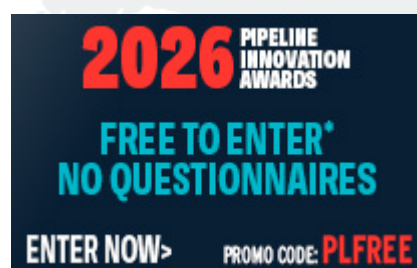


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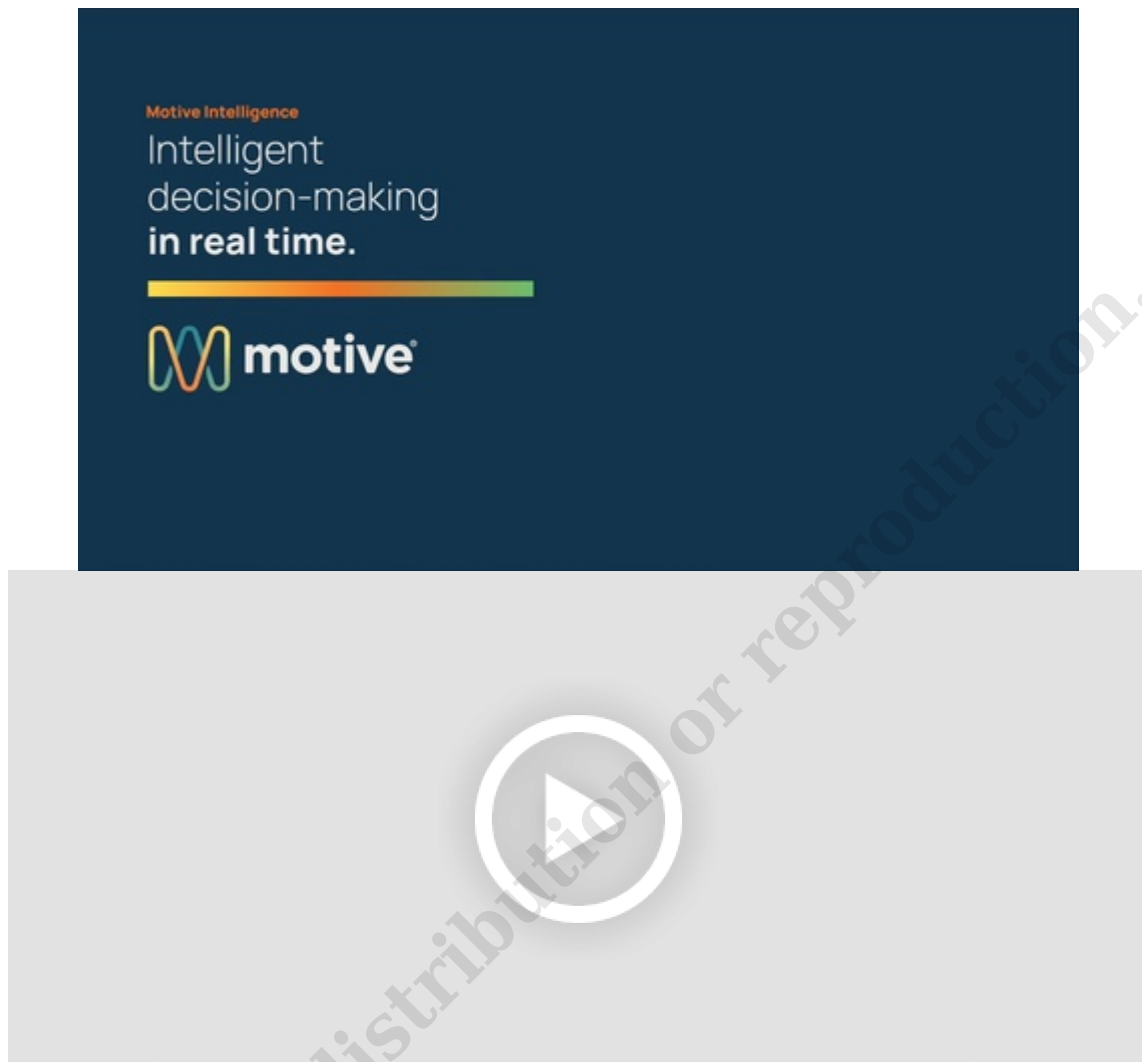
