



Business Agility for Service Provider OSS

-Ensuring Operations Support processes deliver maximum value to the service provider's business

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2004 IEEE/IFIP Network Operations & Management Symposium
Seoul, KOREA

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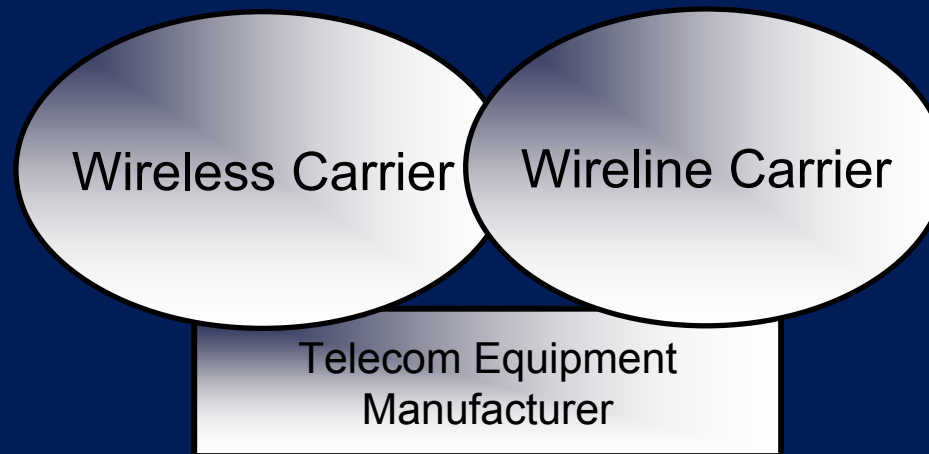
Agenda



- The Context
- Business Agility through an “Adaptive OSS”
- An Adaptive Architecture



Business Imperatives in the Traditional Telecom Model



Manage costs

- Wireless network expansion
- Wireline infrastructure investment over time

Increase quality

- Make the network work
- Regulatory oversight

Mitigate risk

- Ensure network security & integrity
- Use regulation as barrier to entry against new players

Change is the Only Constant



Mergers
and
Acquisitions



New
Services



New
Business
Processes



New
Technology



Re-
Organization

Business Agility: the New Dimension for a New Marketplace



Manage costs:

- Reduce service deployment costs
- Manage fixed costs
- Optimize fixed vs. variable costs
- Create world class cost structures

Improve agility:

- Move to 500 new services/year from 1 service/year
- Organizational, technology and priority changes
- Build an adaptive network and OSS

Increase quality:

- Improve customer satisfaction
- Improve service levels across the value chain
- Link and extend value chain
- Agility as a service level

Mitigate risk:

- Ensure network integrity and service assurance
- Eliminate risk of not quickly deploying innovative service portfolios
- Adapt quickly to regulatory and market changes

Becoming Adaptable to Change

- "It is not the strongest of the species that survives, nor the most intelligent, but those most responsive to change." – Charles Darwin
- Operations Support People, Process and Technology monitor and control the infrastructure
- OSS is the “glue” linking the infrastructure to the business: provisioning, monitoring and billing
- OSS must be adaptable and can virtualize (simplify dramatically) the use of this infrastructure

Towards an “Adaptive OSS”

- To become adaptive, OSS must:
- First ensure Stability of the infrastructure that is the foundation of the SPs business
- Then provide Efficiency: ensure this infrastructure is most efficiently managed for profitability
- Finally: Be adaptable so that both Operations and the infrastructure can respond easily to business changes

