

# Cloud Services Accelerator

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**Sigma Systems' Cloud Services Accelerator is a robust solution enabling service providers to deliver personalized business bundles – with both on- and off-network services – with faster time to market capabilities and the service agility required to increase revenue and market growth and reduce customer churn.**

Service providers today are placing strong emphasis on cloud service brokerage offerings and for good reason. They are in a unique position to increase average revenue per user (ARPU) for business customers by offering a single source for the purchase and subscription of existing on-network services in combination with the multitude of Software-as-a-Service (SaaS) solutions available today – all in one bill and one place to direct questions, issues and needs.

## **On and Off-Network Service Provisioning & Support**

Service providers need a scalable, repeatable and economic solution that enables business customers to seamlessly view, understand, and take delivery of SaaS services bundled with on-network services. The Cloud Services Accelerator, a service fulfillment solution that simultaneously provisions and supports all on-network and SaaS (off-network) services and applications, enables this capability. A unique integrated OSS service management solution, the Cloud Services Accelerator eliminates operational silos, reduces deployment risk, and provides seamless order management, provisioning, and entitlement management across all technologies, services, and systems – simplifying back-office systems and processes, to enhance revenue and providing new and existing business customers with services critical to their success.

## **Integrated On- and Off-Network Catalog**

The Cloud Services Accelerator gives service providers the ability to extend their business services beyond traditional on-network offerings, such as VoIP and Internet, and become a trusted partner to customers through the addition of off-network cloud-based services. By doing so, customers no longer need to seek and contract multiple vendors for various applications designed to manage and grow their business. The Cloud Services Accelerator offers a unified OSS architecture allowing service providers to package and fulfill any bundled offering with a unique and integrated catalog presenting applications and services, both on and off-network, to meet every business customer need – such as unified communications, online backup and web conferencing solutions.

## **Service Abstraction Designed for Agility**

Not all services and bundles will hit the mark with every business customer. As a result, service providers need a strategy and architecture that allows them to rapidly deploy and test the uptake of new SaaS services combined with existing on-network services. Without an advanced back-office architecture, however; this can pose a significant challenge. The Cloud Services Accelerator makes this a seamless process using a service abstraction layer, which generically defines cloud service types and classes and allows them to be packaged and delivered over any network technology and from any third party SaaS vendor. This intelligence extends multiple benefits including the ability to deliver SaaS services and applications to select regions or markets, replace one SaaS service for another without customer impact, and take a long tail approach to delivering business services.

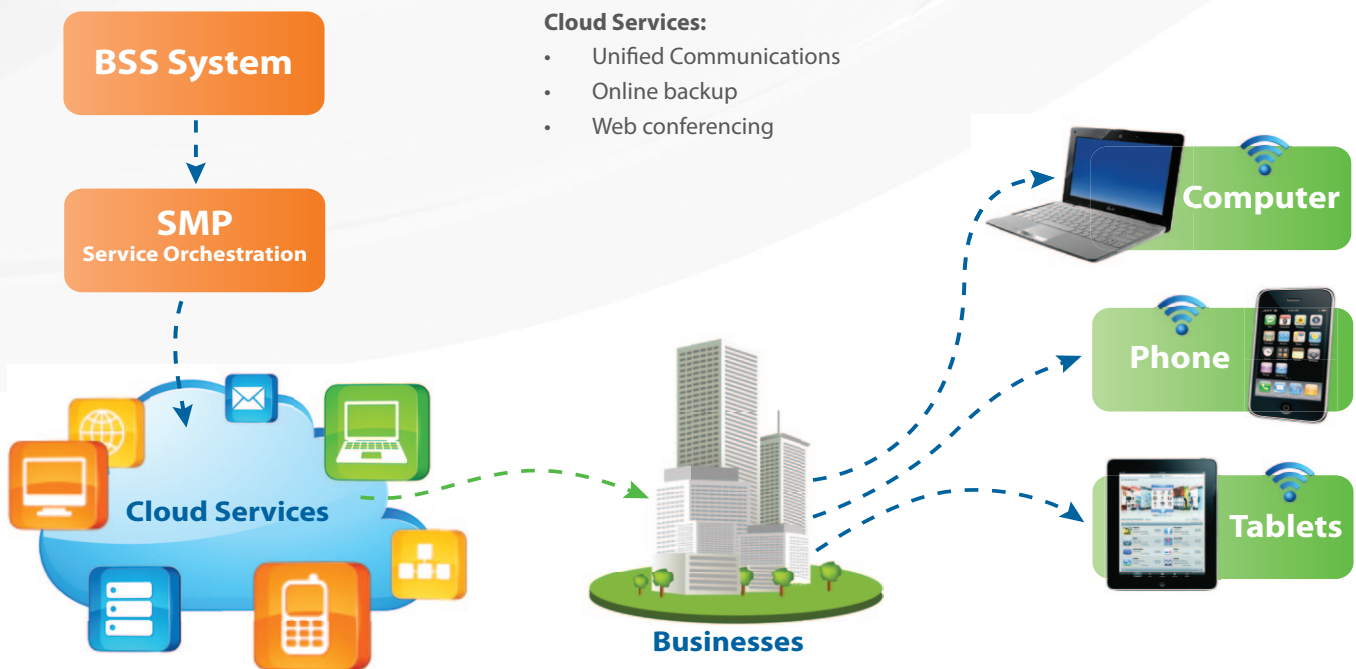
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### Fast Time to Market Capabilities

Service providers are simply not moving fast enough at bringing cloud service brokerage solutions to market. The inability to address this rapid market change is causing companies to turn to alternative providers such as HP, Amazon and Salesforce.com to get everything they need to run their business successfully, except the pipe. As a result, service providers continue to lose out on revenue potential for this fastest growing segment of cloud computing – one with a forecast of more than \$100 billion by 2015 according to Gartner and other analysts. The Cloud Services Accelerator provides a back office architecture with extensive API integration to SaaS providers, allowing for the quick deployment of services into an integrated catalog regardless of being on or off-network. New SaaS service additions can be available to customers in just days or weeks, not months or years.

### How it Works



- Cloud Services:**
- Unified Communications
  - Online backup
  - Web conferencing

### About Sigma Systems

Sigma Systems is the proven global leader in delivering advanced IP service fulfillment solutions. Next-Generation Operators (NGOs) around the world use our solutions to deliver a rich consumer experience through communications and entertainment services—over any access technology to any device. Our award-winning solutions include order management, provisioning and activation, and active mediation of residential and business VoIP, broadband, video, triple and quad-play, and cloud-based services. Sigma Systems is entrusted for service transformation and innovative solutions with market leading expertise for the delivery of today’s and tomorrow’s new services.