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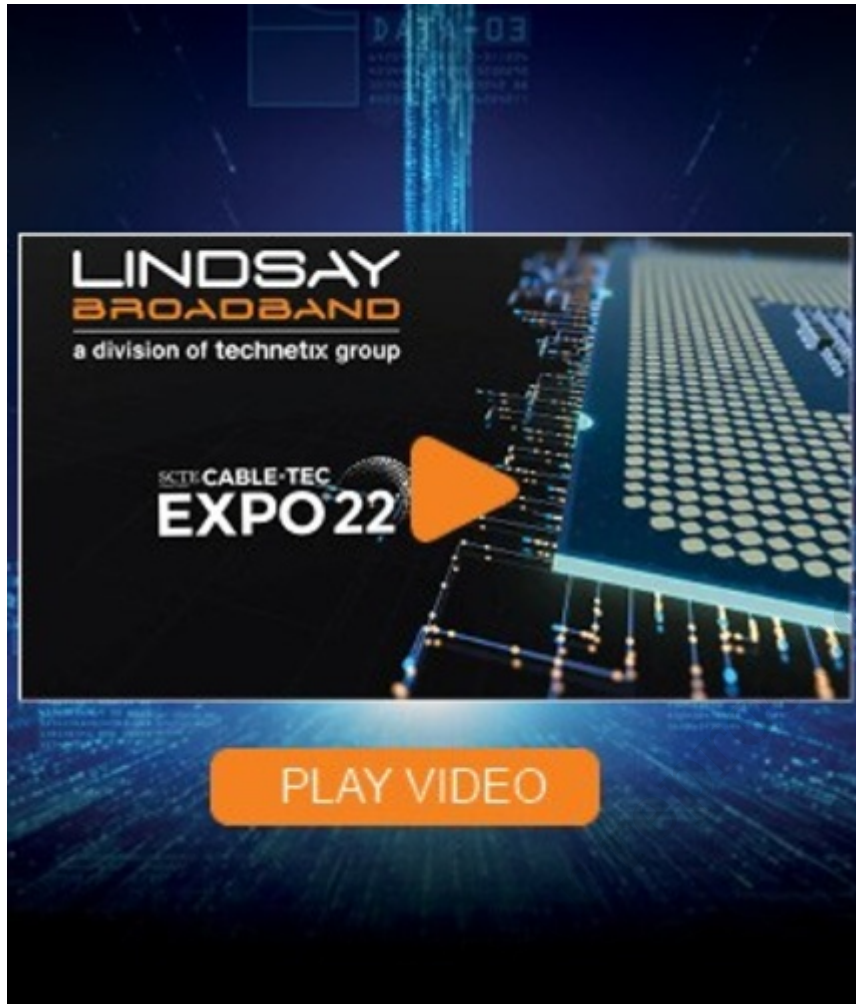
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## Motive Home Device Manager