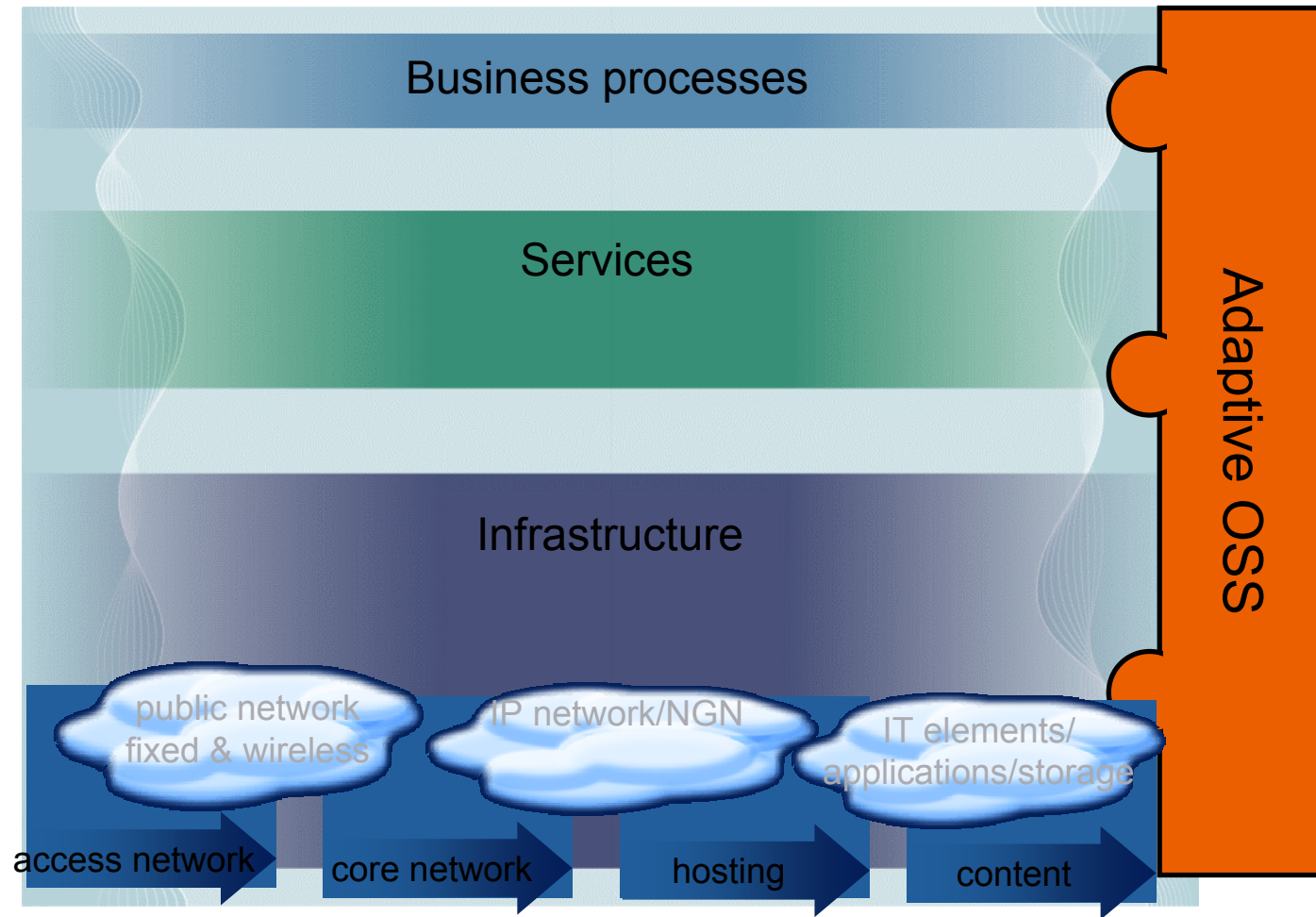
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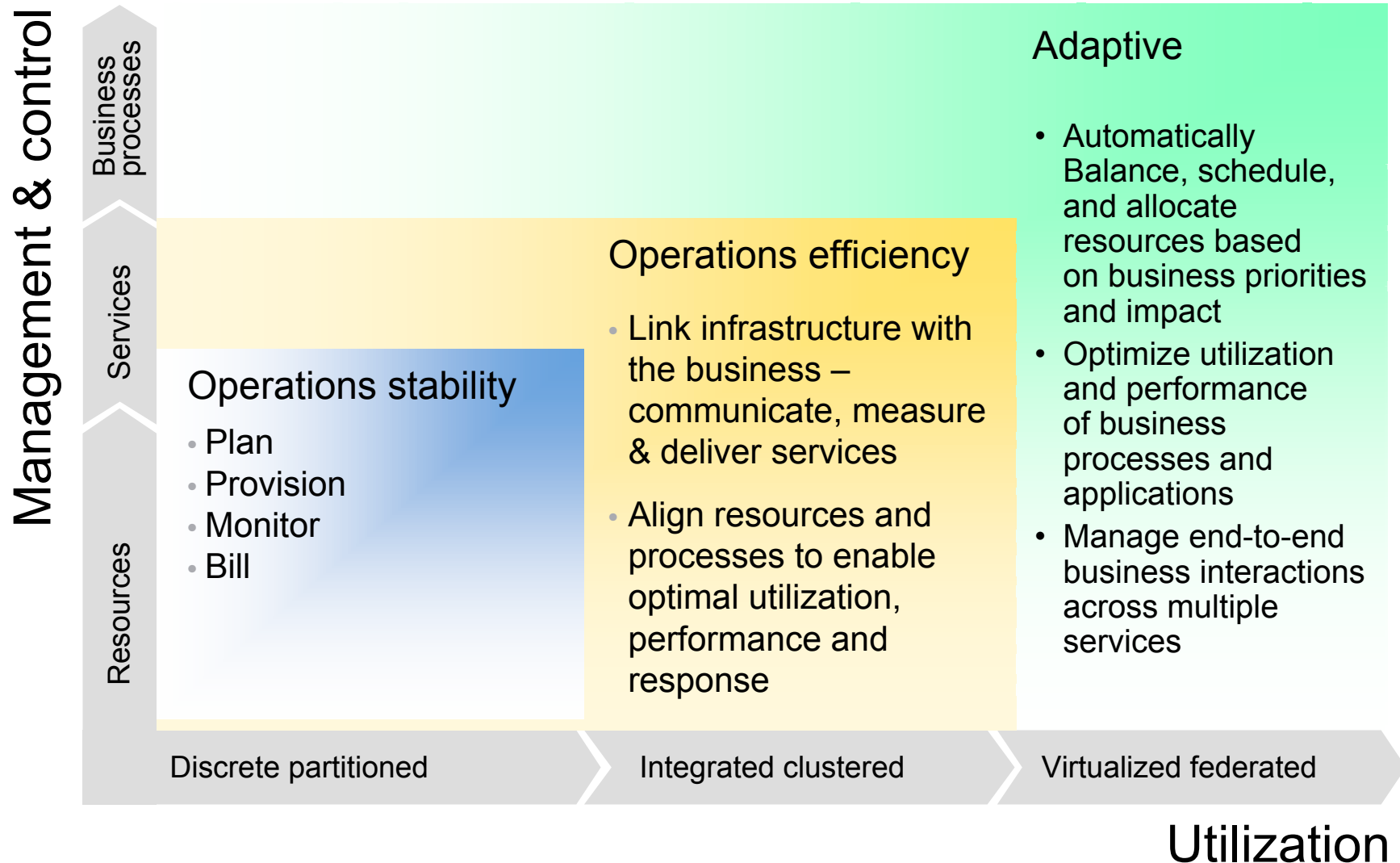
