

Pulse

Comes to You



IBM

Managing the World's Infrastructure

Optimizing Quality and Efficient Services for Communication Service Providers with IBM Service Management

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One of the Industry's Biggest Transformations is Under Way

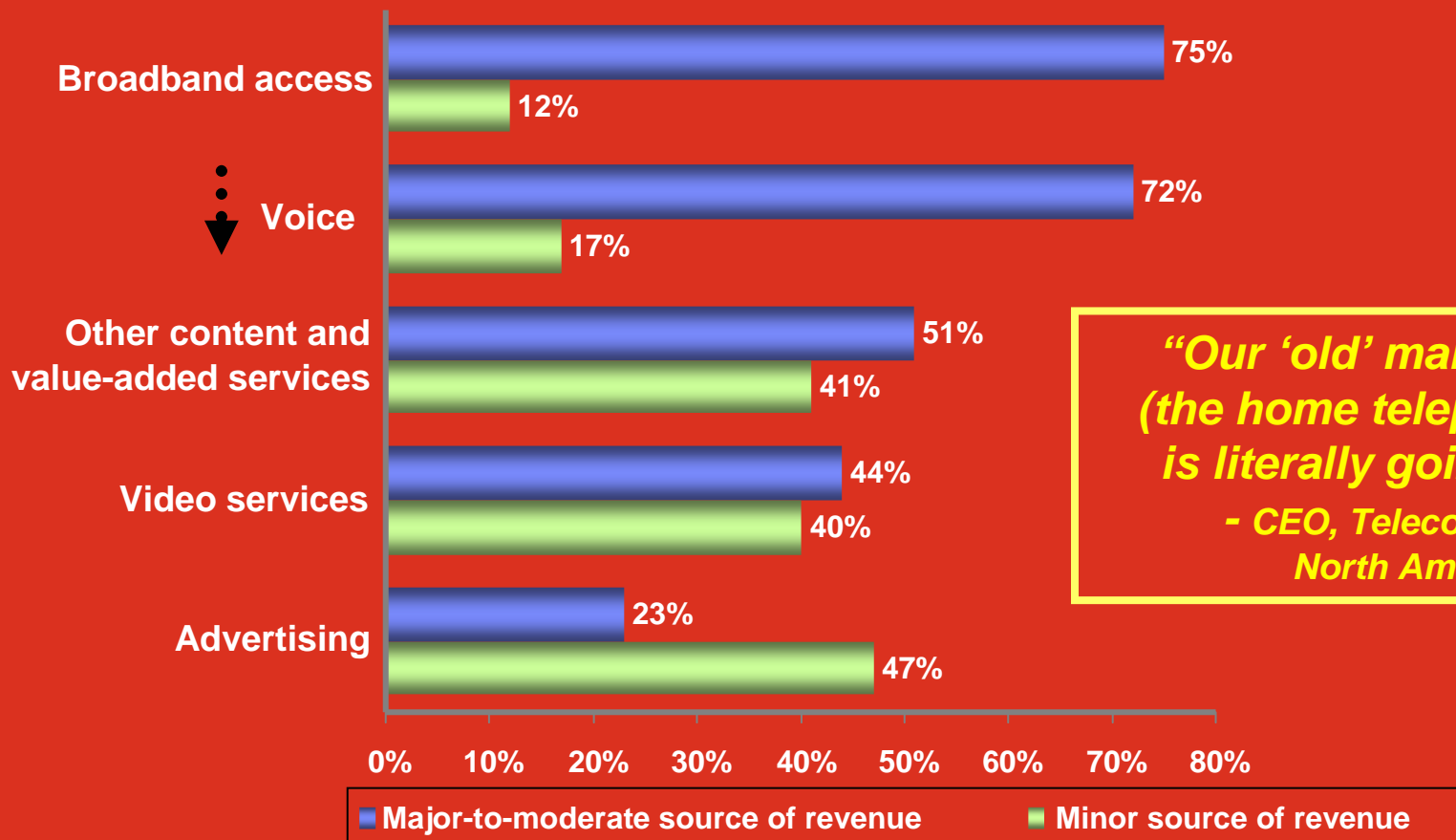
The Internet of people is 1 billion strong ... The Internet of things is heading toward 1 trillion.