Introducing Secure home network device management from Motive. We manage devices that move our world forward.



## End-to-End Solutions for Broadband Networks

In case you missed Lindsay Broadband - a division of Technetix group at the SCTE Cable-Tec Expo, this video highlights the must-have, end-to-end solutions for your network.

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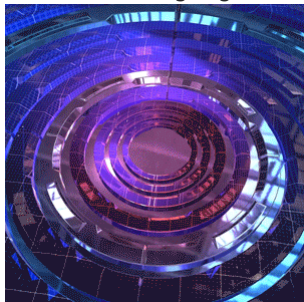
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### Case Study: GSM wireless network build

#### PROJECT

GSM wireless network build

#### SITUATION

When a converged telecommunications services provider faced the sale of its wireless partner properties to a large, national wireless company, it chose to expand its market penetration by building its own wireless GSM network.

The provider engaged Cycle30 to build out, integrate, and deploy all of the BSS & OSS functions to support the new GSM network and wireless services in three metropolitan areas, over an aggressive nine-month timeline.

#### CHALLENGE

Critical to the ROI of the buildout was the ability to successfully acquire a number of new wireless subscribers, while retaining 99 percent of existing subscribers from the old MVNO network.

Cycle30 planned and delivered all necessary BSS, OSS and conversion functions to support two separate network and product go-live dates, dictated by a strict schedule from the provider acquiring the partner assets.

In addition, severe winter conditions across the provider's geography forced Cycle30 to compress the timeline in order to complete the conversion before winter.

#### RESULTS

- Cycle30 conducted end-to-end testing of the network and conversion process to ensure a seamless customer experience while finishing the deployment
- Delivered the project on time
- Delivered the project 10 percent under budget
- Cycle30 flexed to the provider's network deployment needs, so that BSS/OSS and conversion activities accelerated progress instead of impeding it
- Provider successfully converted 48,000 subscribers to its new GSM wireless network
- Customer conversion retained 99.2 percent and added 42,000 new subscribers.

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C14.0010



## MATRIXX CONVERGENT CHARGING

As communications business models evolve and mature, marketing organizations are constantly creating new services, payment models are evolving, and devices are becoming increasingly sophisticated. Customer segments are becoming more defined and granular, and what once was either a prepaid or a postpaid relationship has grown into a multi-faceted array of payment options. These mix and match payment methods also provide options to charge physical goods to a mobile account or access personal funds as a customer would at a bank.

Devices and access methods are also multiplying making the picture yet more complex for service providers. Their subscribers have a choice of Smartphones, set top boxes, tablets, PCs, laptops, gaming consoles, and mp3 players to access services via cable, DSL, FTTH, 3G, Wi-Fi, Wi-Max and new LTE networks. However, competition is fierce and network access charges are becoming commoditized.

Communications service providers are challenged with rising above these complex operational and service delivery environments to focus on the customer. Regardless of device, access method or

payment option, customers should be presented with compelling, integrated service bundles that are intuitive and customizable to fit their personal needs. Convergent charging applications play a key role in delivering a differentiated and consistent customer experience as they provide the central link between services, payment methods, and devices.

MATRIXX Convergent Charging provides a highly flexible, hyper-efficient application that runs on low cost, commoditized hardware and which easily integrates with existing billing systems. It helps the marketing department and the business implement initiatives to strengthen the brand and increase customer value while providing dramatic scale and driving cost out of operations.

### Increase Customer Value

MATRIXX Convergent Charging enables service providers to better monetize their portfolio of services and content and increase customer lifetime value. It provides a flexible and configurable set of pricing, charging and balance management features so that service providers can quickly and cost-effectively implement a convergent charging layer without disrupting existing IT and network assets.

### Functional Highlights

- ▶ Bundle products and services together regardless of access network
- ▶ Quickly deploy new pricing models, promotions or discounts
- ▶ Manage balances and payment relationships
- ▶ Develop and implement loyalty programs and preferred pricing
- ▶ Track and enforce usage quotas, allowances and credit limits
- ▶ Bundle services together to provide cross-product discounts
- ▶ Roll out the same offers across prepaid and postpaid subscribers
- ▶ Share balances across devices, such as sharing a data allowance across a laptop, tablet and Smartphone
- ▶ Create prepaid/postpaid hybrid offerings

### MATRIXX Software

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WHITE PAPER



# CYBERATTACK:

IT'S A QUESTION OF **WHEN**, NOT IF

**Integrating to Mediaroom: Using  
Media(n) to Simplify the Experience  
A White Paper**

Document Version: 1.0

Date: July, 2011

Author: Fredel Thomas, Director of Product Management



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## Network Automation Blueprint

