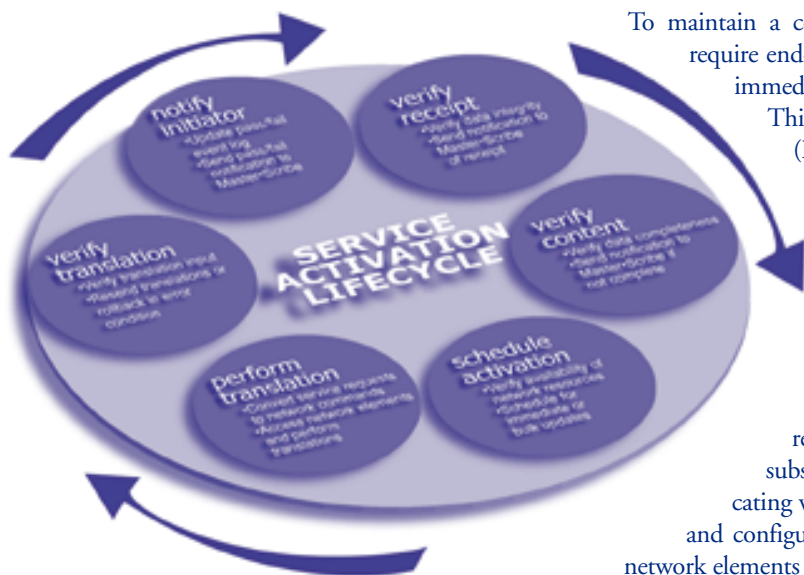


Eftia and Syndesis Deliver Top-to-Bottom OSS Service Activation

Enabling automated, one-touch, top-to-bottom provisioning of network and service activation

In today's highly competitive communications environment, superior customer service and the quickest time to market for new products and services are essential components of success.

To maintain a competitive edge, next-generation service providers require end-to-end operational support systems (OSS) that can immediately enable the rapid deployment of their services. This is especially the case for digital subscriber line (DSL) providers, whose complex operational challenges can slow their provisioning processes.



The Challenge

The term “flow-through service provisioning” means top-to-bottom fulfillment—beginning with order entry and concluding with service activation of network elements. A customer service representative (CSR) records the order, and all corresponding workflow activities and associated tasks are subsequently completed. These tasks include communicating with service activation engines used to directly access and configure a multitude of switching, routing and transport network elements that provide end-user service.

Service activation lifecycle

Service activation is often performed manually by either a clerk, a network provisioning engineer or another assigned resource person responsible for updating and maintaining network equipment. For service providers, manually provisioning service creation and activation functions is cumbersome and often results in numerous delays and errors that prevent them from meeting customer demands quickly and cost-effectively.

Equally important is the process of network reconciliation, where network inventory databases are synchronized with actual resource allocation in the network. Inaccurate synchronization can lead to errors in order fulfillment, service disruption and stranded assets in the network. Some carriers estimate that more than 20% of their network is “stranded” in this way.

The Solution

Eftia, a leader in the development, deployment and management of OSS solutions for next-generation network and service providers, has joined forces with Syndesis, a leading supplier of automated provisioning solutions.



The one-touch provisioning process eliminates human error, thereby reducing operating costs and enhancing quality of service

The result is a superior OSS solution for multi-market service providers, offering automated, one-touch, top-to-bottom creation and activation of network equipment and services.

The Value Proposition

Automating the service creation and activation processes dramatically condenses the overall time required to provision services. The streamlined provisioning process eliminates the labor-intensive effort of manually performing network and equipment translations across multiple technologies. This automated process eliminates human error, thereby reducing operational costs and enhancing quality of service. Because service providers can reliably meet the deployment schedules and quality of service (QoS) parameters they commit to in their service level agreements (SLA), they can ultimately win and retain more customers. The integrated solution not only increases operational efficiency and reduces cost, but also improves revenue stream, through faster time to market and improved SLA management.

Eftia's OSS Solutions

Master.Scribe: The Eftia Master.Scribe® Suite of OSS solutions enables carriers to automate and master mission-critical business and operations processes. Imbedded with best-business practices, Eftia prepackaged solutions are designed to immediately support a diverse range of services, including traditional telecom, DSL and Internet protocol (IP)/broadband. Configurable and scalable, these solutions are designed to meet the demands of rapidly changing technologies, customer needs and service offerings—today and in the future.

The Eftia Master.Scribe Suite is comprised of four core modules, each of which targets a critical operations function:

a.Scribe Service Order—start to finish order fulfillment and comprehensive management of service requests and associated tasks

d.Scribe Inventory—life-cycle management of assets and inventory, from ordering through to retirement

n.Scribe Number Track—telephone number, calling card, account and personal identity number (PIN), and IP address assignment

pre.Scribe Maintenance—proactive trouble management and preventive maintenance, including remote entry and trouble ticket status via Web-enabled interface

Master.DSL: Master.DSL comprises the full functionality of Master.Scribe and includes features that respond to the key challenges facing DSL providers. Pre-populated, DSL-specific entry templates and pre-configured asset catalogs vastly increase the speed and efficiency of order entry and reduce overall operational costs. Master.DSL is also equipped with interconnection task forms and a mechanized gateway that facilitates automated information requests and local loop orders from trading partners.

