



The Greater

the Challenge,

the Greater

the Need to

Get It Right

getting it right

What's your most
critical challenge?
Increased market share,
reduced churn,
faster rollouts,
higher profits?



Whatever your goal, success doesn't come easily. Especially in an industry where you need to get it right. You might have a network to evolve, services to roll out, or an aggressive competitor to outsmart. But along with complex challenges come unprecedented opportunities.

At Telcordia, we've spent a generation helping companies like yours succeed — from the world's first telcos to today's communications service providers (CSPs), enterprises, and government entities. Every company we've helped has had unique objectives, yet each has turned to Telcordia to help them flourish.

And flourish they have. Our customers and partners are some of the biggest names in global communications. That's because our people are some of the most influential names in communications, with the expertise to solve the toughest problems so you can reap the greatest business benefits. They're paired with a software and services portfolio that spans key operations and business support functions such as planning, engineering, fulfillment, service delivery, and service assurance, along with second-to-none consulting.

When you have to get it right, whom you choose to partner with can make all the difference. Let Telcordia help you minimize risk and maximize your chance of achieving your objectives — no matter what they may be.

Getting It Right

A company doesn't last more than a quarter century or rack up 800 customers in 55 countries, 1,800 patents issued, and numerous industry awards without a longstanding philosophy of getting it right the first time. Close enough isn't good enough. We know that, and more importantly, our customers know that — which is why so many have been our customers for decades.

WITH OUR DEPTH OF EXPERTISE, YOU CAN COUNT ON US TO:

KNOW WHY — We've helped design, build, and manage the world's largest, most complex telecom networks for over two decades, giving us a rare perspective on convergence, so you can avoid common pitfalls, seize opportunities, and harness the capability of your infrastructure.



KNOW HOW — Since our beginnings as part of Bell Labs, we've offered advice and services that have achieved business results for our customers. Along the way, we've shaped the industry with patented breakthroughs like ADSL, ATM, Frame Relay, SONEt, and AIN. That tradition continues today with new IP, wireline, mobile, and cyber offerings, and consulting to help you create measurable operational efficiencies, visionary evolution of mission-critical networks and services, and new revenue opportunities.

KNOW WHEN — We offer the industry's greatest breadth of solutions, with the in-country global resources to deploy them — when promised, as promised. Our portfolio includes consulting, next generation operations support systems (OSSs), network and application interconnection, service delivery and charging, industry research, and new technology development solutions. Successful partnerships require commitment, trust, and plain-old hard work. With decades of shared accomplishments, we're confident that, given the opportunity, we can achieve the next great thing together with you.

→ Network Evolution

Convergence is creating hypercompetition in our industry. The lines of market segmentation — wireline, wireless, cable, IP — are quickly blurring as consumers demand the interactive services they need, wherever and whenever they want them. CSPs need to evolve their networks rationally in order to lower their cost structure, efficiently provide bandwidth, and deliver advanced services on demand.

Our experience of all the major industry challenges, past and present, puts us in a unique position to help manage the evolution of the network — few companies understand the impact of network change on supporting systems and processes as fully as Telcordia.

Our software currently handles 80 percent of the fixed access lines and nearly 100 percent of the toll-free traffic, as well as 90 percent of the wireless number portability market in the U.S. We were one of the original architects of the public switched telephone network (PSTN) in America, and we are an industry voice on standards for disruptive technologies such as IPTV, FTTx, and IMS.

Even with the evolution to IP, most providers will continue to use a blend of technologies for years to come. Our deep circuit and packet knowledge encompasses wireless, wireline, broadband, and IP solutions, so we can help you leverage your existing assets and protect your dependable streams of revenue.

TELECOM CONSULTING

Managing convergence isn't just about smart products, it's also about smart people who can give wise advice, drawn from real-world experiences. Our experts can help you avoid costly missteps and maximize your return, from business planning to infrastructure analysis to service design, implementation, and fulfillment.

PLAN-TO-PROVISION

Your plan-to-provision process includes all the activities that help prepare your network for a new service. Smart plan-to-provisioning is about efficiently managing and maximizing the return from your capital investments. By taking advantage of our expertise and by automating all lifecycle stages of network management with our vendor-neutral systems, you can make your network investment profitable more quickly.

