

COMARCH



COMARCH
OSS MANAGED SERVICES

Get ahead of the competition with Comarch outsourcing

Reduced average revenue per user (ARPU), increased customer churn, the mounting costs of deploying new technologies and limited financial options to cover expenses make efficiency a prime goal for every mobile operator. Comarch can help communication service providers face these challenges by offering OSS Managed Services. This is the perfect choice for operators who wish to improve their routine procedures and optimize costs. This solution facilitates the correlation and development of business processes concerning customer experience, operations and infrastructure areas. Comarch Next Generation OSS (NG OSS) is based on a unique architectural concept, covering virtually all required OSS functions and components, resulting in the complete integration of all functions within one IT solution.

Outsourcing routine procedures in a Managed Services model can free up resources and allow telecom operators to focus on core business activities – establishing innovative offers, maintaining customer relationships and delivering high-quality services. Competent outsourcing combined with the deployment of effective work routines and an efficient support system will give your company the opportunity to get ahead of the competition

LOOKING FOR A RELIABLE PARTNER? YOU'VE FOUND ONE

Our experts have many years of hands-on experience in Convergent Transport, cable and mobile network planning, optimization and operation. We have long-standing partnership agreements with all the major telco vendors and provide strategic OSS umbrellas for vendor specific domains. Comarch specialists have participated in the development of the latest mobile technologies, such as: HSPA+, LTE and have contributed to 3GPP and TMF eTOM standardization bodies. Our solutions are based on valuable experience that we can pass on to our clients.

SMOOTH TRANSFORMATION AND MEASURABLE EFFECTS

Comarch offers Business Process Outsourcing based on a unique OSS platform architecture combined with Business Transition services. Based on experience gathered from successfully completed projects around the world, Comarch can guarantee the efficiency of such a transformation. We have proven our ability to simplify network rollout, maintenance and operational processes. Our Business Transition service has resulted in a 40% increase of the overall efficiency.

BUSINESS BENEFITS:

- **Measurable results** – costs, standardization, agility
- **Effective transformation and simplification** – transition from silo-based to process – and goal – based convergent network management
- **Solid and flexible system architecture** – easy integration with different infrastructure providers
- **Customer-centric** – support for the operator's customer experience management strategy
- **Comprehensive approach** – Service Quality Management and Customer Experience Management as a part of OSS Managed Services; Integration with BSS/CRM

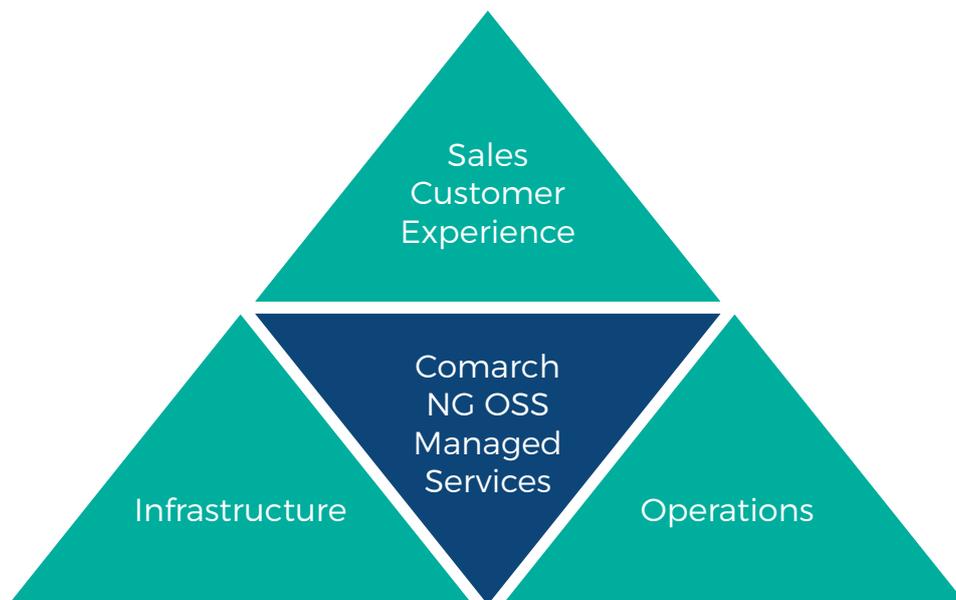


Figure 1. Unified Managed Services based on Comarch NG OSS platform

COMARCH NG OSS FRAMEWORK ENSURES A COMPETITIVE ADVANTAGE

The solution consists of a complete set of NG OSS components and preconfigured business processes and templates.