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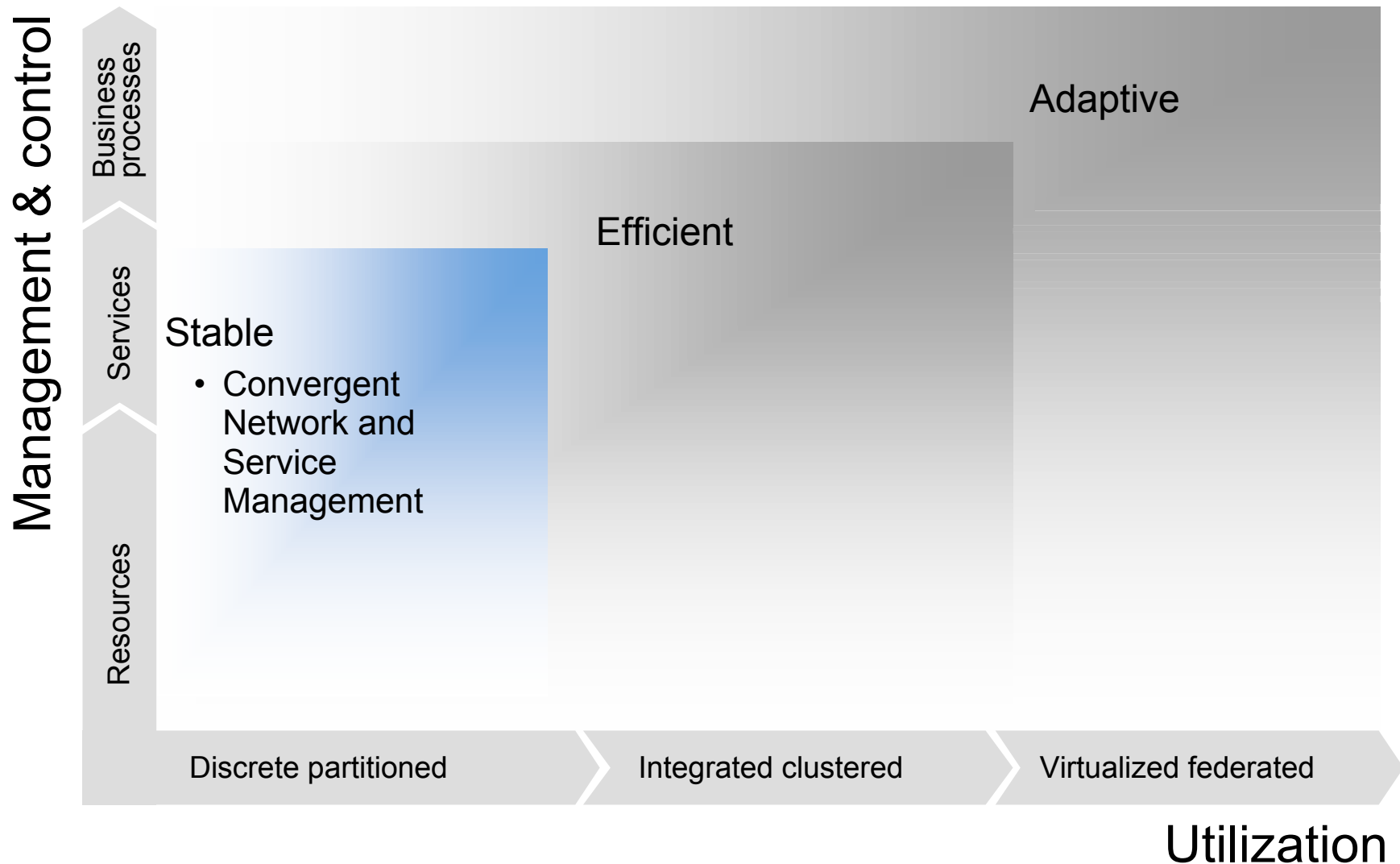
Adaptive OSS for Service Providers



