Navis® Wireless Services Activation Manager Software



Streamline subscriber and service activation, reduce operations cost and complexity through automated flow-through provisioning

Benefits

- Accelerate service delivery with flexible, high-performance workflow automation
- Streamline operations through simplified service activation
- Reduce order fallout, ensure timely service fulfillment
- Meet changing business and technology needs with extensible platform and multi-vendor, multi-technology capabilities
- Scalable solution to support increasing service-order volumes

Lucent Technologies
Bell Labs Innovations

The growing demand for services based on advanced technologies such as 2.5G/3G and Wi-Fi, puts new pressures on your wireless operations. Today, you need to provision and roll out innovative mobile services faster than ever before. You need to migrate seamlessly from error-prone manual procedures to automated systems that can keep pace with unprecedented service-order volumes. You need to minimize subscriber churn by meeting rising expectations for rapid service delivery and consistent service quality, and by responding nimbly to requests for service activation and changes.

Most important, you need to do all this in a way that enables you to attract and retain subscribers by offering high-demand wireless services at competitive prices. That means keeping your operations cost down by consolidating work processes, streamlining activation and provisioning procedures and making more efficient use of customer service representatives (CSRs) and other skilled personnel.

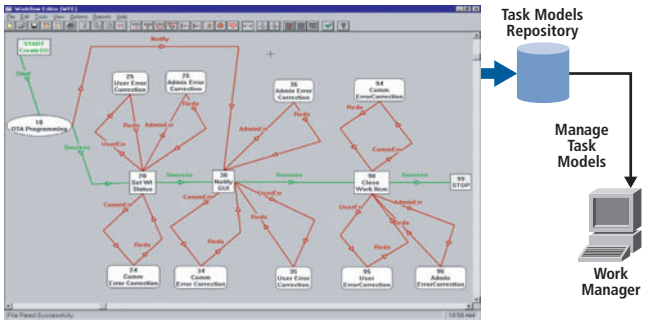
The Lucent Solution

Lucent helps you meet all these challenges with the *Navis*® Wireless Services Activation Manager (WSAM) software — a powerful, flexible tool for provisioning mobile subscribers and services. This workflow-enabled OSS solution gives you the fully automated capabilities you need to deliver high-margin services rapidly, reliably and cost-effectively over your multi-vendor wireless network. Deployed in high-volume service provider networks worldwide, the *Navis*® WSAM software is field-proven to handle more than 60,000 service orders per hour and 650,000 per day, with most service orders completed in less than 30 seconds.

Accelerate service rollout via flexible, high-performance workflow automation

Navis® WSAM software delivers the flow-through functionality that helps you automate the entire provisioning process and dramatically reduces service turn-up time and effort. Total flow-through cuts service order process timeframes from hours to minutes — even for service orders containing diverse complex features.

This innovative solution gives you total control to manage service provisioning across multiple systems and network components. It features a robust workflow engine that coordinates all sequences and steps for rapid service activation. Taking service orders from your order entry system, *Navis*® WSAM Work Manager automatically provisions all appropriate network elements to deliver desired services and features to your end customers. The *Navis*® WSAM workflow engine's built-in flexibility lets you dynamically define or alter workflows to accommodate new subscriber needs, changing business scenarios and emerging wireless technologies. Enabling extensive service customization with minimal effort, it allows you to update task models and apply them to your provisioning processes in real time. You can meet new requirements as they emerge, with no need for new software development and upgrade, or costly and time-consuming system re-engineering.



Use the software's Work Flow Editor to modify task models and make them instantaneously available to the Work Manager.

