

WHITE PAPER

## **Visionael IP Service Automation Suite: The Heart of Any eTOM or ITIL Solution**

Accelerated Pace of Change Requires  
Firm Grasp on Network Infrastructure

Today's Communications Service Providers (CSPs) face a never ending array of challenges. Increased competition, reduced barriers to switching, and recent acquisitions have all contributed to the chaos as CSPs scramble to differentiate themselves with innovative service portfolios.

The logistical complexity and high cost of integrating disparate infrastructures, systems and processes have severely eroded profit margins and slowed the introduction of new services. Effectively managing the heavy lifting needed to integrate these systems and processes can appear to be an impossible task.

Historically, incumbent CSPs have believed their businesses to be unique, requiring proprietary systems and processes for management, but the cost of custom Operations and Business Support System (OSS/BSS) applications has been high in both dollars and time. One-off solutions may seem cheaper at first, but because each one creates its own silo of management, the cost to break down the walls between the silos grows exponentially with each one. Like an insect struggling in a spider's web, the result has been a slower industry response to changing market conditions and customer desires. Aggressive competitors, unencumbered by decisions of the past, have exploited this opportunity to establish their own presence.

But even these new market entrants face a slew of challenges. So, incumbent or not, the issues facing all communications providers are not easy to solve.

## I. Problem

Rolling out a "greenfield" network or adapting an existing one is difficult enough with all the complexity required to deliver today's voice, video, data, and gaming services. However, no sooner than the network is planned out on paper—let alone installed—new demands require new changes. How does one keep track of these changes? How does one best ensure that the changes are implemented in the network?

And that's only part of the mission. Additionally, CSPs need to manage the provisioning and activation of customer orders. Many business processes must come together and information must flow seamlessly through different systems to fulfill the order. Most CSPs have hundreds of customer service agents executing hundreds of manual tasks because systems don't talk to each other.

Overlay the need for speed and agility to respond to changing market needs and you've got a system ready to collapse under the strain. There must be a better solution for keeping up with the pace of change in today's communications environments and to respond more quickly to market needs — a way to leverage the industry's knowledge of what has worked, and what hasn't.

## II. Solution

The solution for both experienced providers and hungry upstarts is the adoption of industry best practices. Standard frameworks used as filters for network decision making are a very effective way to build a future-proof infrastructure.

Visionael, in particular, figures prominently in two such frameworks:

- eTOM (enhanced Telecom Operations Map™)
- ITIL (IT Infrastructure Library™)

eTOM and ITIL are different in the sense that one is focused on the telecommunications industry and the latter focused on IT issues within commercial enterprises and government organizations. However, they are similar when considered under the umbrella of quality management or business-process best practices. And Visionael's repository based solution is crucial for a successful implementation in each.

### Visionael and eTOM

Now led by the TeleManagement Forum (TMF), the New Generation Operation Systems and Software (NGOSS) initiative is well underway. Best practices are being developed for the industry and standard methodologies for implementing them.

The good news is that vendors will be able to respond with solutions to facilitate the industry migration to NGOSS. Both incumbent CSPs and upstart competitors will benefit. At the heart of NGOSS, the TMF is developing a framework for standard processes in the CSP environment. The structure enables best practices for managing change and for fulfilling customer orders. eTOM or the enhanced Telecom Operations Map is a guidebook, the most widely used and accepted standard for business processes in the telecommunications industry. The eTOM describes the full scope of business processes required by a service provider and defines key elements and how they interact. eTOM describes both OSS and BSS best practices.

Any CSP looking to get ahead of changing market requirements —who wants to anticipate emerging customer needs, develop and deploy new services, and then manage these services most efficiently ongoing—will look to implementing eTOM's set of best practices.

In the eTOM environment, the Visionael IP Service Automation Suite provides needed solutions for Infrastructure Management, Product Delivery, and Service Fulfillment. Through the Visionael Suite, provisioning and activation of customer services can be fully automated, integrating disparate systems.

Visionael's unique Meta-foundation automates processes in the order of priority to the business enabling a CSP to move at its own pace. Visionael IP Service Automation Suite, with its Integration Gateway, can be added alongside of current applications and processes — never requiring a “forklift upgrade.”

**Visionael and ITIL**

Today the most recognized set of best practices in enterprise IT departments is the Information Technology Infrastructure Library (ITIL). Now a regular part of the IT language, ITIL is becoming important for service providers as well. As CSPs take more ownership for managing enterprise communication networks, providers must talk the language of enterprise IT personnel.

ITIL is also a framework of best-practice approaches. ITIL is intended to facilitate the delivery of high quality information technology (IT) services. ITIL outlines an extensive set of management procedures that are intended to support businesses in achieving both quality and value for money in IT operations. These procedures are supplier independent and have been developed to provide guidance across the breadth of IT infrastructure, development, and operations.