Adaptive OSS for SPs



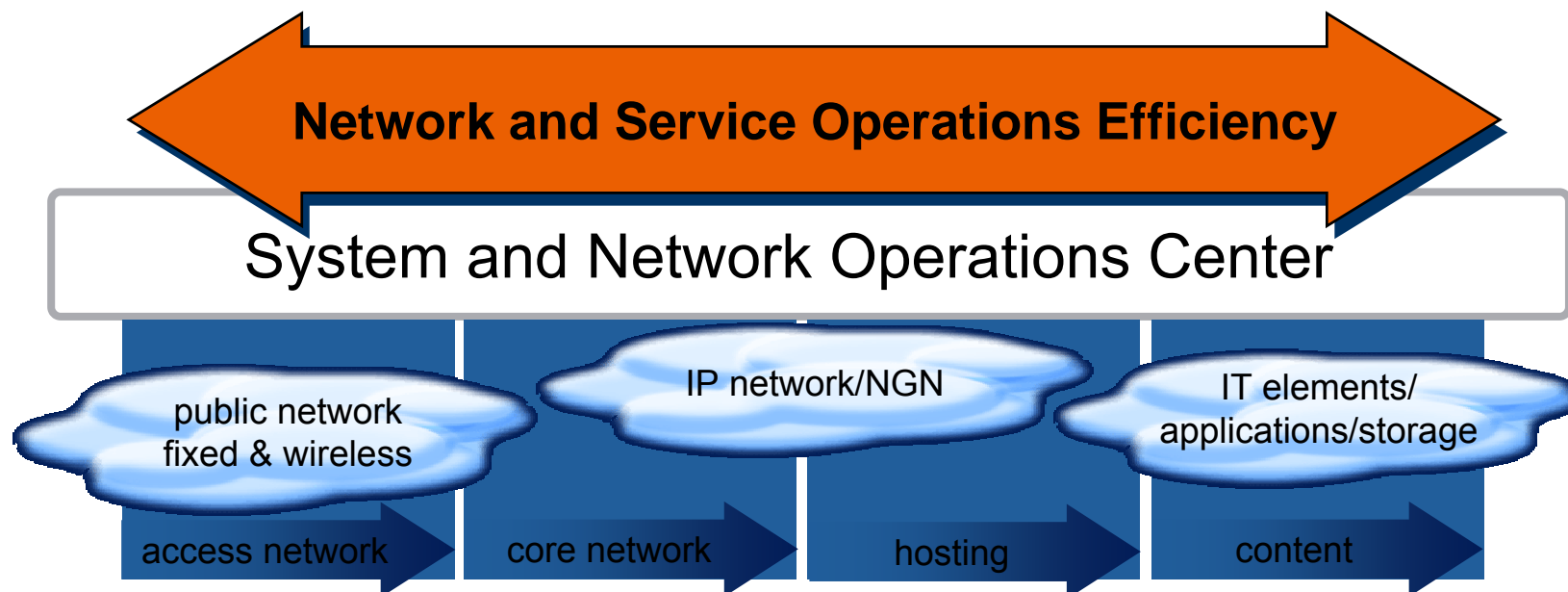
Implementing Adaptive OSS for SPs



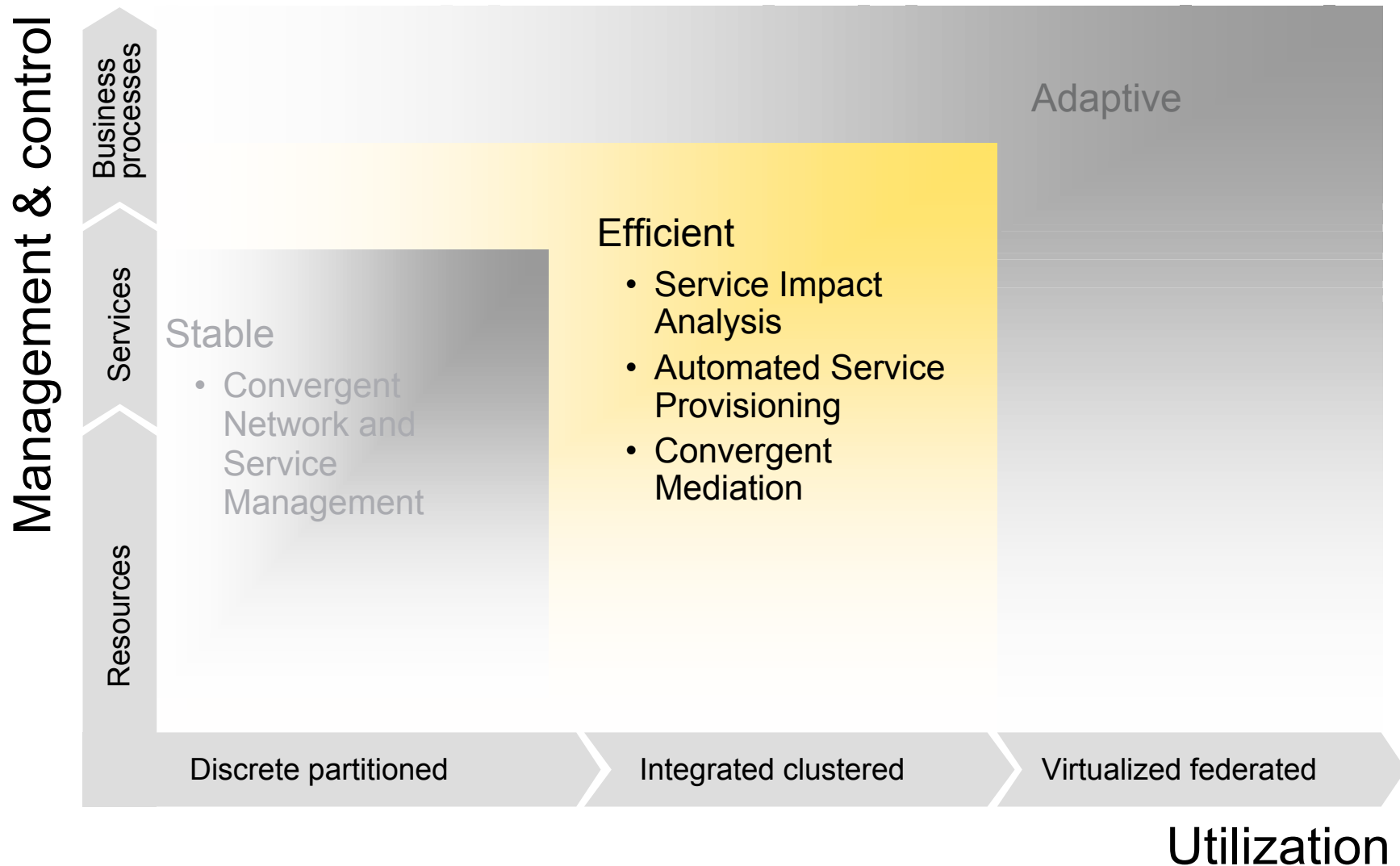
Stability Example: converging IT and Telecom Management



- Key Trend: Reducing the number of tools, processes and organizations involved
- Example: Combining IT and Telecom Management to help service providers gain control and drive down costs in their operations center;



Implementing Adaptive OSS for SPs



Efficient: Service Impact Analysis for telecom



- Complete control of the service provider's infrastructure is a base function. ① ②
- Service providers now need react instantly to problems affecting critical services ③
- Allowing Operators to focus on what matters first, improving uptime, and customer notification in real time. ① ② ③



- ③ Determine Impacted Services



- ② Resolve Problems Faster



- ① Get Complete Control

Efficient: Service Activation for Telecom



- Complete automation of the provisioning process starting with a process-enabled message bus architecture provides efficiency and flexibility ①
- Automating the design phase as well as the activation of services is often critical ② ③
- Dramatically improving order handling time and accuracy – increasing time to revenue.