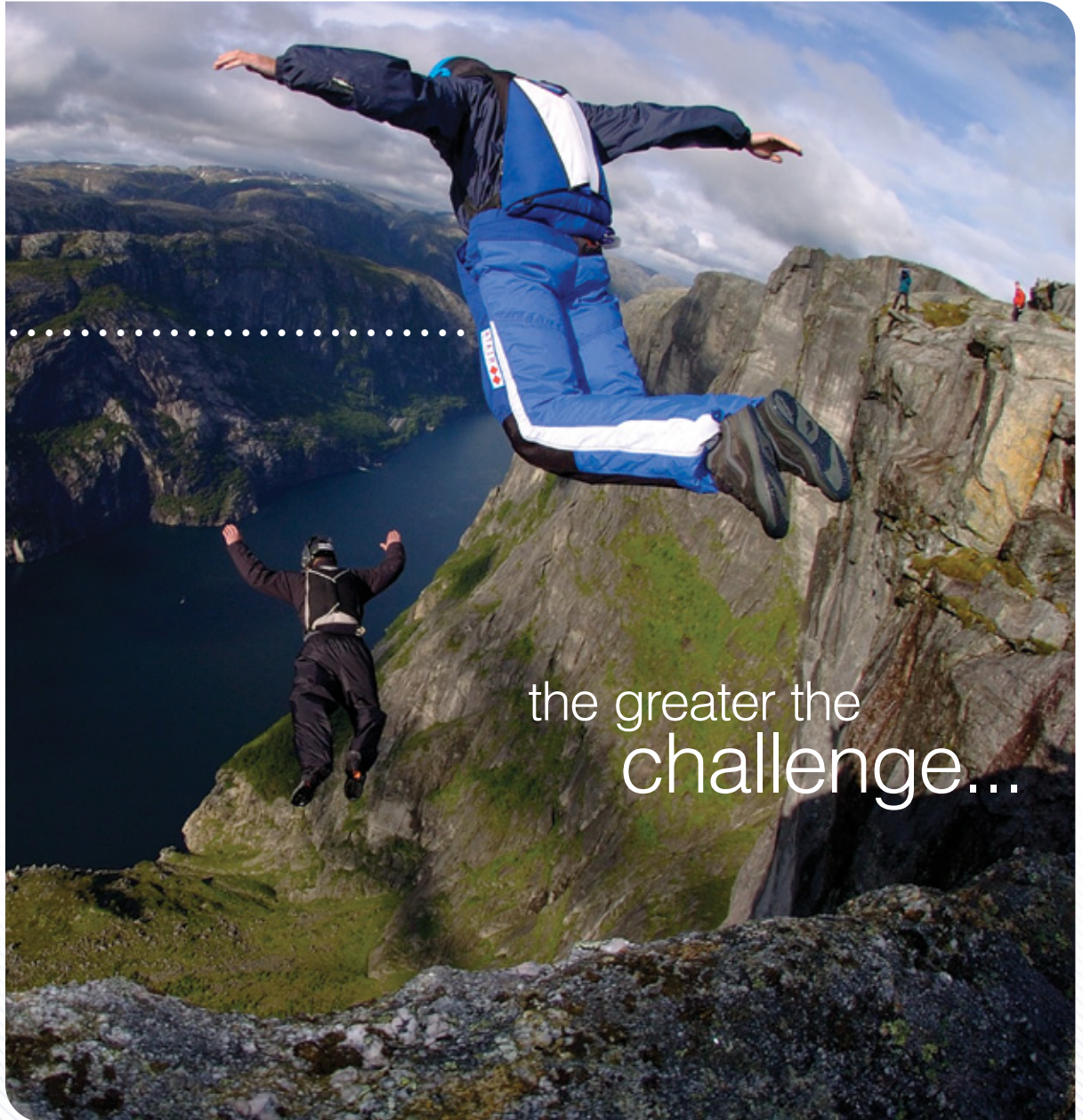
SECURITY

The size and complexity of today's networks compound the security concerns companies face. Without the right security approach, network evolution becomes a game of two steps forward, one step back. Telcordia is capable of performing the most sensitive security audits at the highest government levels and for global enterprises. Our security expertise spans public networks to intranets, the Internet, wireless, network operations and services, including web-based applications, e-commerce, and supply chain integrity.

