

# Cramer (Amdocs OSS)

Shared Support, Implementation & Upgrade Services From Sonata

# Telecom Solutions

from Sonata



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## Telecommunication Industry Today

The telecommunications industry worldwide is observing the most significant trend changes in technology, global acquisitions, competition and ever-increasing customer expectations. Service providers and their suppliers have to constantly work on “meet and exceed” market expectations with new services and value to the end customer. The challenge is to provide rich user experiences, more personalized and collaborative services.

While telecom service providers try to compete with innovative, converged service bundles involving voice, video, internet & mobile, they need a robust & flexible Operations Support System (OSS) that can be configured easily to add on and provision new services quickly, has led to the increased adoption of new-generation OSS products such as Cramer (from Amdocs), thereby opening up a whole new vista of services opportunities for System Integrators (SI) and Customers, focused on OSS platforms.

The competitive telecom operator landscape makes it imperative for SI and Customers to offer telcos innovative service & support models for their existing OSS implementations – one that reduces the Total Cost of Ownership (TCO) and aligns ongoing support costs in line with actual maintenance needs, while ensuring the very Quality of Service.

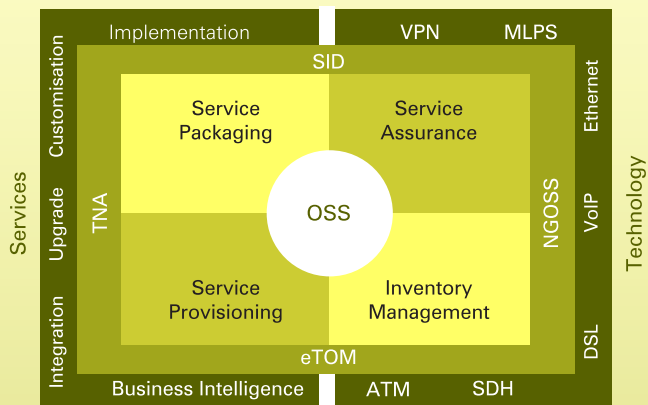
Amdocs Systems Integrators (SI) and Customers are faced with the conflicting challenge of ramping up rapidly to handle large-scale Amdocs OSS implementation engagements, even while driving down the cost & risks involved in adoption.

Sonata has a focused set of service offerings that can help Amdocs OSS partners overcome these challenges and win!

## Telecom Competency Center @ Sonata

Sonata has been working in the Operations Support Systems (OSS) domain since 2004. We have a team of highly experienced resources with hands-on experience in OSS engagements. Highlights include:

- OSS functional expertise – services packaging, provisioning, inventory management & service assurance
- Knowledge of New Generation OSS (NGOSS) standards – e-TOM (Telecom Operations Map), SID (Shared Information and Data Model), TNA (Technology Neutral Architecture) etc
- Proactive investments building capability on new technology & service areas like NGN, ATM, IP-VPN etc



## Solutions for Amdocs SI Partners and Customers

Sonata has a proven track record of working jointly with Amdocs on customer implementation engagements – including new implementations, upgrade from Cramer 4 / 5, migrations from competitive OSS, as well as customizations to add in new services or network devices, all of this delivered rapidly and cost-effectively using our offshore delivery model. Our all-round experience equips us to be a “one-stop-shop” for all Amdocs OSS-related services. Some of our focused offerings for Amdocs partners include:

### FlexServe – Shared Support Services

“FlexServe” is a shared support model for maintenance and support of existing Cramer implementations. Conceived and delivered by the AmdocsOSS CoE at Sonata, FlexServe offers the SI and Customers an innovative support option, using a virtual team of shared resources & managed by committed service level agreements (SLAs). Highlights of our model include:

- Highly optimized, shared resources model saves cost & idle resource time.
- 24 x 7 support covering incidents as well as enhancement requests (L1, L2, L3)
- Multi-channel support – phone, email, web
- Technical as well as functional issues handled by the support desk
- Closed-loop incident tracking across multiple channels, using Sonata’s Webdesk support software
- Comprehensive SLAs & reporting
- Managed service, with identified SPOC for service management & escalations
- Reduction in response & resolution times through maintenance and ongoing updation of a knowledge-base