Streamline operations through simplified service activation

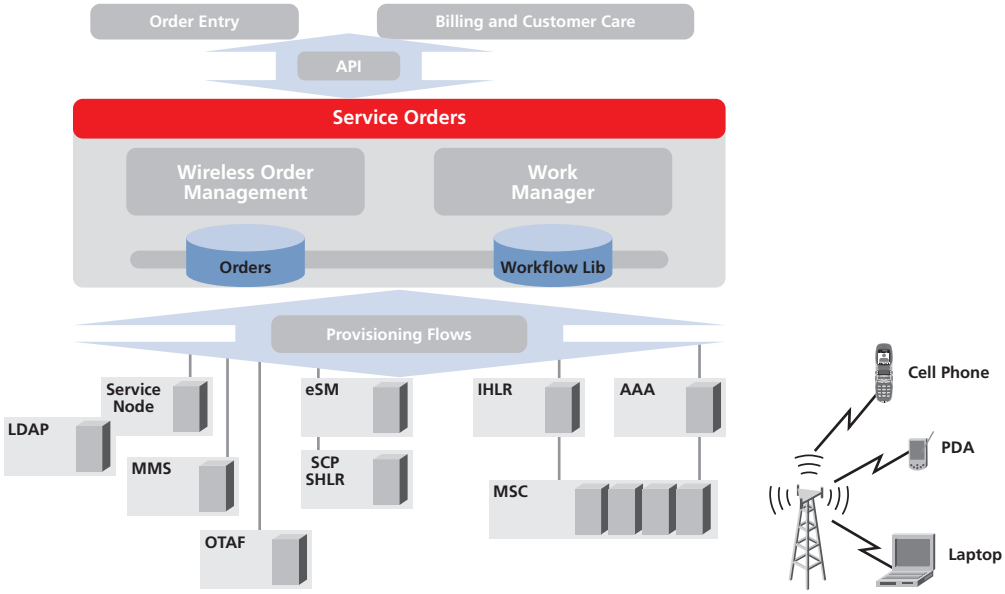
Traditional provisioning processes require multiple screen entries in multiple systems across several departments. This often results in order delays, provisioning errors, and lost revenues. With *Navis*® WSAM software, you can centralize operations and deliver total work-process flow-through across multiple business locations, work groups, networking technologies, and equipment from different vendors, with minimal manual intervention. In addition, your CSRs can manage customer service requests from a single system and a single desktop screen accessible via the web, ensuring efficient and timely resolution of any problems that may occur during the provisioning process.

The bottom line: You can reduce the number of technical personnel and CSRs required to manage the provisioning process. You can now count on a streamlined service delivery operation to activate subscribers and bring profitable services to market.

Reduce order fallout, ensure timely service fulfillment

With its robust process management capabilities, *Navis*® WSAM software helps you minimize provisioning errors and increase customer satisfaction by ensuring the integrity of the order-fulfillment process.

End-to-end wireless services provisioning generally involves a host of complex inter-dependencies and relationships. *Navis*® WSAM software's robust process management functionality helps you cut through all the complexity. The system accurately tracks the progress of each service order



Simplify service activation with open interfaces to Order Management (OM) and Billing Customer Care (BCC) systems and to network elements from multiple vendors.

and helps ensure the integrity of your operations through seamless coordination with your order management and billing systems. The system also collects operational data to provide greater visibility into provisioning operations. Integrated view of order status provides highlights of critical indicators, and allows drill-down analysis to identify performance bottlenecks and spot significant trends.

The results: Your CSRs can always see exactly where an order is within the provisioning process and respond knowledgeably to subscriber inquiries. Your technicians can determine exactly what needs to be done to fix any problems before subscribers call to report them. This allows your company to reap the benefits of enhanced customer loyalty.

Meet changing business needs with extensible platform and multi-vendor, multi-technology capabilities

Navis® WSAM software provides an open operations platform that allows you to leverage new network equipment and technologies to deliver new services. The system supports today's conventional wireless services, as well as advanced new services such as Wi-Fi, mobile Internet, and high-speed access to corporate networks. It is compatible with CDMA, TDMA and GSM interfaces; emerging technologies such as CDMA2000 1x, GPRS/EDGE and Wi-Fi; and 3G UMTS and CDMA2000 networks.

