



GENBAND™

DRIVING THE NETWORK EVOLUTION

GENBAND Professional Services: Experts in Action

GENBAND offers one of the broadest and most extensive set of assets and experts in the industry to efficiently deploy, optimize or transition carrier networks for IP, NGN, IMS and mobile convergence. GENBAND offers a comprehensive suite of transformation, optimization and support services from the Carrier VoIP market leader.

Fast and Secure Deployments

GENBAND Implementation Services (Plan/Deploy) include resources, tools and processes providing efficient implementation and integration of GENBAND or multi-vendor solutions. The Planning stage includes architecting the solution and developing the Transformation Project Plan. In Design, a network assessment is conducted to understand the current capabilities and network readiness, which leads to a detailed design. From there, an Acceptance Test Plan is designed and approved. Installation and Commissioning includes physical and logical installation, commissioning and the provisioning of services. The next phase is Network Integration and Acceptance Testing. Post deployment support and assistance consists of Assisted Operate, Assist and Enable and GENBANDCare. Big or small – the same steps are required.

When talking about Class 5 Modernization (with or without access preservation), GENBAND brings extensive provisioning and translations database engineering expertise. We have designed, maintained and implemented every type of TDM and Carrier VoIP translation solution for Service Providers, MSOs as well as for public and private networks. GENBAND has constructed an array of dial-plan and network-wide



arrangements across multiple switches in both domestic and international locations. In the past 18 months, GENBAND has supported over 200 customers with 30,000 man hours of expertise. Services rendered to Tier 1 customers include facility mapping, routing for migrating new trunk groups, code opening, translations audits and percentage routing.

GENBAND can also fulfill the TDM engineering and planning function and has provided capacity monitoring, engineering and planning for over 300 switches in the past 3 years. We have performed network analyses for CPU memory upgrade avoidance, which has resulted in extensive upgrade cost savings. GENBAND has performed key engineering and capacity planning for NGN/IMS builds for millions of subscribers.

Advanced Services to Cut Costs And Boost Revenues

GENBAND Advanced Implementation Services provide expert help, including unique skills, tools and patented software as well as business simplification and optimization. Customers must focus on new technology and address emerging market trends. Legacy technology faces obsolescence, declining volume, an aging workforce and it should not become the Achilles heel. Primary deployment models all exist in the market today, but operational costs and customization needs often remain un-addressed. Below are some examples of GENBAND's Advanced Services that help carriers cut cost and boost revenues.

Product and Service Provisioning (PSP) is a system used by carriers to manage and streamline complex network configuration and subscriber provisioning changes across TDM, VoIP and wireless network domains. The value proposition for this service includes reduced costs through the management of translations and provisioning changes. PSP also improves the consistency and quality of translations/provisioning, the access to accurate Network Element data and the security of network data. PSP enables greater market velocity with configuration and provisioning across multiple domains (e.g. VoIP, TDM, wireless) and enables flow-through provisioning. GENBAND's differentiators in terms of PSP include our multi-vendor support (DMS, C20, Alcatel-Lucent 5ESS, Tekelec STP, Ericsson etc.). GENBAND manages both network and subscriber configurations and maintains real-time synchronization with Network Element Core tables, providing improved access to, and reporting of network configuration data.

Audit and Optimization, through the use of GENBAND engineering expertise, includes analysis of the customer network for problems and resolutions related to performance and capacity as well as network analysis to determine the safety and readiness of customers' networks to take on new/additional VoIP services. The value proposition for this



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service is improved network quality and performance by understanding the issues or risks related to performance and capacity degradations in the network and then making informed decisions on network configuration modifications and on network QoS – not just network availability. By confirming that the existing network is up to the task of supporting VoIP, GENBAND is able to ensure a seamless transformation. Understanding baseline security threats and what is needed to maintain security while opening the network to the “cloud” is critical, as well as being informed on the state of the network and its capability to carry quality VoIP traffic. GENBAND is #1 in Carrier VoIP and our engineers have years of experience building, assessing and maintaining VoIP networks. We have the tools and knowledge to analyze and assess issues and propose solutions for any size TDM or VoIP network.

GENBAND's Access Care provides a comprehensive application delivering a unified management and diagnostics capability for carriers to manage their customers and networks. It delivers:

- Multi-domain “customer service” ticketing with a full view of services by customer by address
- Automated testing and diagnostics
- Sophisticated workforce management
- An integrated network ticketing solution

With these powerful capabilities, Access Care delivers a customer-centric solution to simplify testing and to streamline trouble reporting and dispatch procedures, enabling reduced operational costs while improving the customer experience.

GENBAND's Revenue Assurance Voice Configuration Audit Service identifies and fixes switch configuration issues that impact carrier voice service provider revenues and costs. The focus is on GENBAND local access and tandem VoIP and TDM switches. We can also support other vendor switches including Alcatel-Lucent 5ESS and GTD5. Revenue Assurance allows service providers to recover unrecognized terminating access and toll revenue as well as eliminate unnecessary costs in declining wireline voice markets. As well, operators can reduce the impact of continual loss of knowledge on legacy voice systems while implementing revenue assurance programs in the most cost-efficient manner possible. GENBAND's Revenue Assurance service has a minimum cost impact with no CAPEX outlay but rather, a pay-for-performance pricing component. GENBAND can quickly identify the root cause issues rather than just the symptoms and can automate the fixes in most cases. Expert knowledge combined with proven toolsets provides an efficient and cost effective Revenue Assurance solution. A service contract ensures problems found are fixed on an ongoing basis.



Comprehensive Support From “Always-On” Spirit Teams

GENBANDCare Services include comprehensive software and support and encompasses critical dimensions of customer value. Services include emergency/disaster recovery, 24x7x365 technical support, software release subscription and software maintenance update services. We support the concept of “Always ON!” for configuration and technical support, service continuity assurance, support of special projects (e.g. the Olympics) and preventative maintenance. We also support the concept of “Always READY!” with the most recent software available (network wide), any feature/anywhere.

GENBAND Professional Services is more than technicians and engineers; it is a unique combination of intellectual property, expertise, breadth and experience. GENBAND has multiple innovative, purpose-built, state of the art support tools to simplify complex transformations and over 700 methods covering multiple network eventualities. We have recovery trees for over 100 network element types and technical support experience across 100+ non-GENBAND products. We have experience with 14 different vendor switch types and have hundreds of NGN, VoIP, and IMS specialists around the world. We have 30+ million lines on Access Care, 2,500 switches on Product & Service Provisioning and 6,000 elements automatically receive software updates every month. With over 200 million VoIP ports deployed and 36 million lines migrated, no one understands Next Gen IP implementation and support better than GENBAND.

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