A best practice reference architecture for achieving secure & reliable digital services



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## MATRIXX ONLINE CHARGING

### The Need for Speed and Real-Time

Everything is moving to real-time. Consumers want ubiquitous connectivity and instant access to applications, media, information and social networking. In today's diverse communications marketplace, there are a number of factors that are driving service providers to interact with subscribers in real-time:

- ▶ Increased adoption of prepaid services and payment methods
- ▶ Bill Shock prevention and spend control
- ▶ Third party content and applications
- ▶ 4G and LTE network rollouts

As these forces create a new Telco 2.0 marketplace, three trends are apparent: IP networks are the de facto standard. The usage events from these networks and the services that run on them are growing exponentially. Service providers need to interact with subscribers in real-time to deliver the exemplary customer experience and control required in the all IP environment.

As these trends converge, network bandwidth becomes a coveted asset where the return on investment needs to be maximized. This can be achieved through the shaping of subscriber consumption with a subtle combination of segmented pricing models, service class options,

personalized offers and subscriber policies. Get it wrong and the customers will head to the call center or even churn. Get it right and you've created an informed, dynamic relationship with the subscriber, turning bandwidth usage threats into opportunities and delivering an individual and compelling customer experience.

Service providers are challenged to keep up with subscribers' growing appetite for real-time-based services, keep their competitive edge, and keep costs and operational expenses from spiraling out of control.

### MATRIXX Online Charging Empowers Operators to Meet the Real-Time Challenge

MATRIXX Online Charging helps service providers meet the challenges of the Telco 2.0 market by providing the industry's fastest, most efficient real-time charging application.

MATRIXX is the only real-time charging solution that can provide the scalability and speed needed to move to an all real-time world, while providing an extremely low and predictable Cost Per Transaction (CPT).

MATRIXX Online Charging delivers sophisticated real-time rating and discounting capabilities, giving operators the edge to differentiate, personalize and successfully compete.

Its extreme performance supercharges operators to accelerate their service offerings and easily scales to cost-effectively manage surging network traffic.

Its stability and efficiency drive increased profitability by providing operators with predictable and measurable costs so that service profitability is determined and ensured before services are launched.



## Whitepapers

# The Balancing Act of Mobile Workforce Management

FULFILLING MULTI-SERVICE OBJECTIVES  
WITH PRIORITY-BASED OPTIMIZATION

A ViryaNet White Paper



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## Pulse INP Comprehensive End-to-End Revenue Assurance

### REAL-TIME INTELLIGENT ROUTING FROM AN INDUSTRY PIONEER

SAVE on local and LD costs

ROUTE based on best value

PEER with partners

ENABLE policy-based routing

ADDRESS number portability

NEGOTIATE with suppliers

ENSURE quality of routes

RECONCILE billing records

EMPOWER decision making



The Pulse Intelligent Network Platform (INP) offers advanced analytics into supplier identity, margins, and profitability. It enables real-time margin assurance by centralizing and automating routing policies and network control. Pulse addresses unique requirements of the Interconnect team to negotiate better rates, increase the number of suppliers, lower costs, and improve operating margins. For the Network Operations team, Pulse INP can deliver the ability to translate several hundred rate decks from one or more suppliers, in disparate formats, into real-time switch routing actions. It also prevents revenue leakage by providing the ability to apply routing policies in real-time, bypassing or overriding routes, or diverting suspected incoming traffic for specialized handling. Pulse empowers key decision makers with valuable network insight to make informed and timely decisions.

#### Modular, flexible, real-time solution

Pulse is an industry pioneer in real-time, intelligent least cost routing solutions. Pulse is flexible, modular, and can be scaled to meet the growing needs of your organization. Start with basic least cost routing and add new modules as your needs grow.



