



Cnetric Enterprise Solutions

Telecom Integration Services

Contents

1. Corporate Overview	3
2. Telecom Industry Challenges	3
3. Telecom Integration Needs.....	4
4. Business Integration Challenges	4
5. Cnetric Value Proposition	5

1. Corporate Overview

Cnetric Enterprise Solutions is a global systems integrator with an experienced and specialized team of enterprise architects and consultants focused on enterprise application development, integration and e-business solutions. Our portfolio of service offerings comes from a strong partnership with IBM and affiliation to WebSphere technologies. With a focus on providing end-to-end enterprise solutions we have developed onsite and offshore implementation capabilities in Business Portals, Business Integration, Business Application Development & Implementation and Product Development & Maintenance.

Cnetric has a strong heritage in providing Industry Vertical Solutions in domains such as Telecom, Financial Services, Manufacturing (Hi-Tech and Process) and Retail and Distribution. The senior executives at Cnetric have several years of Industry experience working with small, medium and large enterprises and a long heritage with CrossWorlds and IBM. Our business integration expertise in Telecom encompasses CRM, Order Management and Billing integration, Service Activation and Mediation, Self-Care and Online Provisioning, etc.

Telecommunications companies are currently facing significant challenges that include rolling out new Internet protocol (IP) based services, reducing costs, and retaining their preferred customers. Business Integration can address the needs of these firms by integrating manual and automated processes in order to efficiently and rapidly deliver new revenue-generating services. By streamlining and allowing the re-engineering of these processes, it also enables service providers to significantly reduce their operating expenses and increase their profit margins.

2. Telecom Industry Challenges

The telecommunications industry has gone through an unprecedented transformation during the last two decades. Telecommunications companies today face a multitude of challenges that range from meeting competitive pressures due to deregulation, to building new networks that address changing customer needs.

With significantly increased competition from resellers and new start-ups including CLECs, traditional revenue-generating services such as local and long distance services have been reduced to commodities. The telecommunication companies as a consequence face diminished margins and average revenue per customer (ARPU), in addition to heightened customer churn.

With the advent of the IP networks and gaining popularity of the Internet worldwide, the telecommunications companies have shifted their focus to building the infrastructure required to provide new services to their customers.

However, in order to turn a profit or realize the additional revenues from introducing new services several major obstacles need to be overcome, including the following:

- Inability to rapidly provision new revenue-generating services
- Lack of operational efficiency
- High cost of acquiring additional customers
- Lack of integrated operations with business partners and content providers
- Inability to differentiate services
- Inability to offer value-added bundles consisting of voice, data, and video to customers due to the presence of multiple disparate systems
- High customer churn due to poor quality of service

The obstacles listed above can be overcome through integration between various departments and processes within telecommunications companies. For this reason, telecommunications companies are focused on embedding an infrastructure that connects the disparate systems and allows for a customer-centric view of services while significantly enhancing efficiency in the operations.

To achieve their main goals, individual companies and the telecommunications industry have started to streamline these processes to ensure that their systems are able to work together to maintain efficiency and flexibility. The key end-to-end business processes in the telecommunications industry can be broken into the following categories:

- Strategy and commit
- Infrastructure lifecycle management
- Product lifecycle management
- Operation support and readiness
- Fulfillment
- Assurance
- Billing

3. Telecom Integration Needs

Telecommunication companies now require best-of-breed solutions that link business support systems (BSS) and operations support systems (OSS) in order to achieve greater efficiency and to reduce costs. Industry integration solutions that allow rapid introduction of new services without creating disruptions to the critical operations give the services the greatest chance of success in penetrating the market.

The ability to provision services rapidly, integrate operations with partners and content providers, and obtain a customer-centric view of various services are key business integration priorities. Enhancing the customer experience through sharing of data (requiring tight integration between customer order handling, customer care, and billing applications) is a key goal for business integration in the Telco environment. The telecommunication firms also need to attain the ability to monitor and measure the quality of service in order to differentiate their offerings and to provide a tiered price structure.