Provisioning Process

① Begin process

Inventory, Planning,
And Design

② Automate Design

Activation

③ Automate Activation

Efficient: Convergent Mediation for Service Providers



- Key Trend: Usage and Content-based billing: with convergent mediation, usage data can be gathered from a huge variety of sources ❶
- Enabling Usage-based and Pre/post-paid convergent billing
- Business intelligence and fraud management ensure the data is also used to improve the business for the future and the bottom line today ❷ ❸



❸ Assure revenue

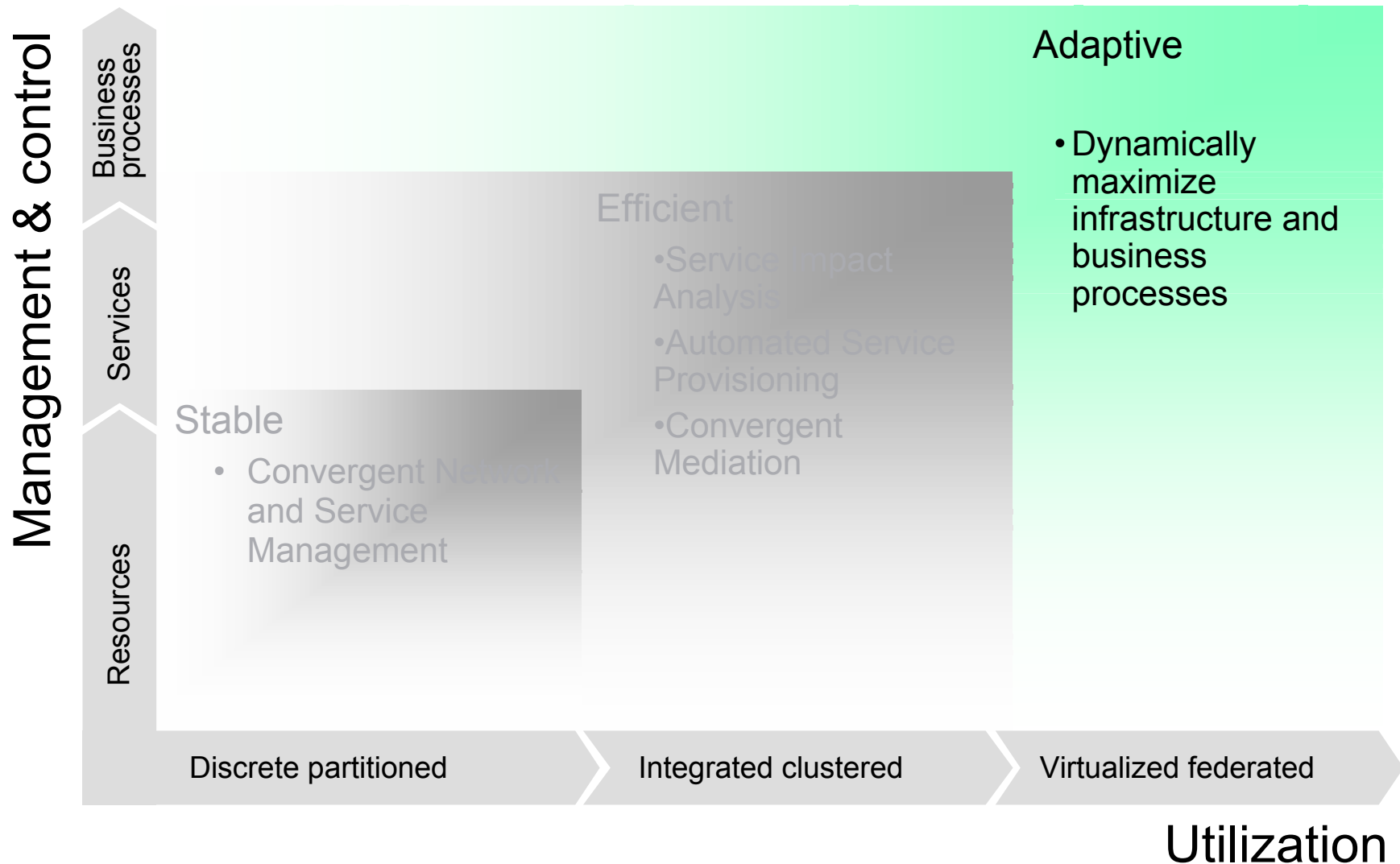


❷ Improve effectiveness



❶ Gather Data from just about any source

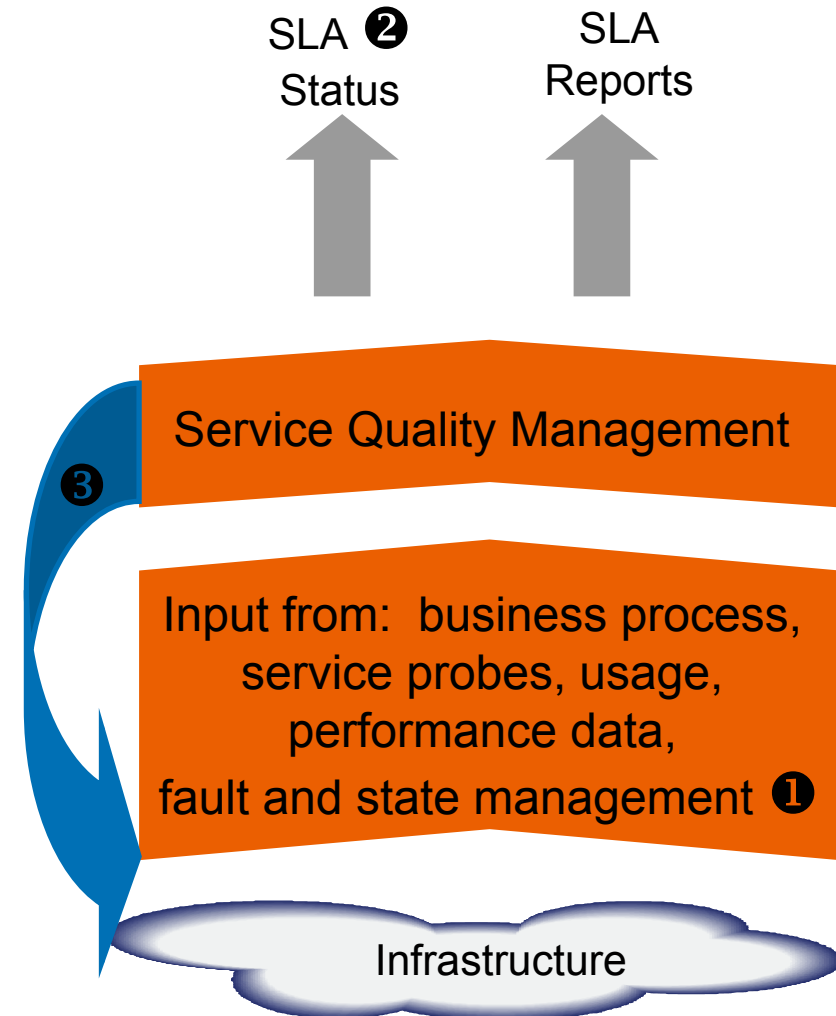