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► *“We were very pleased with how purposefully and precisely Telcordia deployed the system. It enabled us to start getting benefits from the first day of the launch.”*

— Dirk Siegmann, Project Manager, O2



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● **NETWORK ELEMENT PROVIDER INTEGRATION**

● Meeting CSP needs is no simple task for today's telecom network element providers.
● Many new pieces of network equipment have distinct capabilities, yet suppliers must
● ensure their equipment easily integrates with multitechnology, multivendor service
● provider networks. Telcordia provides network integration services to test the
● interoperability of network elements and offers an extensive library of pre-built
● adapters to help ensure network elements integrate seamlessly with OSSs whenever
● and wherever they are deployed.

→ Service Enablement

Consumers don't think about convergence. Consumers think about services. They want services that enhance their lifestyles and they want them to be available whenever and wherever they choose. Of course, they are blissfully unaware of the complexities involved. They love choice, they love personalization, and they love the next big thing. It's exactly what you're committed to provide them.

You want to take new broadband, wireless, enterprise, and wholesale services to market quickly, efficiently, and profitably, and Telcordia can help you get there. Our products are born of our vast expertise in both traditional and next generation networks. And with our consulting services you get that same expertise, only in person and ready to make sure your business is successful in your eyes, as well as in the eyes of your valued customers.

SERVICE DELIVERY

We make sure that you can deliver, beginning with a service delivery framework that helps you efficiently and effectively create, test, deploy, operate, customize, enhance, and charge for the converged services future — faster than ever before.

Based on an open framework, you can control multiple services, multiple technologies, and multiple protocols from a single interface.

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FULFILLMENT

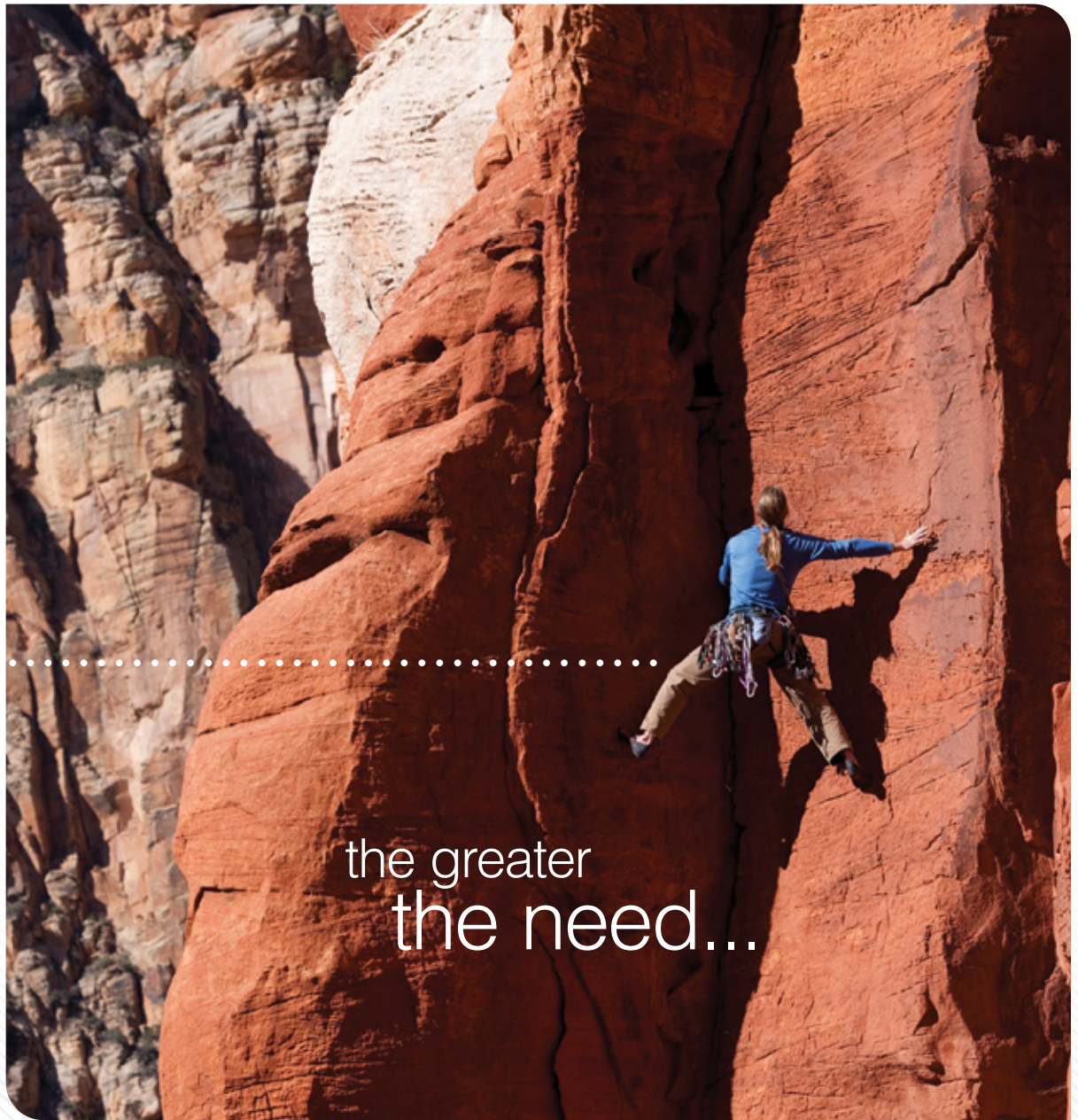
To further help you speed services from order to cash, our integrated fulfillment solutions leverage your human and network resources to help you ensure a rich customer experience, while maintaining profitability. Deployed across the globe, our fulfillment solutions are flexible enough for all network types and sizes, and offer the lowest total cost of ownership in the market.

