

Telcordia

## Service Delivery Suite

Putting the customer at the heart of the service with innovative business models in an interactive world.



Interactive services are now the yardstick for the customer experience. Customers want service providers who understand their individuality. They want the freedom to customize their own services and communicate based on the requirements of their personal and working lives, and they expect to customize in real time.

That means competition is still about “pricing,” “differentiation,” and “time-to-market.” But now personalization has to be part of the mix.

In addition, service providers are looking to embrace a two-sided business model where the value chain is extended to support value-added services, content, and advertising with a new generation of interactive devices and mobile marketing solutions.

With Telcordia service delivery solutions you can leverage all your existing assets to realize this vision of a truly interactive customer experience.

#### **CREATE TRUE SERVICE DIFFERENTIATION, NOW**

The Telcordia Service Delivery Suite has the enabling elements for personal, interactive services: a converged application server with applications for real-time policy, real-time charging, and converged and interactive services.

In virtually any operations and network environment, you can write and apply rating, charging, usage, and policy rules for every customer, every call, and every transaction or interaction. And all user preferences can be automatically shared across services and bundles to eliminate the inefficiencies that come with siloed operations for each service type, including voice, messaging, content downloads, video, and VoIP.

#### **CHOOSE YOUR PREFERRED IMPLEMENTATION APPROACH**

We make advanced service delivery accessible to any service provider. You can deploy Telcordia® Real-Time Charging or Telcordia® Real-Time Policy, powered by the Telcordia® Converged Application Server; use our Converged Application Server as a platform to build your own interactive services or to build services with the help of a Telcordia onsite service creation team; or take advantage of our managed services.

#### **PROFIT FROM YOUR EXISTING ASSETS**

You should not sacrifice the investment you already have in a Business Support System (BSS), Service Delivery Platform (SDP), and network infrastructure. We can integrate into your environment, allowing you to apply real-time, customer-specific rating and charging features to prepaid, postpaid, and hybrid accounts. Our SDP-ready products, such as Online



#### **GET IT RIGHT**

With the expertise to solve the world's most complex communications challenges, Telcordia is known for helping its customers get it right so they can reap the greatest business benefits. Our Service Delivery Suite is part of our broad offering of products and services designed to help you operate more efficiently, drive revenues, and deploy innovative new services.



Charging System (OCS), Policy and Charging Rules Function (PCRF), and SIP Application Server are powered by our next generation Telecom Application Server (TAS) with a high performance in-memory real-time Subscriber Database and flexible Service Creation Environment. They are operating in mobile, fixed line, IP, and converged environments around the world.

#### **DISCOVER VERSATILITY AND VERY LOW COST PER TRANSACTION**

Our highly available, scalable products are built on a commercial, off-the-shelf IT technology and high-performance IBM blade server platforms, so adding capabilities is a simple upgrade.

Our service delivery solution lets you gather subscriber data, build and protect user profiles, create personalized features and cross-product promotions, and trigger delivery. You can also try new business models with interactive advertising and innovative value-added services business models.

To implement new service concepts, you can use our industry-leading Service Creation Environment or deploy advanced services, like Virtual Private Networks (VPNs) and number translation services, from Telcordia. IT developers using our Service Creation Environment can create service enablers (components) from scratch, or use our pre-built, reusable enablers and application logic. Either way, enablers can be integrated, as web services objects, into the Service Oriented Architecture (SOA) orchestration environment and accessed from SOA applications.

#### **PROFIT FROM OUR SPECIAL EXPERIENCE AND REACH**

We've been empowering operators to deliver real-time services for more than 15 years, and we continue to ride the cutting edge. The industry is still turning to Telcordia for the standards, systems, and innovation to enable the interactive services generation.

Talk to us about all the ways that Telcordia customers are using our platform and applications to differentiate themselves with promotional programs; innovative calendaring; parental, business, and financial controls; and real-time cross-product discounting, whitelist, blacklist, and content delivery policies.

Telcordia is ready to work with you to transform your business into an interactive service delivery engine.

► "We selected Telcordia's leading edge solution because it provides us with the reliability and scalability we need to support our business strategy of delivering service innovation to millions of subscribers."

"This solution is core to our strategic vision of being a communications pioneer in the delivery of mobile voice and data services in the Indian market."

**Mr. Gurdeep Singh, COO**  
Aircel Cellular Ltd

► "Telcordia's leading edge solution provides us with the reliability and scalability we need to deliver the best customer experience by providing personal and interactive services, both on CDMA and GSM platforms."

**Mr AG Rao, President & CTO**  
Tata Teleservices Ltd

Service  
Delivery  
Suite

## SERVICE DELIVERY SUITE COMPONENTS

### TELCORDIA® CONVERGED APPLICATION SERVER

A high-performance, scalable platform, with a real-time in-memory subscriber management database delivered on a 4-way blade server cluster. Our platform scales to tens of millions of subscribers with greater than five nine's redundancy. It allows operators to create and deliver IP, converged, fixed, mobile, and interactive services with low ongoing operational costs, and is easily integrated using open interfaces, protocols, and APIs.

### TELCORDIA® REAL-TIME CHARGING

A highly flexible application that enables quick, easy creation of rate plans and promotional offers and allows customers personal control over their own experiences by applying parental, business, and financial controls for any service on any network. Available as licensed software or a managed service on the Telcordia Converged Application Server.

### TELCORDIA® BROADBAND CHARGING

A standards-compliant Online Charging System (OCS) that provides the capability to perform real-time charging in support of a wide array of charging features and innovative rating, discount, and bonus plans. It allows the operator to offer broadband services and plans to a wider range of customers to generate new revenue streams, engender loyalty, and help prevent the network from becoming just a bitpipe.

### TELCORDIA® BANDWIDTH MANAGER

An application that provides network operators with the capability to manage users' broadband data access in order to offer tiered rates, bundles, packages, and other innovative pricing schemes. It is a standards-compliant PCRF, which integrates with the operator's selected network equipment.

### TELCORDIA MANAGED SERVICES

Our offers cover: consulting on business operations, service creation, data services, and interfaces; service development and testing; hosted/managed operations; and learning services. Our on-site service creation teams are a key differentiator, enabling marketing and operations to accelerate innovation and the introduction of new services, helping to grow market share and revenues in highly competitive markets.

### AT A GLANCE

The Telcordia Service Delivery Suite is enriching over 40 service providers around the world by:

- Enabling fast introduction of revenue-generating, innovative services
- Supporting flexible tariffs, service packages, and real-time cross-product promotions
- Increasing customer "stickiness" by allowing users to personalize their services to match their needs
- Enabling high performance, real-time interactive services and charging
- Providing a single platform for any service, any business, and any payment model
- Supporting flexible delivery models, including hosting, to allow customers to rapidly deploy new capabilities at low risk
- Providing an open, multivendor service delivery environment that leverages existing investment in business and network assets.



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