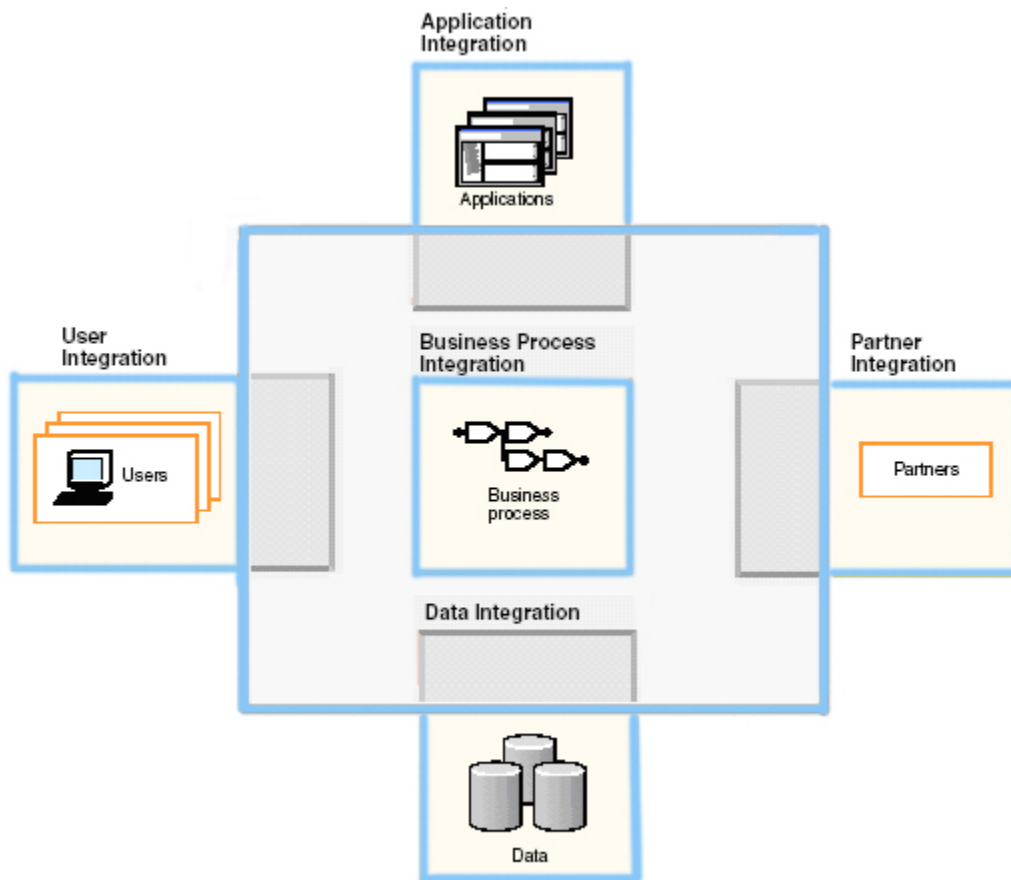
4. Business Integration Challenges

The challenge of business integration is to provide an automatic solution that links all participants and assets of an enterprise in order to provide end-to-end service. In this context, a participant can be an application, a unit of business information, a user, a business partner, or a business supplier. This requires complex middleware solutions that provide a business process centric approach to integration across all of the participant types. It also requires competent professionals that have the functional and technical knowledge and expertise in this area to deliver these solutions on time and within budget to realize the ROI benefits.

5. Cnetric Value Proposition

Business Integration and e-Business projects are often where companies are backing business outcomes on promised results. With the combined domain and technical expertise of Cnetric we can deliver the expected outcomes within specified timeframes at competitive implementation costs. That's what being a specialist company means, and that's what we stand by.

Cnetric can address business integration requirements across the enterprise including Application Integration, User or Portal Integration, Trading Partner Integration and Data Integration as shown below.



Cnetric consultants have been engaged in several Telecom integration projects worldwide and have expertise in:

- CRM, Order Management and Billing process integration
- Self Care and Online Provisioning
- Service Order Management and Service Activation
- Work Order and Workforce Management
- Billing and Mediation Data Integration
- External Service Provider Integration
- Product Catalog Management
- Single View of Customer
- Convergent Billing

Cnetric currently provides Telecom solutions leveraging onsite consulting and offshore development capabilities in the following IBM technologies:

- WebSphere Application Server
- WebSphere Commerce Suite
- WebSphere Portal Server
- WebSphere Business Integration including,
 - WebSphere Process Server
 - WBI InterChange Server (ICS)
 - WBI Modeler/Monitor
 - WBI Message Broker
 - WBI Partner Gateway
 - WebSphere Product Centre
 - WebSphere Customer Centre

Cnetric offers a flexible deployment model for the onsite and offshore consultants on a T&M or fixed bid basis to support implementations from the start of the project, designated phases or mid-stream including,

- Full Life Cycle Project Implementation
- Solution Scope & Architecture
- Implementation Support
- Post-Implementation Support
- Product & Custom Application Development
- Onsite Mentoring & Training
- Value Added Solutions

Cnetric can also provide Telecom BSS/OSS application implementation expertise in the areas of Billing, Service Activation, Mediation and Network Integration through partnership with other systems integrators that have an application focus. Some of the key applications that can be supported are Amdocs & Clarify, Kenan Arbor OM and BP, Portal Infranet, ICMS, Comptel SAS & MDS and Metasolv

Cnetric consultants also have domain expertise in other Industry Verticals such as Manufacturing, Retail and Distribution, and Financial Services besides Telecom with implementation expertise in:

- CRM, ERP & SCM Integration
- CRM, ERP, SCM Migration projects
- Legacy System Integration
- SWIFT and FIX Integration
- UCCNet Item Sync Integration/Enablement
- RosettaNet Integration
- Custom Portal/Application Development