



## The World's Leading Multi-service Fulfillment Platform

# Service Management Platform (SMP)

### ***The Foundation for Delivering Profitable Service Bundles***

Many service providers are struggling to better meet the demands of today's customers. Now more than ever, customers expect a variety of services from a single provider and they want to be able to access their services on multiple devices – when and where they want them – regardless of the access technology. To meet this demand, many service providers are evolving into Next Generation Operators (NGOs) through the implementation of advanced Operational Support Systems (OSSs). Advanced OSSs enable NGOs to deliver any service to any device over any access technology by leveraging a common, multi-service fulfillment platform. This enables NGOs to more quickly and profitably deliver an array of innovative residential and business services and provide a superior service experience that attracts and retains customers.

Sigma Systems' SMP provides the foundation for advanced OSSs. SMP is an award-winning multi-service fulfillment platform that helps NGOs quickly design and deliver innovative, new services. SMP provides a standards-based platform from which all services can be efficiently created, modified, fulfilled, and managed. SMP accelerates the realization of revenue from new services, uses automation to drive down costs, and enables NGOs to maximize service profitability. With SMP, NGOs are able to capitalize on new service and revenue opportunities by delivering more of the services the customers want – when, where, and how they want them.

### KEY BENEFITS

- *Quickly Add New Services*
- *Create a Superior Customer Experience*
- *Optimize Service Fulfillment*
- *Improve Order Management*
- *Accelerate Deployment & Integration*
- *Leading NGOs choose SMP*



**SIGMA SYSTEMS**  
NEW SERVICES | DELIVERED.

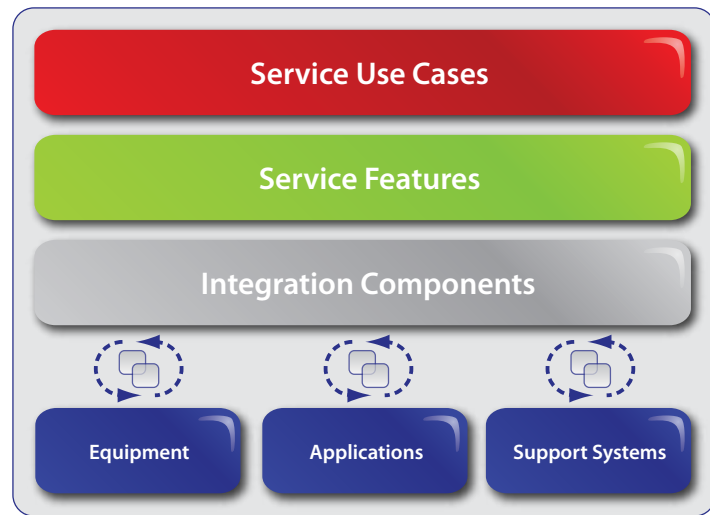


Figure 1 - Market-ready Service Packages.

### Quickly Add New Services

SMP is designed for managing, tracking and provisioning service orders for complex, multi-service bundles. SMP ensures new services are promptly available for ordering and service orders are accurately and automatically processed as they are received. Together with Sigma Systems' Service Packages, SMP can be used to quickly and easily add and deliver a variety of residential and business services. Each market-ready Service Package includes pre-defined service use cases, service definitions, order management and provisioning processes, and integration components to allow NGOs to quickly introduce feature-rich VoIP, video, high-speed internet, and mobile services (see Figure 1). SMP provides NGOs with the ability to quickly expand their service offerings and quickly increase new service revenue from expanding market opportunities.

### Create a Superior Customer Experience

SMP serves as an integrated OSS fulfillment platform from which all services can be delivered and possesses a unique understanding of subscribers, their services, their devices, their preferences, and the underlying service inventory. SMP enables NGOs to create and seamlessly deliver personalized, bundled, and converged services across multiple networks. SMP is subscriber-centric fulfillment platform that helps enables multi-device service access, service personalization, advanced advertising, and up-sell campaign opportunities so NGOs can provide a superior and personalized customer experience.