Implementing Adaptive OSS for SPs



Adaptive Ex - Prioritization through SQM and Activation

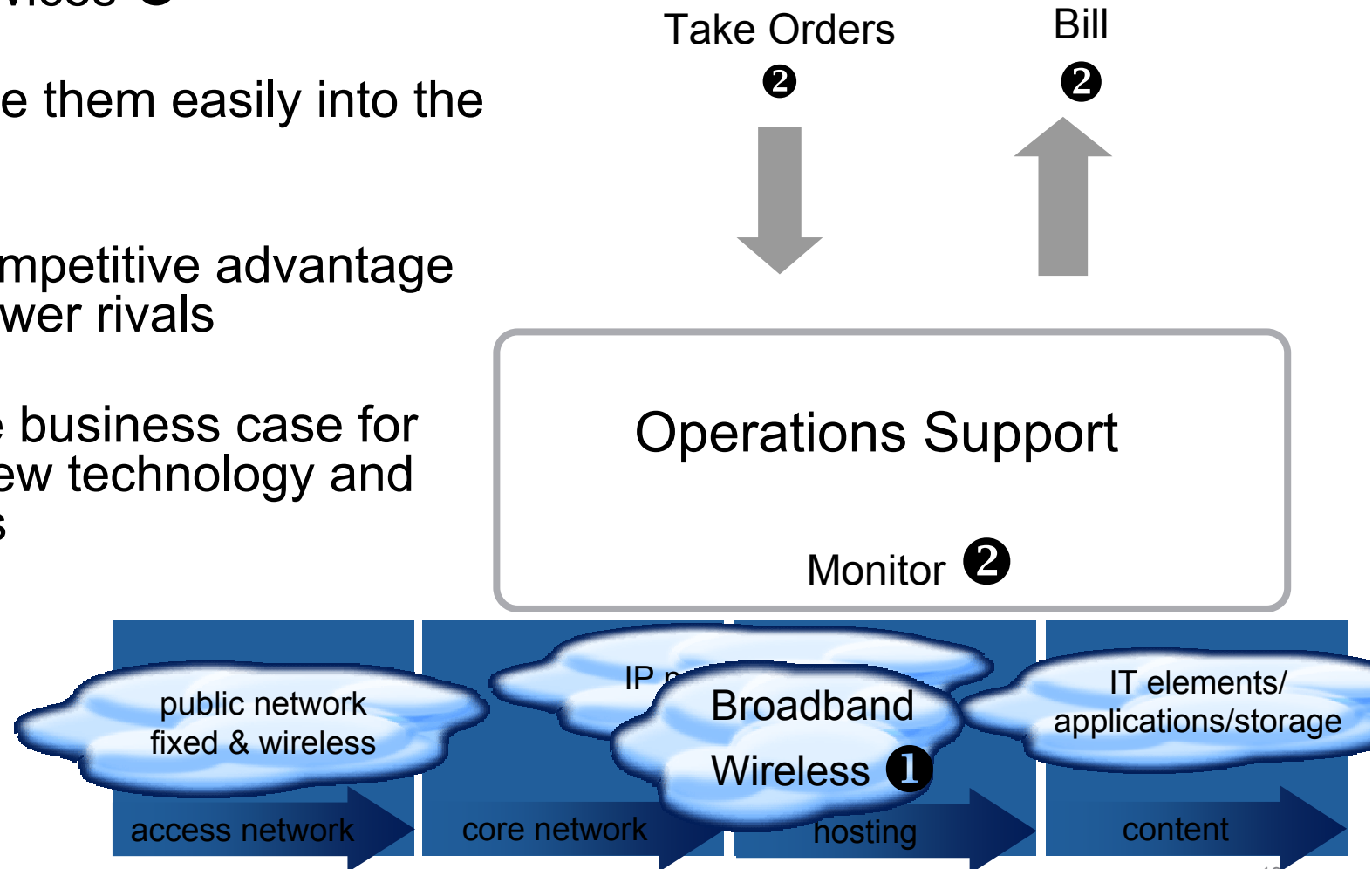


- Aggregate service quality data **1**
- Respond to end-customer demand for SLAs **2**
- Tune infrastructure for efficiency through real-time knowledge of how key customers services and SLAs are performing. **3**
- Focus Operations staff on revenue impacting problems
- Maximize infrastructure for maximum revenue



Adaptive Ex – Integrate new technologies and Services

- Implement new technologies and services ①
- Integrate them easily into the OSS ②
- Gain competitive advantage over slower rivals
- Improve business case for these new technology and services