INTERACTIVE SERVICES

No service enablement solution would be complete without robust charging capabilities that help you differentiate your services and can be implemented quickly, so you can get to market faster. Our real-time charging and policy solutions will help you increase customer loyalty, retention, and revenue-per-user by allowing you to create cross-service packages and offer innovative charging and pricing plans to appeal to the needs of different consumers.

INTERCONNECTION SERVICES

Today, no network operates in a vacuum. Whether it involves porting a telephone number between CSPs, delivering a mobile message across networks, or ensuring proper routing and billing, you need reliable interconnection information and services. With our long experience in communications, Telcordia has become one of the most trusted repositories for network-critical information, ranging from global numbering information to intercarrier connectivity data. Our data products, technology, and services are helping CSPs expedite the flow of information, operate more efficiently, and reduce the costs of doing business in a worldwide economy.



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- ▶ *“Building a company that can provide excellent scalable mobile service is hard. It cannot be done without experienced business partners who help differentiate you in the market and are committed to your success. In Telcordia, kajeet found such a partner. Telcordia committed its team — spirited people, robust software and proven operational expertise — to help us launch a highly sophisticated, national voice and data service platform.”* — Daniel Neal, CEO and Founder, *kajeet, Inc.*

→ Customer Experience

It's much harder — and more expensive — to attract a new customer than it is to keep a current customer happy. Of course, you want to do both things, but in order to do so, you have to both deliver exciting new services, and fulfill customers' expectations of service quality and convenience. And as we all know, today's consumers have high expectations, indeed.

Telcordia can help you manage the customer experience, from the network on the back end right down to the latest end-user device. Research suggests that two-thirds of customers will give up trying a new service after just two failed attempts. The stakes are too high to entrust your service management system to anyone with lesser credentials.

Our service management tools will help you ensure end-to-end quality by enabling you to monitor services in real time so you can meet your Service Level Agreements, proactively identify and resolve potential problems, and manage services across multivendor and multitechnology domains and devices. Our on-site service creation teams bring rapid service deployment to the heart of your business, speeding time to market and driving revenues. We also offer tried-and-true hosted solutions that can help you meet customer demand quickly, while helping to dramatically reduce up-front capital investment. By matching our expertise with your marketing creativity, exceptional customer experience can be delivered to every segment of your market.

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In the end, you can roll out services more speedily with the assurance that you'll be able to keep your current customers engaged and quickly build a relationship of trust with new customers, growing both your market and your reputation.

→ Network Evolution, Service Enablement, and Customer Experience Come Together

Telcordia supports your strategic initiatives by weaving together unique products and services that address network evolution, service enablement, and customer experience. This includes housing service delivery solutions and next generation OSSs under one roof, to help you manage the impact of consumer-driven interactive services on both the network and operations. It also includes a number portability team that works with government regulators and CSPs of all kinds to deliver economic value for consumers, while fostering market growth for the industry. And our consulting services range from the most advanced technology research to operations transformation to real-time policy management.