- Nearly 1/3 of the world's population – 2 billion people – will be on the Web by 2011
- Wireless applications are slated to grow by 17% annually through 2011 – compared to 1.5% for wired applications
- Worldwide mobile phone subscriptions will hit 4 billion in 2008. Nearly 60% of subscribers live in developing nations
- The number of text messages sent and received every day exceeds the world's population



After a Century of Dominance by Voice Services, Demand is Shifting to a Much Broader Set of Services

Global Telecom Services Revenue Mix : 2007 - 2012

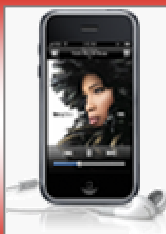


“Our ‘old’ main product (the home telephone line) is literally going away.”
- CEO, Telecom provider, North America

Source: The 2007 IBM Institute for Business Value (IBV) and Economist Intelligence EIU Telecom Industry Executive Survey (n=252); 2008 CEO Study, IBM

Service is all about customer, quality and performance

With new opportunities, carriers are asking ...



New services are much more complex ... with new applications, devices and how services are used...

How do I manage new content-based services that span **NETWORK AND IT OPERATIONS?**



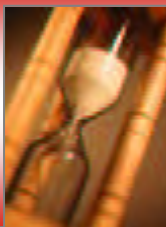
We continue to need to reduce costs and do more with less.

How do I gain control and **IMPROVE OUR OPERATIONAL PERFORMANCE?**



Customer reported problems are post event and go unresolved.

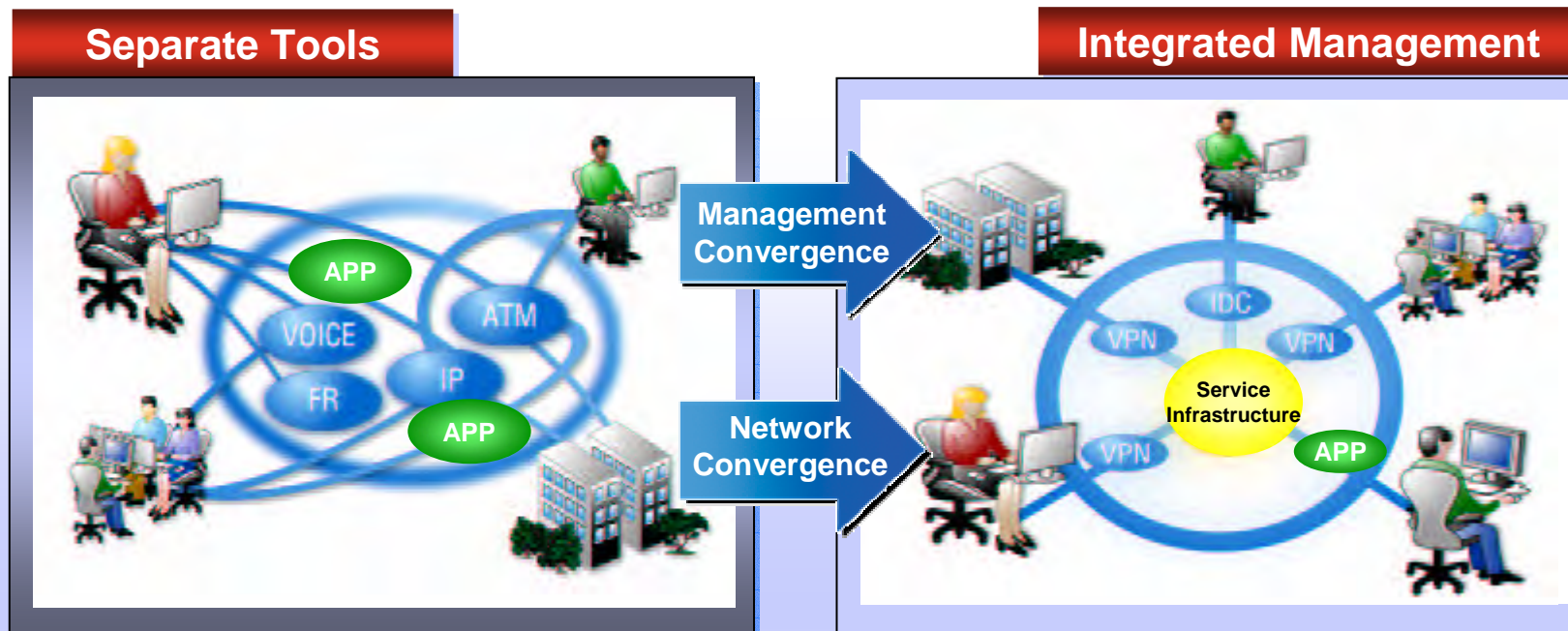
How do I know understand the **CUSTOMER EXPERIENCE & ENSURE SERVICE QUALITY?**