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## Case Studies



## Case Study: CDMA acquisition and conversion

### PROJECT

CDMA acquisition and conversion

### SITUATION

When a GSM provider acquired a CDMA competitor in order to expand its geographic footprint, it needed to integrate the acquired network, subscribers and inventory into its existing order-to-cash billing platform.

The provider engaged Cycle30 to convert the acquired CDMA system customers so that they could be billed and managed from the same platform as the provider's other services.

### CHALLENGE

The acquired CDMA provider enjoyed a small, local-company reputation among its customers, and had historically referred to its new parent company as "the big competitor" in its marketing campaigns. This created a high standard for the parent company to attain as it reached out to this newly acquired customer base ahead of the conversion.

Assimilating 42,000 pre-paid and post-paid subscribers from a different consumer brand and wireless technology required careful planning for a cost-effective and positive customer experience. Each difference in technology between CDMA and GSM systems had to be evaluated and reconciled to integrate them successfully, without duplication or error.

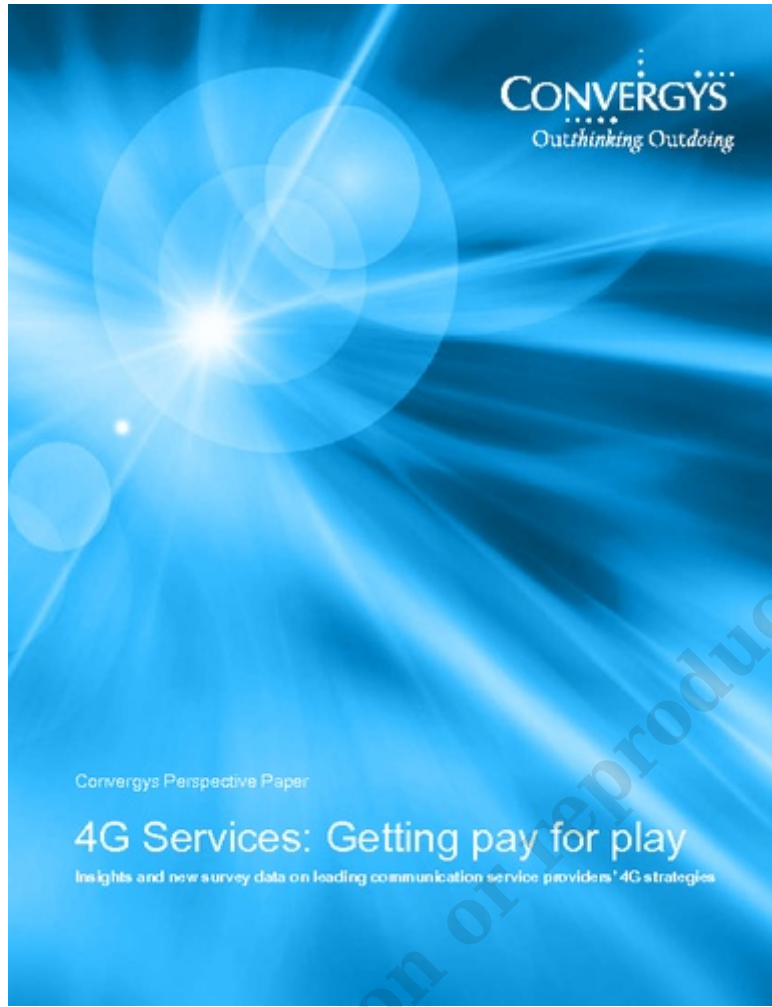
### RESULTS

- Cycle30 delivered the provider's conversion with a minimum total system downtime
- Conversion delivered on time
- Conversion delivered on budget
- 99 percent customer record data accuracy; remaining items resolved before next cycle
- Delivered the new billing cycle with no pro-rates or adjustments