One example of a service that requires expertise in network evolution, service enablement, and customer experience is IPTV, as traditional telco networks compete with Internet service providers and cable and TV operators to deliver this service to living rooms. This requires not only the right delivery mechanism, but as competition heats up, CSPs will differentiate themselves by content, interactivity, personalization,



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- and bundling, as well as creating convenience by servicing customers with simple purchasing, accurate billing, and online account management.

- Another example of the need for end-to-end product lifecycle know-how is the growth of Mobile Virtual Network Operators (MVNOs). Many focus on developing underserved niche markets or leveraging consumer brands. Many lease network bandwidth and place a premium on being able to test and spin up new services quickly and with little overhead — encouraging self-provisioning by customers, for example. They flourish when they can react more quickly than their competitors to customer demands or emerging market opportunities. We not only provide the applications they need, but offer the expertise to deliver and manage the service offering.

➔ Continuing Innovation

The quest for the new is relentlessly pursued by Telcordia, because getting it right today is no guarantee of getting it right tomorrow. If we're not breaking new ground, or solving the industry's most complex challenges, we're not doing our job. That's the attitude that drove us to design and define much of today's telecom infrastructure. But innovation for its own sake isn't enough. It must serve your business objectives. Innovation with intent — the intent of enabling you to prosper — is our driving principle.

Dial a toll-free number or open an e-mail attachment and you're using technology that was invented or refined by Telcordia. Over the past two decades, we've been awarded hundreds of domestic and international patents in networking, mobility, call processing, database and network management, and more. No matter where you look in telecom, you'll find Telcordia's fingerprints.

Today, as in the past, our innovation is driven by a commitment to ongoing research. More than half of our researchers hold PhDs, and several are IEEE, ACM, ASA, APS, TM Forum, and Guggenheim Fellows. All are experts in their specialties. And all are working to create new methods and technologies to help lower the cost of operations, to improve system design to help lower capital expenditures and fulfill customer demand, and to devise new services to help you create new streams of revenue.

Our collaborative research approach leads to innovations that not only push technological boundaries, but also drive invaluable business results — innovations in network operations, business processes, security, assurance, optical and access technologies, mobility, and interoperability. Our experience and collaborative approach has also led us to become a leading developer of mission-critical communications systems for governments.

Additionally, we assist in trials of promising technologies to prove them for the marketplace. We also participate and hold leadership roles in numerous standards bodies to help create synergy for the industry, to maximize resources, and to help speed innovation into the marketplace.

Are you constantly looking forward? Can't wait to see the next big thing in telecom? Or the next 50 big things? Neither can we. That's why you'll never catch us sitting still. We're driven, we're inquisitive, and our commitment to your business needs is stronger than ever. After all, our reputation is built on yours.

- ▶ *“Telcordia does excellent work. Research, open standards, logical software, neat ideas. All the above and more. Without them, telecom would not be in the wonderful place it is today.”*

— Harry Newton, Author, *Newton's Telecom Dictionary*

→ Telcordia Innovation Milestones

1. Telcordia holds more than 1,800 U.S. and international telecom patents.
2. Telcordia developed the Multipurpose Internet Mail Extensions (MIME) standard for sending multimedia e-mail attachments.
3. Telcordia inventions enable three-way calling, call waiting, and Caller ID.
4. Telcordia software handles 100 percent of the U.S. toll-free traffic volume.
5. Telcordia invented Advanced Intelligent Network (AIN) technology.
6. Telcordia is a pioneer of the original ATM cell concept and its adoption as the protocol for broadband packet networks.
7. Telcordia helped define the standards that enable wireless customers to “roam.”
8. Telcordia deployed the first commercial Network Access Points (NAPs).
9. Telcordia helped define Asymmetric Digital Subscriber Line (ADSL) technology.
10. Telcordia invented the high-speed Internet technology that ensures faster data transfer and prioritizes network traffic.
11. Telcordia invented Synchronous Optical Network (SONET).
12. Telcordia invented Virtual Local Area Network (VLAN) technology.
13. Telcordia developed the VoIP softswitch architecture, dramatically lowering the costs of IP phone calls.
14. Telcordia led the way in creating LSSGR and TR303, industry standards that have led to unprecedented operational efficiencies.
15. Telcordia invented the graphical user environment for service creation.
16. And many, many more...

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with telcordia expertise

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