Governance, compliance and security are becoming increasingly important.

How do I help **MAXIMIZE RETURN ON ASSETS & REDUCE RISK?**

Converged Services ⇔ Converged Manageability



- New IP and Next Gen services (VoIP / IPTV / mash-ups)
- Converged services include applications (VoD, music)
- Operations & IT management consolidation

- Fixed-Mobile Convergence
- Converged service management (fault / performance / security / asset / storage)
- Business / service alignment (deploy / monitor / manage / SLM)

Integration of people, processes and technology will drive efficiencies and enables effective management of the customer experience

IBM Service Management for CSPs

IBM helps IT and Business Operations of Communications Services Providers to deliver business services securely, efficiently, reliably and cost-effectively



Visibility

Improve service quality and customer retention



Control

Maximize return on assets and reduce risk



Automation

Streamline processes & accelerate growth

Visualize Business and Service Quality ... Improve Service Quality and Customer Retention

Comprehensive monitoring across any type of network -- wireless, wireline...

- Service Quality Management
- Customer Experience Management
- Service Transaction Monitoring
- Performance Management (IP & Wireless)
- Event/Fault Management
- Business Service Management



Business & Service Quality

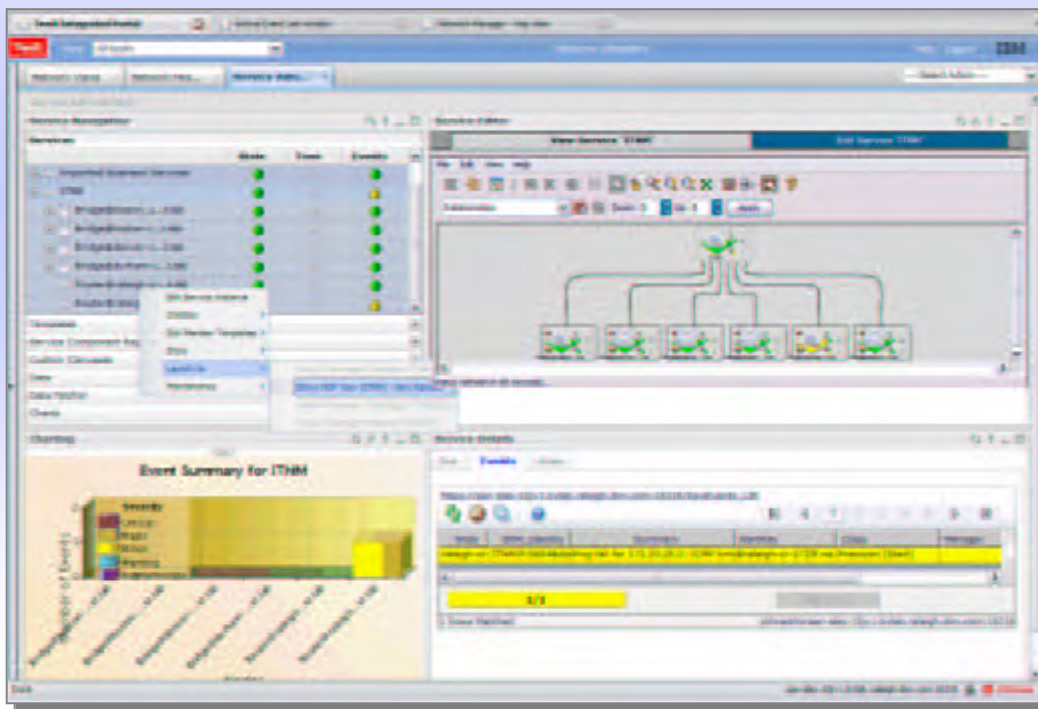
- Monitor Service Quality: KQIs & KPIs
- Instantaneous SLA violation
- Pinpoint which service affecting events will impact service availability & quality
- Link service to customers, infrastructure & SLAs
- Visualize services across domain and organizational silo's