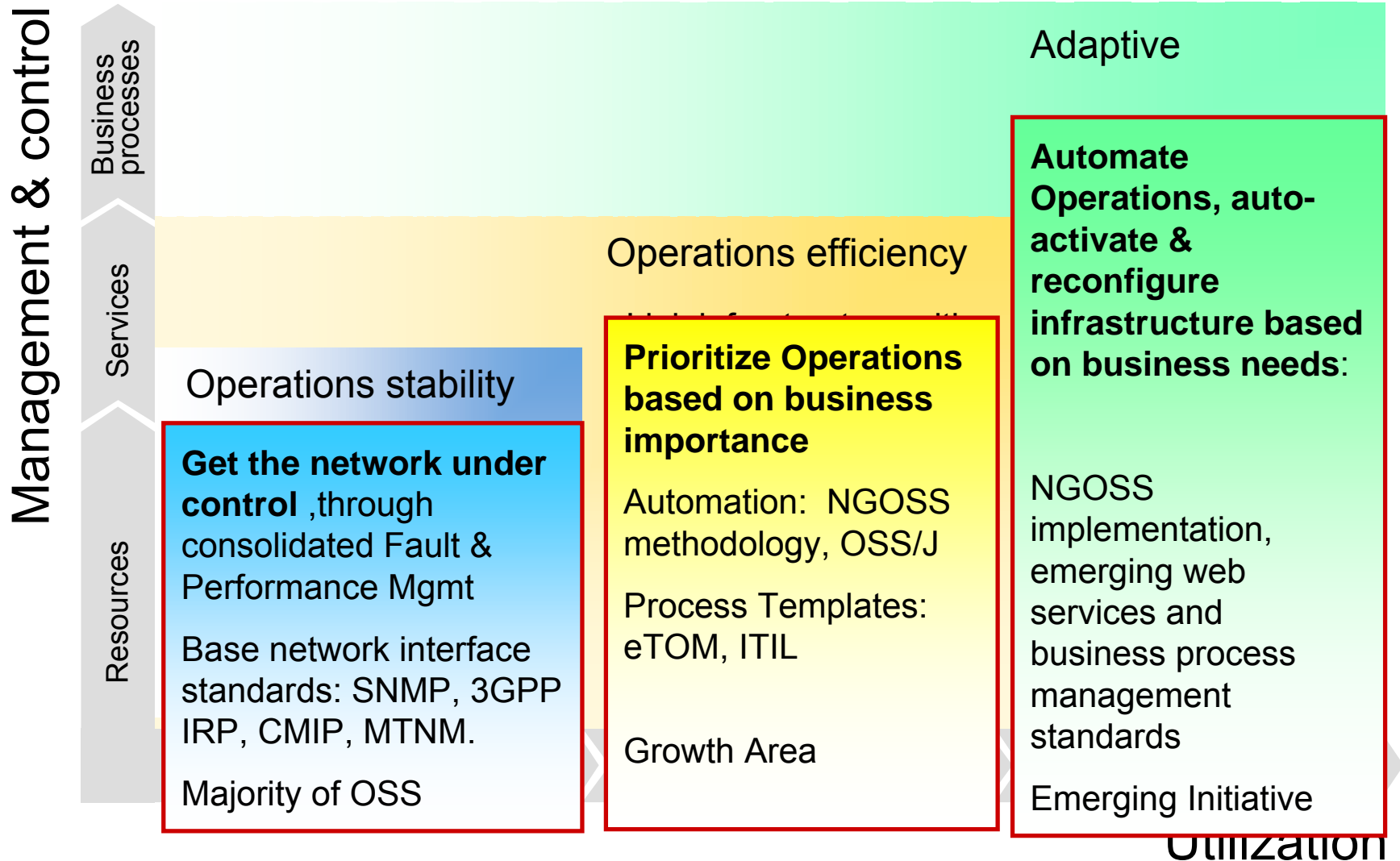
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Adaptive OSS Today – Status and Standards



An Architecture for an Adaptive OSS

- Use TM Forum NGOSS Principles
- Pragmatism, since few green fields and few NGOSS interfaces exist
 - Flexibility/Cost trade-off
- Take advantage of best practices process guidelines such as ITIL for service/help desk



What IS the TMF's NGOSS?

- NGOSS is a *paradigm shift*
- NGOSS is a business-oriented solution framework that specifies a methodology for building OSS components
 - Defines the salient characteristics of a next-generation OSS
- NGOSS is implemented as a set of programs
 - The TMF is producing a repository of business and system models, documentation, and code to support these efforts

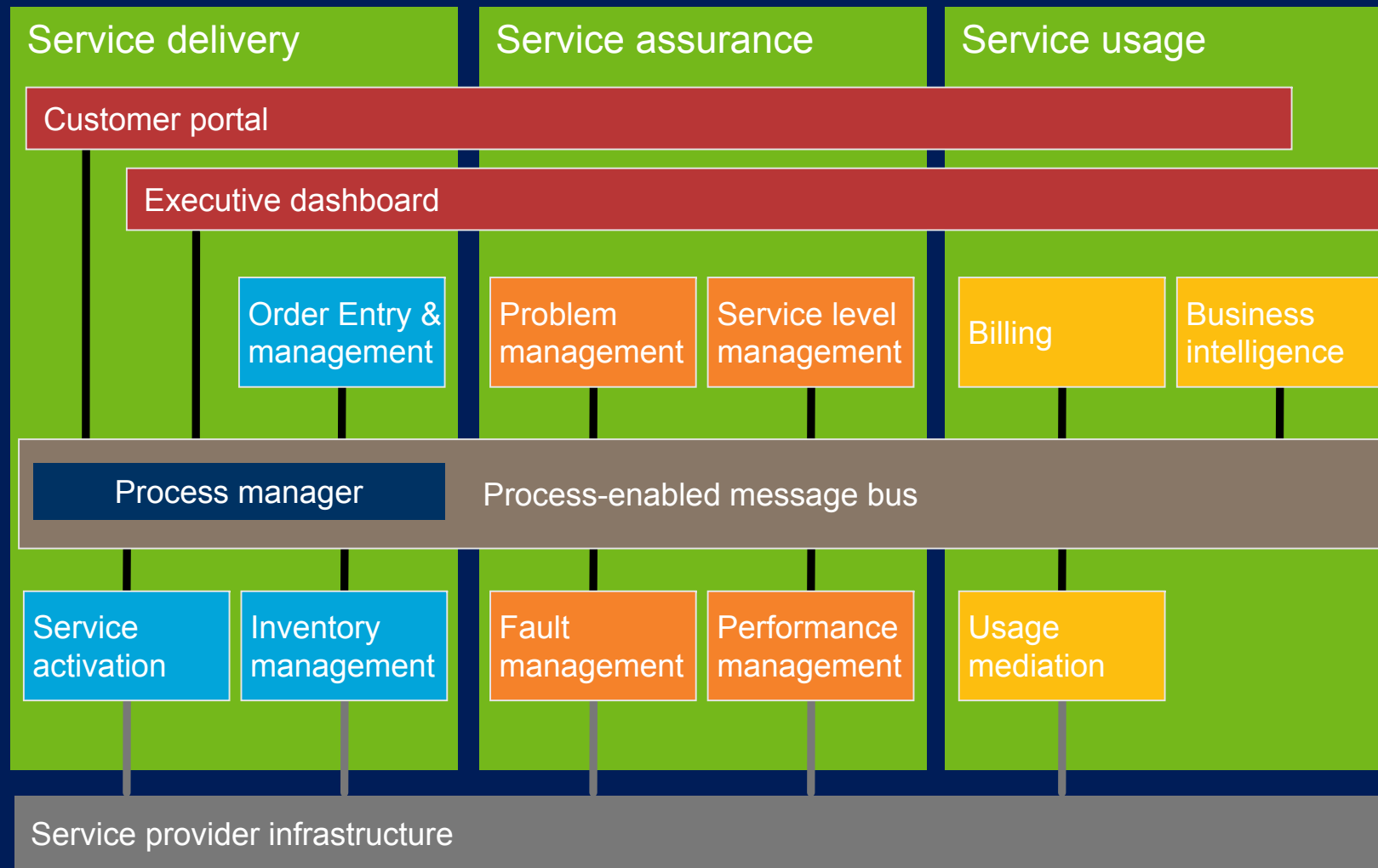
Source: Introduction to NGOSS – TeleManagement Forum