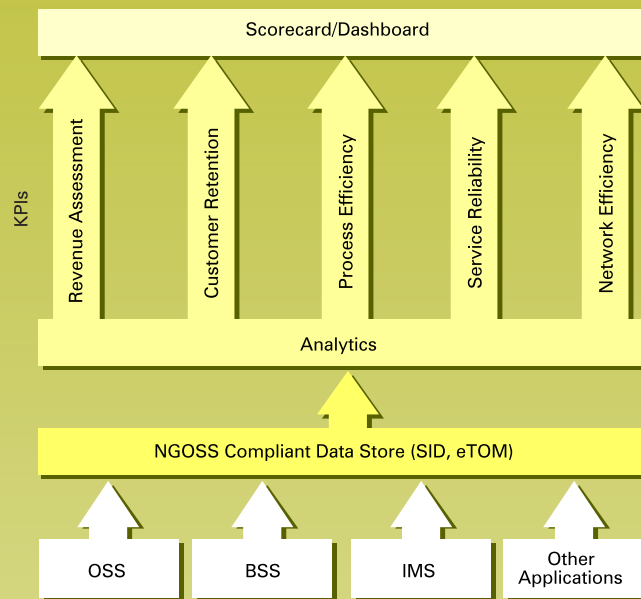
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## SonnetBIOS – Analytics Pack for Amdocs OSS customers

Sonata's BI solution for telecom service providers (SonnetBIOS) follows the rich tradition of Sonata's vertical solution initiatives (Sonnets), encapsulating our knowledge of vertical processes & best practices.

The solution provides more than 25 "out-of-the-box" Key Performance Indicators (KPIs), thereby providing real-time visibility into various aspects of process efficiency, network efficiency & reliability.

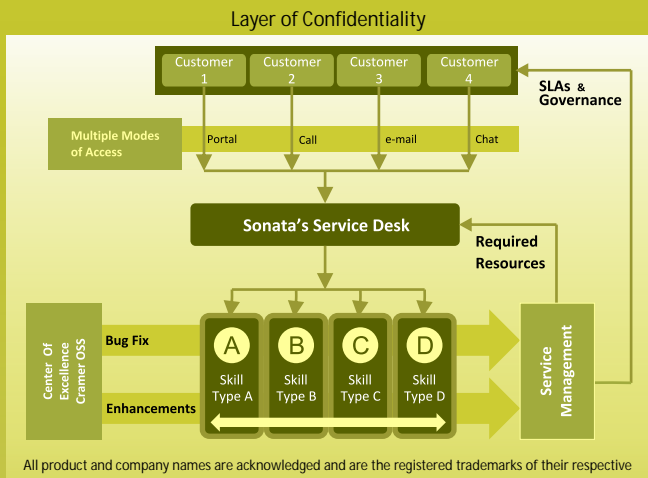
Modeled on the NGOSS Framework standards, the de-facto standard for OSS platforms, SonnetBIOS helps future-proof your BI investments. Rich graphical front-ends, built on scorecards and dashboards, deliver twin benefits of higher ROI & faster time-to-market.



## About Sonata:

Sonata Software, headquartered in Bangalore, India, is a leading IT Consulting and Services Company. Based on a customer centric model, it has been successfully providing software services to global companies for the last several years. Sonata's customers span the US, Europe and Asia-Pacific. Its portfolio of services include IT Consulting, Application Development, Application Management, Managed Testing, Business Intelligence, Infrastructure Management and Outsourced Product Development. Sonata is listed on the Indian Stock Exchanges and is SEI CMM Level 5 certified.

Sonata has four Development Centers in Bangalore and Hyderabad, India. The Company has also established a nearshore presence in Europe through its subsidiary - TUI InfoTec - based in Hannover, Germany. The subsidiary provides European customers with a low-risk, cost-effective and high-quality outsourcing option.



Using a Shared services model helps the SI's end-customers to re-structure their support costs into a "Per-incident" model, thereby aligning their maintenance costs with actual usage of the service. We can also offer a Fixed Price support subscription, for an agreed number of incidents. The model helps Amdocs SIs and Customers to leverage our telecom expertise, a vast pool of experienced Amdocs OSS professionals, and a proven support model across multiple packaged software products, to offer customers a viable support option.

## Scale-Up – Amdocs's OSS Upgrade Services

"ScaleUp" is a proven approach to upgrade your customers from their existing version of Cramer OSS (Ver 4 or 5) to the latest version. ScaleUp leverages our proven track record at having performed such migrations, using a de-risked methodology & global delivery model, to ensure minimal disruptions and faster upgrade cycles. We have three distinct upgrade options:

Sonata does a detailed study of the present system, and recommends the best suited approach for a particular telco. And based on mutual agreement, a plan is prepared which follows the simplest possible steps to "Go-Live" on the new version that minimizes disruptions.

### Technical Upgrade

- This upgrade will involve only transitioning from existing version to new version.
- The functionalities remain same, But the client gets a new system in terms of better User interface and performance.

### Functional Upgrade

- Implementation leverages the new functionalities available in the best possible way for customer.
- System is enhanced and enriched with additional customized features.

### Complete Upgrade

- Existing business model is studied and analyzed. To propose a new system with better streamlined processes.
- Captures all the best practices involved in other two upgrade options.

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