### Optimize Service Fulfillment

Sigma Systems has designed SMP as a state-of-the-art fulfillment platform that helps NGOs accurately and consistently deliver services in pace with their changing business needs (see Figure 2). SMP abstracts the network layer so that services can be accurately delivered over multi-vendor networks, access technologies, and to a variety of end-user devices. This hardware independence enables NGOs to choose the right mix of best-of-breed network equipment vendors so that they can continually deliver the services their customers want without being tied to a single-vendor hardware environment.

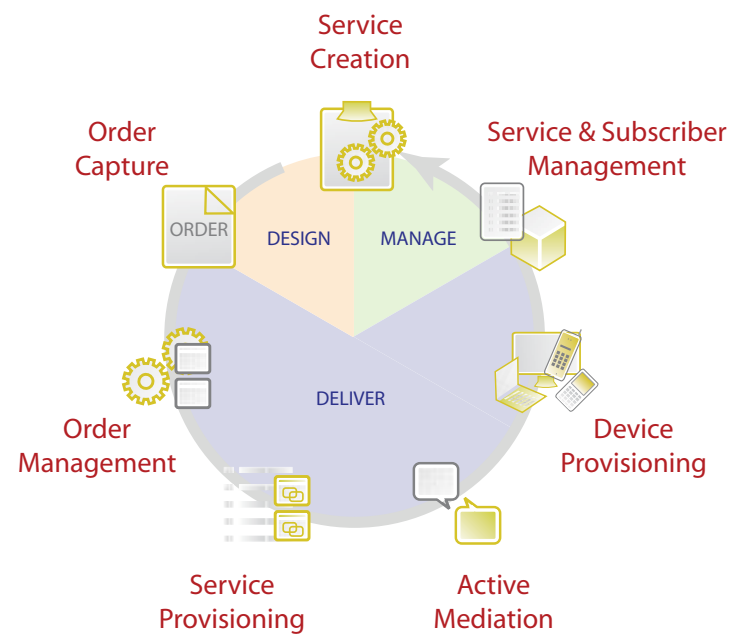


Figure 2 - Sigma Systems' portfolio of OSS products manage the end-to-end life-cycle of any service or service bundle.

SMP accurately delivers services based on an advanced understanding of the relationship between customers, services, and the technical environment. SMP's unique dynamic workflow creation capability automatically constructs order workflows based on a real-time understanding of subscriber, service, and service inventory at the time the service is ordered. This dynamic workflow is then tested by SMP's unique impact-analysis capability to ensure the accurate provisioning and activation of the service order and eliminate the possibility of order failure (see Figure 3). By automating the accurate delivery of services, NGOs are able to achieve and maintain a higher level of operational efficiency by removing inefficient manual processes and eliminating order failure.

SMP's configurable and scalable architecture allows NGOs to support the processing requirements of a multiple services on a single platform. By consolidating service fulfillment onto Sigma Systems' carrier-grade platform, NGOs are able to reduce costs associated with expanding hardware, software, and licensing requirements. This efficiency accelerates the robust return on investment NGOs receive by implementing Sigma Systems' products.

### Improve Order Management

The effective management of service orders has a tangible bottom-line impact. Failed orders impact customers' service experience, balloon operational overhead to handle failed orders, contribute to customer churn and contribute to the loss of service revenue. The SMP platform provides robust order processing capabilities with a proven capability to support millions of orders, provides order protection during network or other outages, and simplifies the process of resubmitting the small percentage failed orders that cannot be automatically handled. SMP also provides unrivaled service order control and visibility, providing an intuitive graphical illustration of order status with the ability to address potential issues before they impact the customer experience.