The HP Approach – Integrated Service Management



- An NGOSS-based architecture; business consulting and integration services; HP and partner software
- Powered by HP OpenView's portfolio for Service Providers and a choice of message bus.
- Maximum flexibility but controlled cost through re-use of adaptors and business process templates.
- Implements NGOSS, is also an instantiation of HP's Adaptive Enterprise initiative.

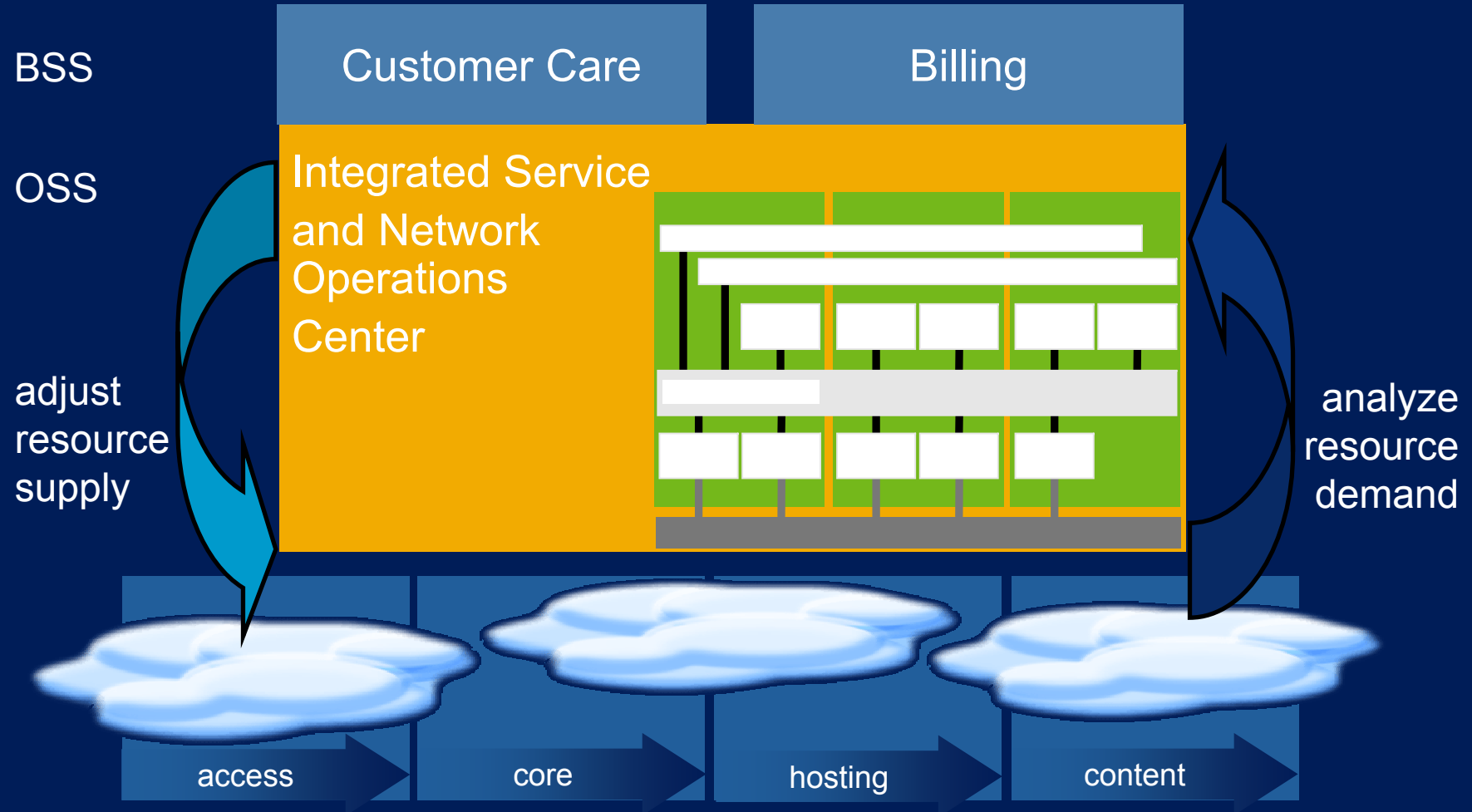
HP ISM Architecture



Our Vision for Adaptive Management



A single set of processes, tools and integration ...Maximum Agility in Operations



Enjoy the
Symposium!



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