses data partitioning, data federation, and automated synchronization to help you leverage all of your network resources so you can speed services to market, lower operational costs, and reduce total cost of ownership across a complex supply chain.

Dynamic Service Catalog Architecture



START WITH NIMBLE DESIGN TOOLS

With the graphical Designer tool, you create individual components and assemble them into product specifications. In turn, those specifications serve as templates for creating any number of offers. They include all the technical and business aspects of the various components and characteristics — attributes, workflows, policies, prices, bandwidth, suppliers, and metrics — so you don't waste time and money reinventing the wheel with every offer. The end result is a consistent view throughout the entire fulfillment process.

CONSOLIDATE YOUR ENTIRE SUPPLY CHAIN

Dynamic Service Catalog includes a Supply Chain Order Manager to control pre-order and order fulfillment processes across all internal and third-party systems. When a request comes in, Dynamic Service Catalog recommends a choice of offers, decomposes the selected offer, and triggers the order fulfillment process to be executed across BSSs, OSSs, and third-party systems.

Dynamic Service Catalog integrates with the Telcordia Fulfillment Suite and other fulfillment solutions and catalogs to initiate provisioning, track orders, and activate services.

REALIZE THE POTENTIAL OF NEW PRODUCT INTRODUCTIONS

Dynamic Service Catalog is engineered to change how you manage the product lifecycle. Contact us to learn more about how its unique features accelerate the cycle from product creation to revenue. Telcordia can also support you with expert consultants, who will review your operations and prepare a practical business analysis aimed at streamlining the entire product lifecycle.

AT A GLANCE

- Dynamic Service Catalog upgrades your pre-ordering and fulfillment processes by:
- Cutting the time and cost of introducing and managing new products with a centralized catalog of reusable components
- Standardizing operational workflows and business rules for managing products and services
- Managing pre-order to order flowthrough processes across internal and third-party systems
- Streamlining the product lifecycle from concept to retirement.



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