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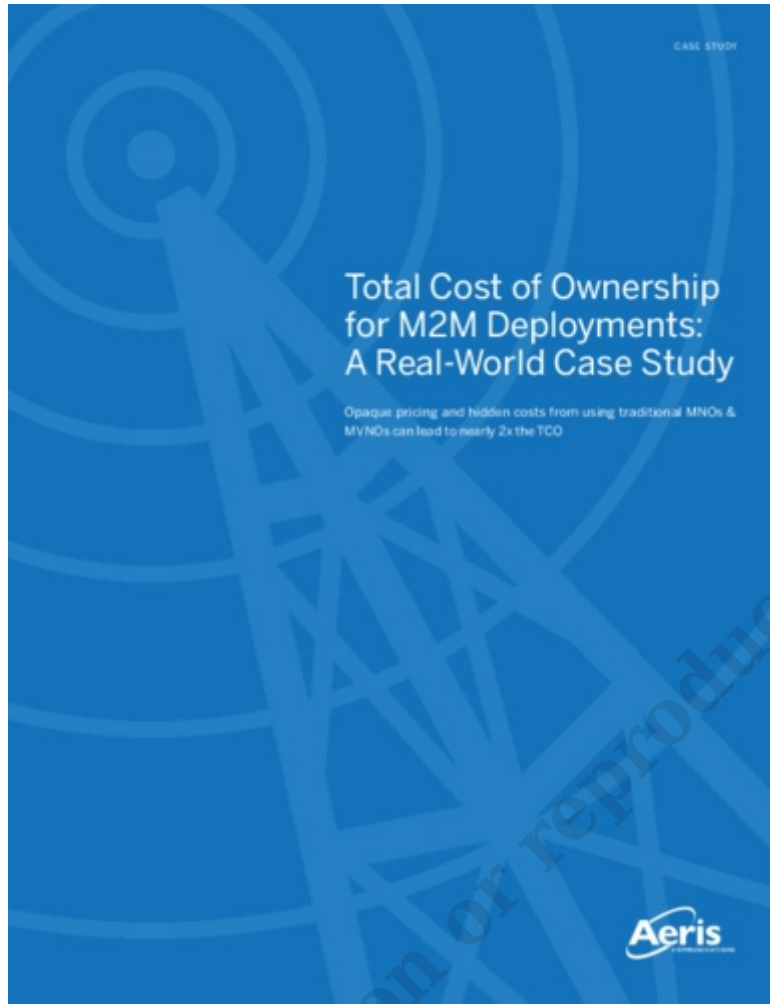


# **Business Process Management as a Blueprint for Mobile Workforce Management**

HOW BPM TECHNOLOGY IS THE PERFECT MATCH  
FOR COMPLEX & DYNAMIC ENVIRONMENTS

A ViryaNet White Paper





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Ontology, NFV and the Future OSS  
September 2015



Know your network: Now.