99.999% availability ... detection of service outage in 5 seconds ... customer notification in 5 minutes ... and max time to repair 30 minutes -- BT

Control – Maximize Return on Assets and Reduce Risk

Comprehensive service management: Manage assets and security across OPs and IT

- IT Asset Management
- Enterprise Asset Management
- Service Desk
- Security Operations Management
- Identity Management
- Storage Management



Flexible and Proactive

- Maximize TCO of Assets
- Improve labor efficiency
- Improve Governance and Compliance
- Manage the explosion of data associated to content based services

Deploy engineering work force efficiently & reduce outages on critical assets

-- T-Mobile

Automate – Streamline processes & accelerate growth

Powerful and proven platform selected by over 1,000 communication service providers

- Monitoring for 1,000+ resource
- COTs Service Models
- Open and Standards based
- Out of the box OSS/BSS integrations
- 300+ Partner ecosystem
- Telco expertise from 1,000+ customers



Operational Performance

- Adapts to your environment
- Pinpoint root cause of service issues
- Highly Scalable: 100M+ events per day
- Single pane of glass across silos, department & technologies
- Leverages investments in existing tools and integrates into your infrastructure

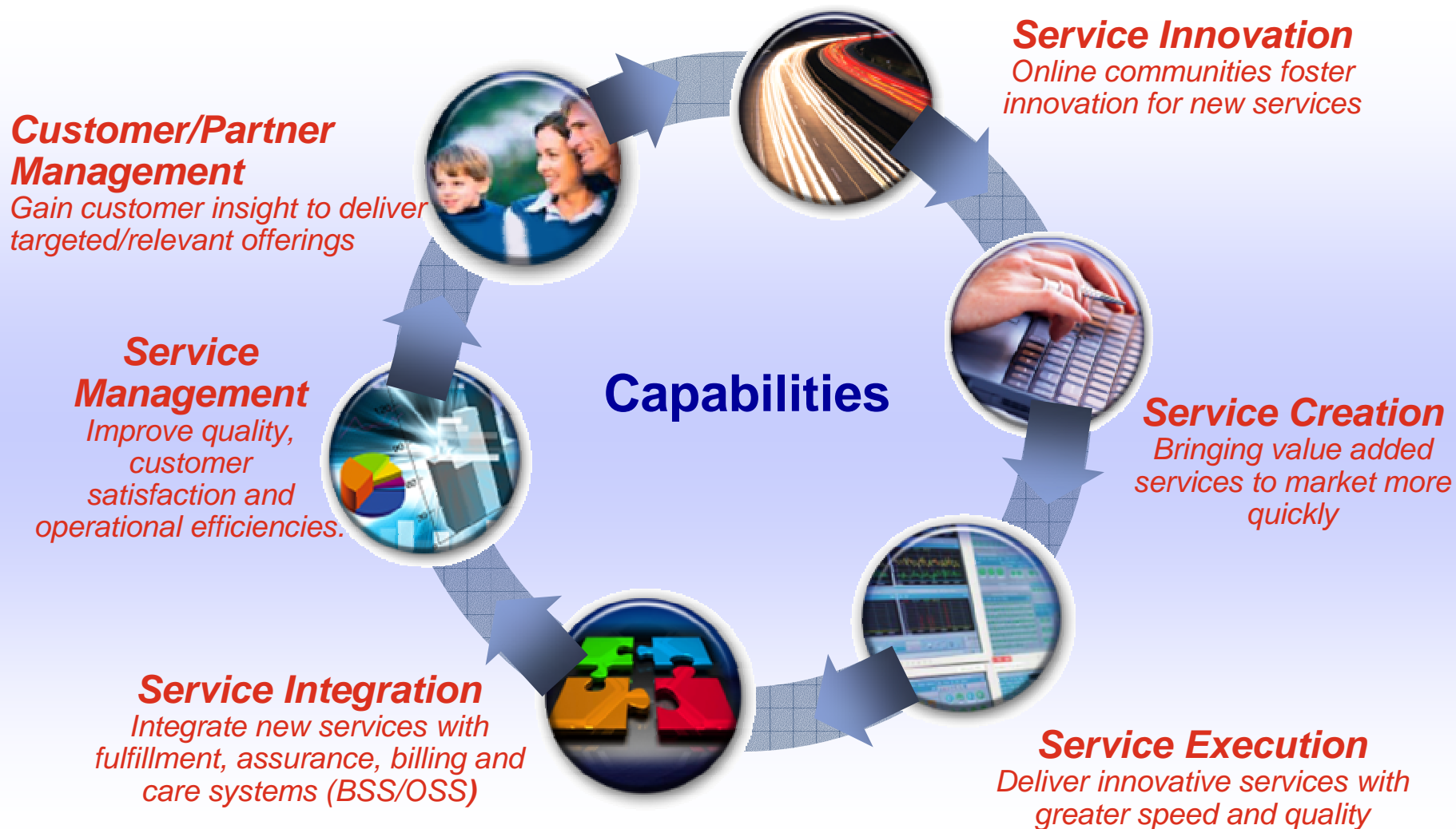
Consolidated 27 NOCs into 2 – BT

Saved \$19M in 9 months – KPN

80% savings in operator resources – Smartone

IBM Service Management is Part of a Bigger Story

IBM Solution Strategy for Communication Service Providers



Next Steps



1

Establish a Vision for Your Organization

→ Check our ISM Live Demonstrations to See the Value



2

Conduct an Assessment on Where You Are and Where You Can Go

→ Engage on our ISM Consulting Services

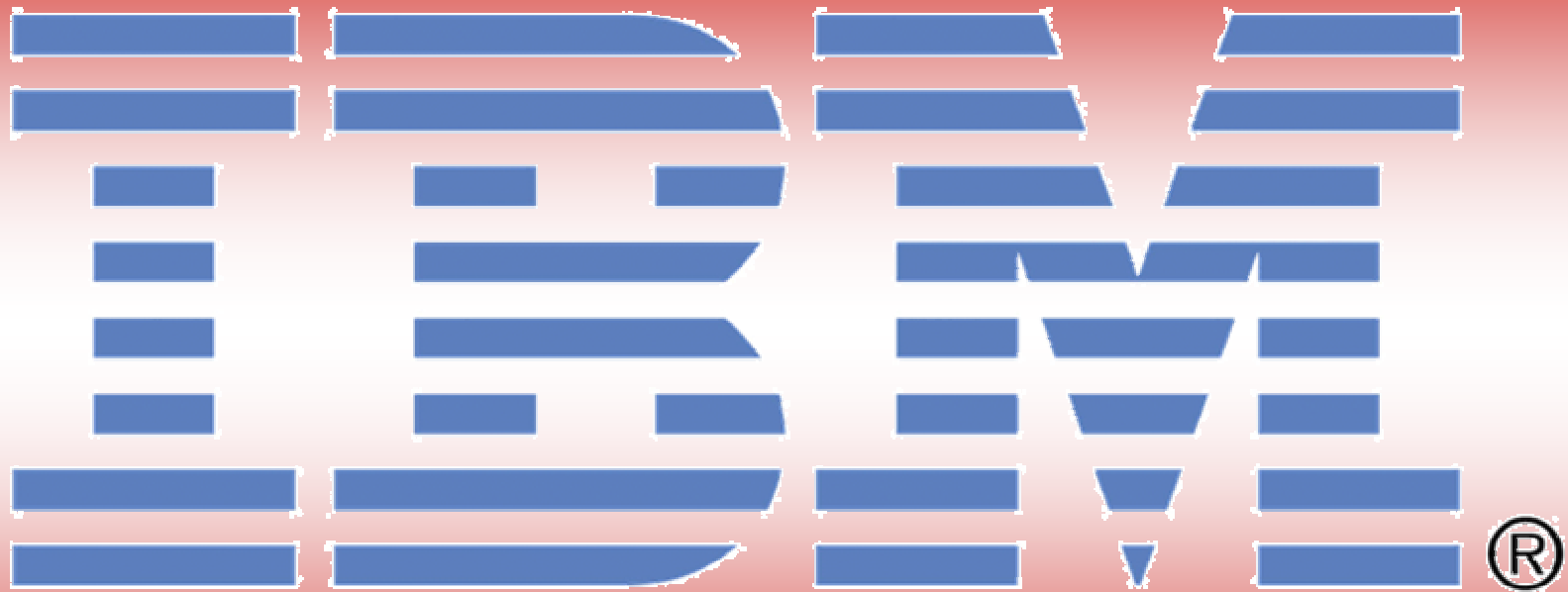


3

Build a Plan to Get There

→ Leverage our ISM Deployment Services





IBM Service Management for CSPs



- **VISIBILITY: Improve service quality & customer retention**
 - True, real time end-to-end visibility into the source and resolution of issues that **compromise network performance and availability, service quality and the customer experience**
- **CONTROL: Maximize return on assets & reduce risk**
 - Cost-effective, robust, secure and agile foundation on which to build delivery of next generation services - backed by best practices
- **AUTOMATION: Streamline processes & accelerate growth**
 - Automations, out of the box 'built for telco functionality' and integrations across service management portfolio and with other OSS/IT systems to reduce costs, improve efficiency and increase responsiveness

IBM in the Communications Industry

- **Integrated Service Management Platform**

- Pragmatic and strategic foundation
- Key capabilities needed for holistic service management
- Common technologies and open, standards-based architecture for lower cost of ownership
- Comprehensive portfolio and separable components for phased investment and fast results

- **Proven**

- Selected by over 1000 service providers worldwide
- Long-standing alliances with major Network Equipment Providers
- Leading products ranked first in class by analysts

- **Industry expertise**

- Deep Telco knowledge
- Extensive services capabilities



OSS Observer

- #1 in Service Assurance
- #1 in Performance Management
- #1 in Event/Fault Management

IDC

- #1 Worldwide System Mgmt Software
- #1 in Performance & Availability
- #1 in Event Automation
- #1 in Server Provisioning
- #1 in Archive & Hierarchical Storage Mgmt
- #1 in Worldwide Network Availability

Gartner

- #1 Worldwide IT Operations Mgmt (6th year)
- #1 in Performance & Availability
- #1 in Network Management

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Thank You

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