### Accelerate Deployment & Integration

SMP is the industry's leading multi-service fulfillment platform. SMP incorporates over a decade of deployment experi-

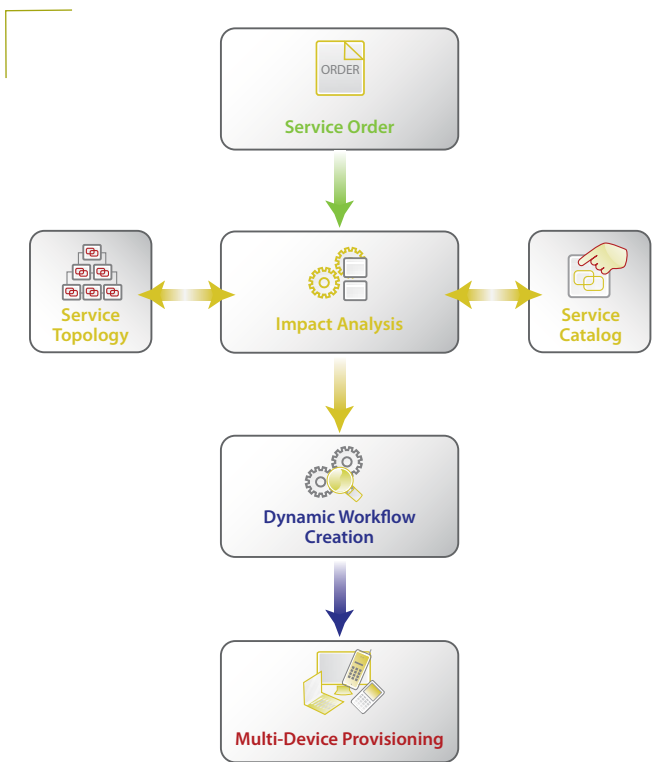


Figure 3 - SMP's dynamic workflow processing with impact-analysis capability to ensure the accurate order provisioning and activation.

ence and NGOs around the world have trusted SMP to deliver over 100 million bundled and converged communication and entertainment services.

SMP supports the latest interoperability standards and enabling technologies such as BPEL, J2EE, JEA, eTOM, SID, OSS/J, and SOA. SMP was the first multi-service service fulfillment platform to be certified compliant for the TeleManagement Forum's OSS/J, Order Management API. Together with SMP's integration framework and the pre-built integration components of Sigma Systems' Service Packages, SMP easily fits into existing IT environments, and provides standards-based operability and support with other operational and business support systems (OSS/BSS), equipment and application vendors, and communication protocols.

Sigma's standards-based solutions, coupled with world-wide deployment experience enable NGO's to remove operational silos, greatly reduce operations costs and increase the average margin per service (AMPU).



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## SMP HIGHLIGHTS

SMP has been enhanced by over a decade of deployment experience for leading Next Generation Operators around the world. The platforms most notable capabilities include:

- **Real-Time Workflow Management** – A core component of SMP is Sigma's Service Broker, a BPEL-enabled workflow engine that orchestrates the intelligent provisioning, activation and delivery of subscribed, on-demand and event-driven services.
- **Advanced Order Management** – SMP provides unparalleled control and visibility of service orders as they are processed and delivered. SMP enables every order to be accurately captured, qualified and validated, for its impact on network and service inventory resources; with orders protected, tracked, orchestrated, and reported on – offering complete order lifecycle management.
- **Service Authorization** – Orchestrates subscriber authorization and authentication, and provides visibility into pre-pay accounts, customer entitlements, subscriber and service-level policies and other information that enable automated service provisioning and activation.
- **Service Inventory Management** – Provides an integrated, service-layer view of physical and logical resources to ensure that network and service-level provisioning processes can be conducted automatically, and without failure.
- **Automated Provisioning and Activation** – Delivers a complete view of end-to-end service fulfillment processes including the customer, service and network-level data management required for real-time automation.



## ***Why the World's Leading NGOs have Chosen Sigma Systems***

NGOs continue to turn to Sigma Systems for the company's proven track record in delivering solutions that enable NGOs to maximize their service profitability and improve their customers' service experience. NGOs understand the critical importance of the service fulfillment process and have entrusted Sigma Systems to deliver triple, quad and multi-play solutions.

Every Sigma Systems' deployment is backed by an internal team of customer deployment and support professionals who continue to exceed customer expectations and provide world-class support.

*Contact Sigma Systems today to find out  
how they can help you more profitably deliver new services.*

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