- It applies a central inventory concept which **synchronizes and correlates data from various sources** and analyzes trends and problems
- A wide range of interfaces can be **integrated with 3rd party tools**
- It uses an **incorporated business processing engine**
- **All historical changes are stored** - recorded data is stored along with information concerning the author, date and process context, making it easy to identify the reasons for every modification
- Its geographic information system (GIS module) presents **information related to on-going activities** on the selected network elements or in a user-friendly graph
- Its reporting module presents **statistical reports** and information related to the performance of conducted activities, and the performance of the network itself
- Guaranteed **SLA fulfillment of contractual client specific KPIs**

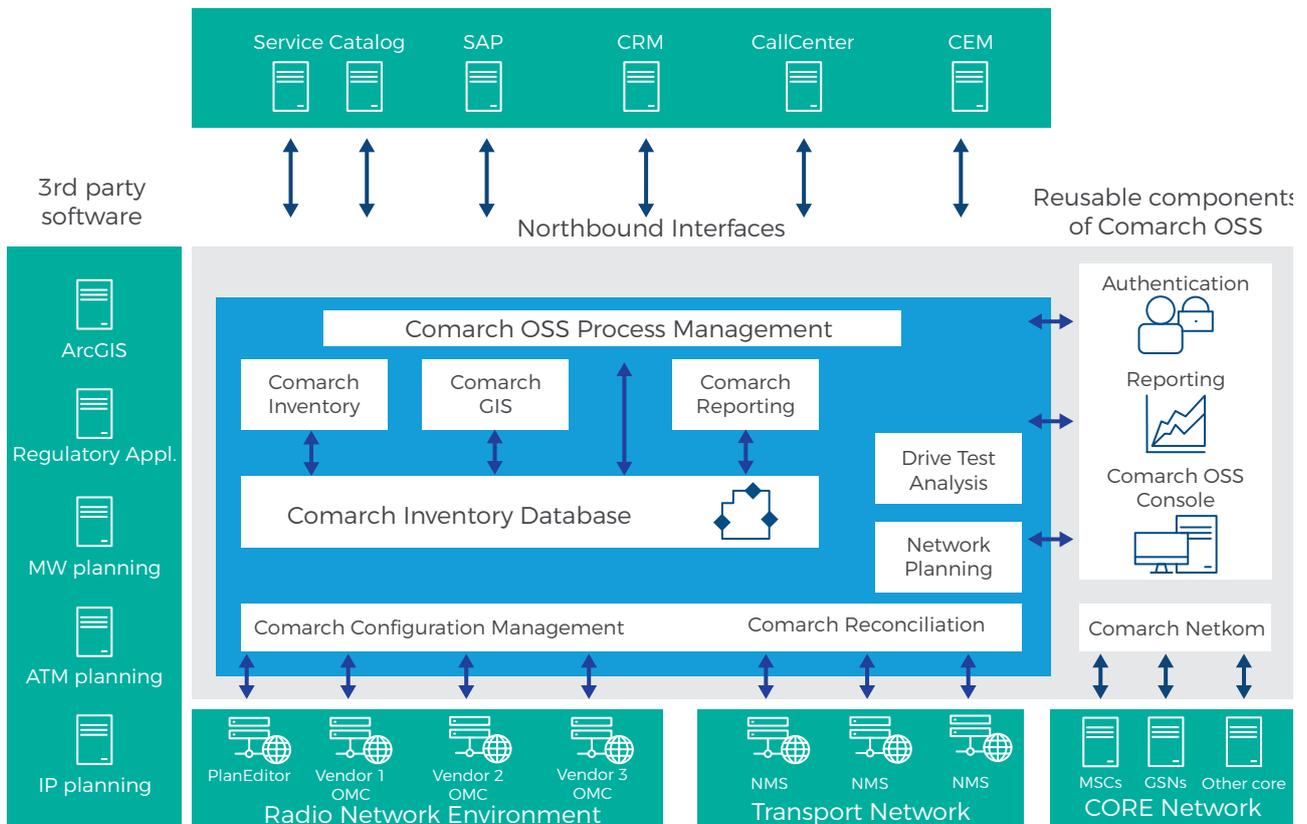


Figure 2. Core elements of the Comarch OSS platform

TECHNOLOGICAL ADVANTAGE:

- Unified, technology & vendor independent work routines
- Visibility and predictability of business processes
- Guaranteed SLA fulfillment (contractual client specific KPIs)
- Quicker execution of planning and optimization procedures
- Quality analysis enriched by multisource data correlation
- Support for SQM/CEM policies
- Integration with BSS/CRM systems

BUSINESS AND TECHNOLOGICAL AGILITY

Comarch OSS Managed Services can be viewed as a set of strategic tools for network infrastructure, technology silos, multivendor networks and convergent transport. The complexity of planning, managing and monitoring operational systems is constantly evolving thanks to the growth of the technologies used. It is not uncommon to see a telco provider running three or four vendor/technology specific platforms. The same applies to quality monitoring and, to some extent, planning and optimization activities.

Our service allows users to gather all these activities in one solution, reducing the number of technology/vendor dependent specifics, removing inconsistencies in databases and unifying procedures and routines. Comarch Managed Services helps to efficiently manage convergent and heterogeneous networks.

Comarch Managed Services support the implementation of Customer Experience Management (CEM) policies. Comarch offers Service Quality Management (SQM) and CEM modules as part of our OSS Managed Services. We also provide integration with BSS systems (e.g. CRM) directing tailored measures according to client subscription profiles or purchased services. We guarantee competitive SLAs, payment on results and a flexible approach towards on-going network maintenance deals with telco vendors. Comarch offers SLA approach based on customer business metrics as well as an agile approach to changes and future requirements.



SECURITY, CAPACITY, SCALABILITY – ALL INCLUSIVE

Comarch Managed Services is supported by the Comarch Data Centre. We provide security based on industry best practices and standards as well as capacity management assuring all necessary maintenance, upgrades and backup actions. Comarch adheres to practices aligned with ITILv3 methodology, therefore we ensure professional IT services and guarantee business continuity. Our system is both scalable and capable of dealing with networks which contain hundreds of thousands of elements. As part of the Managed Services offer, Comarch manages 3rd party tools, and as part of the Managed Transformation service we can analyze business and technical requirements and propose more efficient solutions based on Comarch's portfolio or licensed solutions developed by leading vendors.

FAST ISSUE RESOLUTION

Immediate management of incidents occurring around the clock is a key factor of maintaining any network. Comarch's efficient monitoring and reporting solutions not only aggregate and correlate events and accelerate the resolution of hardware network failures, but also provide detailed information regarding network performance and root cause analysis. Our Network Operations Centre (NOC) can collect billions of alarms per day. Incidents are detected, prioritized, grouped and efficiently resolved around the clock, resulting in reduced Mean Time to Resolution (MTTR). We can also consolidate NOC operations by bridging technology and vendor silos.

FEATURES:

- OSS inventory acting as a **central database and anchoring point** for all Managed Services applications
- A processing engine for **distributing tasks efficiently**
- Storing and tracking a **full history of changes**
- **Definable synchronization** points between various processes, decision points and loopbacks
- A broad range of interfaces for **communicating with external systems** and third party companies

It's a harsh environment that operators are working in. If they are to successfully support heavy traffic growth, deliver new and more integrated offerings as well as improve efficiencies and costs, then they have to make better use of managed services and outsourcing.

Kris Szaniawski,
Principal Analyst,
Informa Telecoms & Media

ABOUT COMARCH

Comarch is a provider of complete IT solutions for telecoms. Since 1993 the company has helped CSPs on 4 continents optimize costs, increase business efficiency and transform BSS/OSS operations. Comarch solutions combine rich out-of-the-box functionalities with high configurability and are complemented with a wide range of services. The company's flexible approach to projects and a variety of deployment models help telecoms make networks smarter, improve customer experience and quickly launch digital services, such as cloud and M2M. This strategy has earned Comarch the trust and loyalty of its clients, including the world's leading CSPs: Vodafone, T-Mobile, Telefónica, E-Plus, KPN and MTS.

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