

Telcordia® Service Director

In a chaotic, converging service environment, Telcordia® Service Director manages service quality by analyzing data from disparate network sources, spotting issues, and prioritizing resolutions before those issues can become service problems. No system does a better job of safeguarding your service investments and reputation.

- ▶ Customers don't care that their advanced services may be more difficult and expensive to manage. They expect consistent quality, and they're ready to shift to any operator promising the best price-performance. That's why operators need a reliable way to oversee service quality — for all types of services — in multitechnology, multivendor environments.

SHIFT YOUR FOCUS TO CUSTOMER EXPERIENCE

Telcordia® Service Director leverages more than 25 years of Telcordia leadership in service assurance to move operators from network-centric operations to customer-focused, service-centric operations. This is a business approach that focuses on optimizing perceived value and delivering an outstanding customer experience.

Most Operations Support Systems (OSSs) cover a predefined portfolio of services and can't be extended to new services without major modifications. Service Director is an open, user-configurable system that combines flexible service models, analytic algorithms based on key performance and quality indicators, and comprehensive trending capabilities.

The result is a unique system that can quickly model virtually any service to facilitate: Service Quality Management (SQM) analyses, Service Level Agreement (SLA) monitoring, capacity and fault management, problem resolution, and reporting.

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Improve your revenues with a superior customer experience

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Manage the entire service delivery chain

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Monitor new services from the moment of launch

BE PROACTIVE

Service Director is designed to anticipate degradations in services and SLAs. Using information contained in core, metro-area, and access network elements, along with IT, operational, session, and Call Detail Record (CDR)/IP Data Record (IPDR) information, it lets you view the “health” of any service. This up-to-date surveillance capability helps to pinpoint and diagnose issues before customers experience service problems.

BENEFIT FROM FLEXIBLE SERVICE MODELING

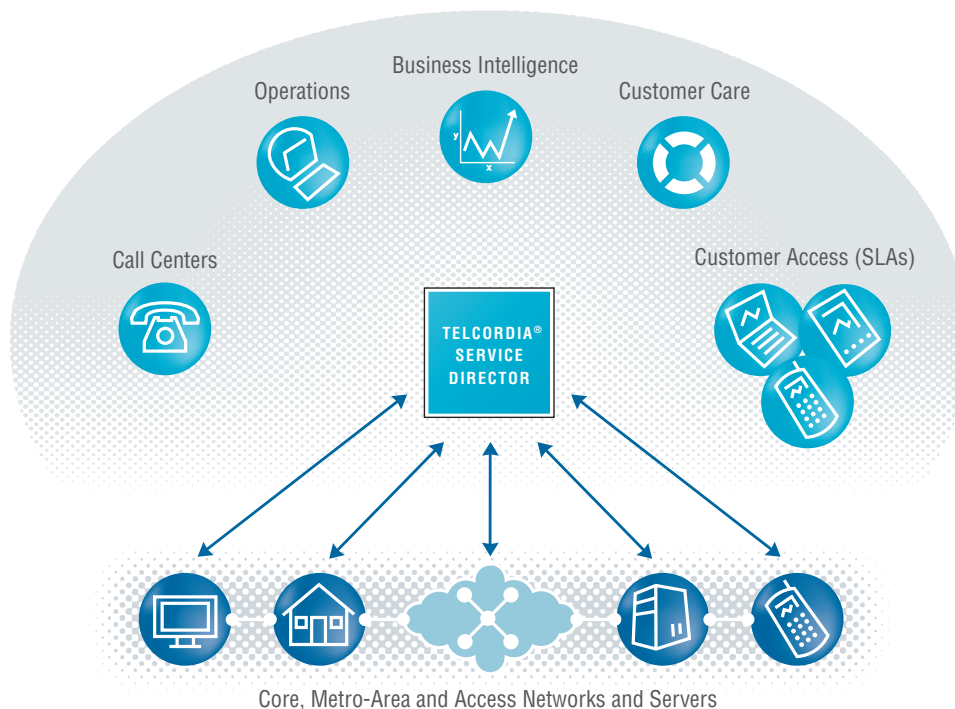
Innovative Service Director service modeling capabilities capture all aspects of the relationships among networks, IT, customers, services, and SLAs. Then, as operators develop new services, models can be created or updated to:

- Specify the network and operational resources that support the services
- Define the services as compositions of other services and/or network elements
- Track the services’ use of network and service components
- Measure customer satisfaction with the services
- Evaluate the processes used to support the services.

THE TELCORDIA SERVICE ASSURANCE SUITE

- The Telcordia Service Assurance Suite provides multilayer, configurable service-quality solutions that help ensure quality from end to end for the best possible customer experience. Our service assurance tools address issues generated by the network, as well as from the user device, enabling you to not only react quickly, but to identify potential issues and proactively improve the customer experience.

Empowering Your Business Through Unified Service Management



MAKE FASTER, INFORMED DECISIONS

Service Director is a source of actionable intelligence that can help you deliver an experience that draws and retains customers. It empowers your operations by providing:

- Data on where services are underperforming and the elements causing the problems
- Estimates of the financial penalties associated with service degradations
- Detailed SQM and SLA reports, including internal SLAs, business-to-business agreements with third-party service providers, and operator-to-customer SLAs
- Correlated fault, performance, and customer trouble reports
- Real-time graphic and data indicators of network performance, IT, CDRs/IPDRs, operations (e.g., Mean Time To Repair), and per-user sessions.

DEPLOY IN ANY OPERATIONAL ENVIRONMENT

Service Director, like all of our service management products, is supported by a range of deployment options to suit any operational environment. We also recognize that new systems may require business process and/or organizational changes. We can help with internationally renowned experts in systems integration, business process engineering, and ongoing support.

EXPLOIT SQM FOR COMPETITIVE ADVANTAGE

Service Director analyzes data from disparate network sources to assess and help improve service quality. And it is service quality that drives usage and retention. That's why operators who deploy Service Director are achieving measurable improvements in operational efficiency and customer satisfaction.

AT A GLANCE

- With Service Director, you can capitalize on improved service quality to realize:
- A greater share of business customers due to rich service offers and SLA capabilities
 - Increased customer satisfaction thanks to proactive monitoring and fast trouble response
 - Greater revenue power from an expanding set of services.



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