## White Paper

# Preparing the OSS Back Office for New SMB Services & Bundles

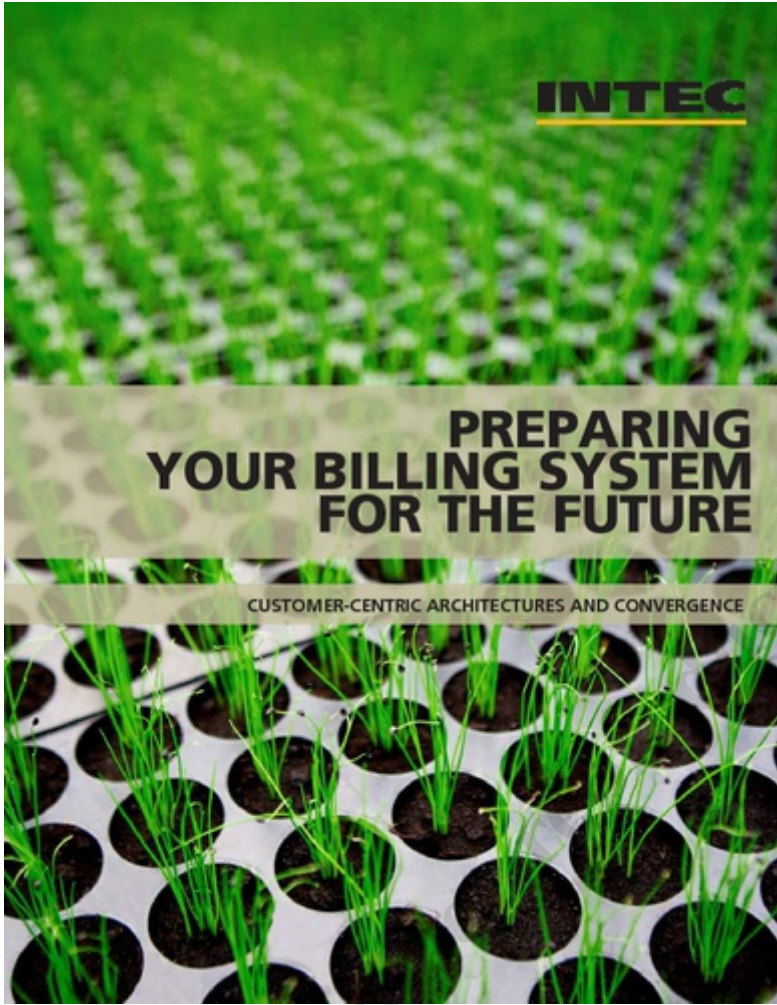
Written by:

**Alan Breznick**, Senior Analyst, Heavy Reading, in cooperation with

**Rick Mallon**, Vice President, Product Management, Sigma Systems

June 2011





**INTEC**

# **PREPARING YOUR BILLING SYSTEM FOR THE FUTURE**

CUSTOMER-CENTRIC ARCHITECTURES AND CONVERGENCE

TOP TEN PREDICTIONS FOR THE TELECOMMUNICATIONS  
INDUSTRY IN 2011**For B/OSS, Managing the Manager is #1, says Progress Software**

Progress Software Corporation (NASDAQ: PRGS), a leading software provider that enables companies to be operationally responsive, predicts that telecommunications service providers will increasingly be able to detect technology problems that might affect customers, solving them before the customers even know they exist.

Sanjay Kumar, Industry Vice President for Communications and Media at Progress Software, said, "The telecommunications field is very competitive, and service providers have to do what they can to differentiate their offerings. Solving problems before they happen goes a long way toward managing the customer experience." The firm also predicts that mobile service providers will have to build stronger relationships with customers, mainly by providing unique offerings to grab and hold their attention.

Progress Software's Telecommunications predictions for 2011:

1. **For B/OSS, managing the manager is key.** Traditional business and operational support systems (B/OSS) will require systems to manage the systems. Most service providers have invested so much in their B/OSS infrastructure assets that they cannot be easily replaced and need an adapted layer to respond to real-time business demands and reenergize the existing B/OSS infrastructure's value.
2. **You will predict problems before they come to light.** Telco service providers will be able to predict when there is a potential issue that will affect customers—and correct it before it happens. The pre-emptive correction of problems before the customer knows they exist will become a key factor in differentiating service providers and improving the customer's level of service.
3. **Loyalty program.** Mobile service providers facing mounting competitive forces will have to build stronger relationships with their customers. They will need to provide customers with unique, interactive experiences to build stronger loyalty by tapping into customer call patterns and locations, correlating with customer preferences and providing value-added services to customize each customer's experience in a unique way.
4. **Partly cloudy.** As communication service providers head for the cloud, they will struggle with data interoperability between cloud and non-cloud environments. Operators will need advanced data transformation and adaptive technologies to take full advantage of cloud-based applications.
5. **Mind the gap.** Operators will be increasingly trapped in the gap between customer expectations for flexibility and speed, and the limitations in existing B/OSS infrastructure. This will drive demand for new business user toolsets to overlay B/OSS, enabling service providers to respond and deploy new solutions faster.

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## Network Analytics: Turn Big Data into Big Opportunity

*Seven Steps for Network Operations, Marketing,  
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