Support for a multitude of network elements, service delivery platforms and management software from diverse vendors allows for easy integration into your existing network environment, as well as seamless migration to new generation technologies. Open APIs enable *Navis*® WSAM software to work smoothly with OSS and BCC systems and multi-vendor network elements. Advanced configuration tools allow you to introduce new equipment, modify business flows and implement new work processes quickly — without interrupting your operations or installing new software releases.

Scalable solution to support increasing service-order volumes

Given the variety, complexity and dynamic nature of the new services enabled by 2.5G/3G technologies, the volume of simultaneous service orders is bound to increase significantly.

Navis® WSAM software is designed to help you efficiently manage such explosive growth. It is capable of supporting millions of subscribers and processing hundreds of thousands of service orders each day. It improves productivity of your CSR staff, and enhances end-user satisfaction with advanced customer self-serve capabilities for activation and provisioning. And it offers abundant scalability and flexibility to expand and evolve along with your subscriber base.

Flexible Interface Capabilities

Navis® WSAM software supports your current and evolving business processes with:

Service provisioning across your complex multi-technology network

- **Home Location Registers (HLR/SHLR)** – An automated link to integrated HLR systems eases subscriber administration.
- **Over the Air Function (OTAF)** – Links all transactions required for over-the-air service provisioning.
- **Enhanced Service Manager (eSM)** – Provides a front-end for all provisioning functions from its mobile IN Enhanced Control Server.
- **Lucent AnyPath Messaging System** – Offers Unified Messaging services including voice mail, paging, fax and SMS.

Activation of multivendor service platforms

- **Short Messaging Systems (SMS)** – Facilitates automated paging and Short Message Service Center operations.
- **Voice Mail Systems (VMS)** – Supports automated voice mailbox setup, activation, administration and notification management.
- **Lightweight Directory Access Protocol (LDAP)** – Allows provisioning system to look up information from a centralized LDAP directory server.
- **AAA** – Manages user authentication, authorization and accounting for advanced wireless services.

Integration with other OSs for complete provisioning flow-through

- **Customer Care Interface** – Automatically receives and processes order requests (add, change, delete) created with leading customer care/billing systems.
- **Computer-Telephony Integration (CTI)** – Automates data transfer, facilitates call setup and processes activities necessary to support over-the-air service provisioning functions.
- **Pre-integrated with the Lucent "Easy Service Setup" offer** – Enables fast subscriber activation for high-speed data services and self-care.

Open, readily configurable architecture that supports your evolving business requirements

- **MetaData** – Allows you to introduce new provisioning data into the system, enabling faster delivery of new services.
- **Generic Send** – Uses CORBA APIs to enable communication with new downstream systems, allowing rapid adoption of new technologies before custom interfaces are available.

Navis® iOperations Software Solutions

Navis® iOperations software is a comprehensive portfolio of multi-vendor, multi-technology Operations Support Systems for wireline, wireless, optical, circuit and data networks. *Navis*® iOperations systems are developed on extensible, programmable platforms, open APIs and advanced system architecture to provide carrier class reliability and scalability, as well as rapid and affordable integration into a Service Provider's preferred operations infrastructure.

The award winning Lucent *Navis*® iOperations portfolio, including VitalSuite® and VitalQIP™ network management software, support the breadth of Network Management Operations, including Service Provisioning, Service Assurance, Element Management, Mediation, and Modeling. *Navis*® iOperations solutions enable the delivery of advanced services across current and next generation networks– while improving efficiencies, significantly reducing operating expenses and delivering the Quality of Service that customers demand.

Navis® iOperations Software solutions are supported by Lucent Worldwide Services (LWS), Systems Integrators, and Service Provider partners who provide a comprehensive suite of world-class planning, deployment, operations and maintenance services.

To learn more, contact your Lucent Technologies sales representative, authorized reseller or sales agent.

You can also visit our web site at http://www.lucent.com/oss or call 1-888-426-2252.

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