The Syndesis NetProvision Suite of Applications

The Syndesis NetProvision™ suite of applications is a powerful off-the-shelf service automated provisioning service solution that manages multiple services and networking technologies. It is a critical foundation for any provider that strives to offer fast, accurate and reliable service delivery.

NetProvision Administrator—provides the automated service maintenance and reporting functions necessary to take full advantage of all network and service resources

NetProvision Creator—enables the creation of custom and complex end-to-end services, including high-speed Internet access, corporate extranet/intranet IP and virtual private network (VPN)

NetProvision Activator—enables the activation of network services end-to-end, employing one-touch, bi-directional, flow-through provisioning

An Alliance of Strengths

Working together, Eftia and Syndesis combine complementary strengths to create open, interoperable and scalable products for integrated next-generation services. Master.Scribe and NetProvision together deliver an OSS solution that offers automated provisioning of services through the a.Scribe module.

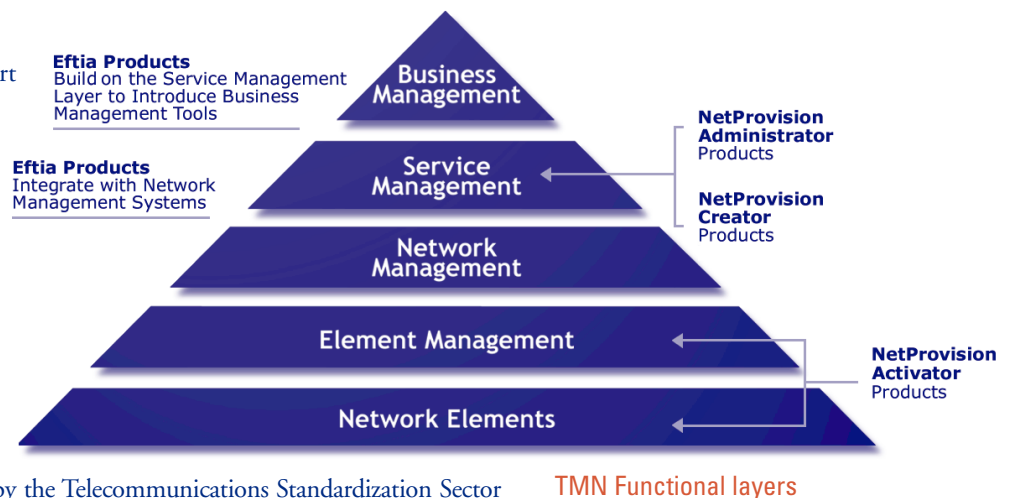
This alliance produces obvious benefits for the end-user, including

- **Single, end-to-end workflow process:** handles order entry, service provisioning, network design, trouble management and customer care
- **Real-time service provisioning:** one-step, flow-through provisioning that assigns all necessary network resources available
- **Real-time circuit and asset inventory assessment:** provides an accurate view of the network
- **Extensive equipment support:** streamlines the order process, ensures faster time to market for new services and increases provisioning reliability
- **Status and progress reports:** visibility into the status and progress of service provisioning related events

TMN Compliant

Both Eftia and Syndesis support the implementation of layered management functions and standardized interfaces between functions—architectural features promoted by the Telecommunications Management Network (TMN).

TMN generally refers to the functional architecture model and interface specifications created and supported by the Telecommunications Standardization Sector of the International Telecommunications Union (ITU-T) and other national and international standards organizations. TMN is a collection of defined business processes and operational support functions from which organizations can derive their OSS infrastructure. Using international standards, TMN provides a framework for achieving interconnectivity and communication across diverse operating systems and telecommunications networks.



Revenues Up/Costs Down

The integrated service activation solution from Eftia and Syndesis provides the following benefits:

Increased Revenues

- Faster service provisioning
- Improved SLA compliance
- Earlier revenue recovery

Decreased Costs

- Reduced training requirements
- No specialized skill set requirements
- Reduced re-provisioning

*Automating the
service creation and
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provision services*

About Eftia

Eftia (www.eftia.com) is a leader in developing, deploying and managing OSS solutions designed to meet the service management and delivery needs of next-generation network and service providers. In addition to the Master.Scribe Suite of integrated OSS products and Master.DSL, Eftia offers Master.Xchange, an interconnection gateway. Eftia partners with industry leaders and is a member of key standards organizations, including the Application Service Providers (ASP) Industry Consortium, the Ordering and Billing Forum (OBF) and the TeleManagement (TM) Forum. The company headquarters is in Ottawa, Canada.

About Syndesis

Syndesis (www.syndesis.com) is automating the new network with market-leading provisioning software. The company's NetProvision software suite empowers communications providers to dynamically deliver customized and differentiated services to subscribers, thereby generating incremental revenues and improving efficiency. Headquartered near Toronto, Canada, the company's software is used by major service providers around the globe. Both Cisco systems and Lucent Technologies license and resell the software under their own private brands, Cisco Provisioning Center and OneVisionAlliance Configuration Manager, respectively.



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