At the core of any ITIL change management system is a Change Management Database or CMDB. For CSPs, the Visionael IP Service Automation Suite is at the heart of any ITIL project because its dynamic repository provides the database of record for the IP network infrastructure; Visionael acts as the Network-CMDB for project success.

In the important areas of Service Delivery and Support, the Visionael Network-CMDB is essential for ITIL compliance.

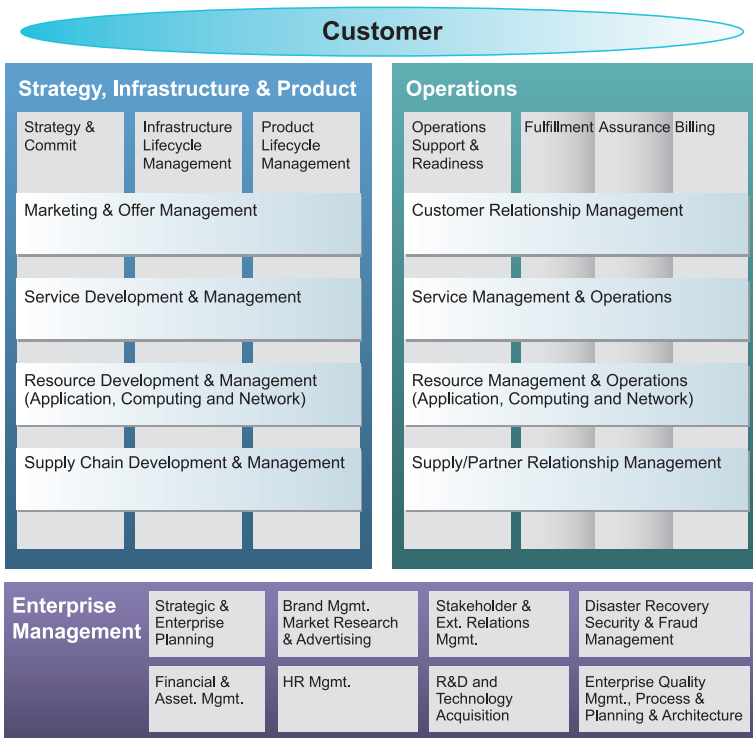


Figure 1: eTOM Best Practices Framework

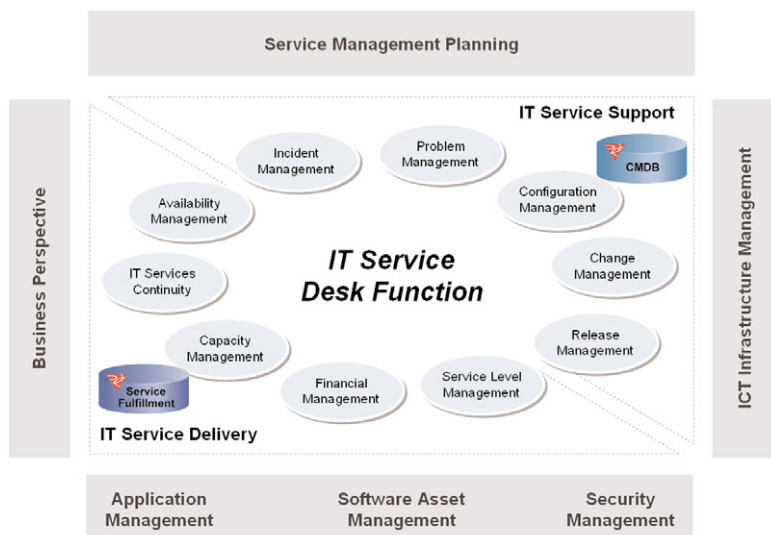


Figure 2: Visionael Offers a Dynamic Network Repository for Service Support and Delivery

### III. The Value of Visionael

The Visionael IP Service Automation Suite gives communications providers an integrated, best-of-breed repository-based inventory solution that can automate services to each entity and enable end-to-end IP service management. Instead of requiring weeks, or even months to complete an order, customer service applications, integrated seamlessly with Visionael components, can process an order in just a few hours time.

Providers can offer a wholesale platform, so customers request services on their own, automatically selling and deploying each solution with the system up-and-running in no time.

This process is fully documented and implemented without the need to understand APIs or write custom gateways. By eliminating tedious and repetitive tasks, Visionael helps companies roll-out new services quickly and manage change more effectively. This helps providers stay highly competitive and service-oriented.

#### Visionael Service Automation

Visionael brings technology and know-how to communications

providers, enabling the implementation of large-scale changes, especially those based on IP-MPLS. The solution reduces manual processes, previously requiring hundreds of administrators and managers, to an automated system requiring only a handful of managers to control. Visionael's new modularized IP Service Automation Suite is a packaged platform offering zero touch, rapid IP service rollouts over large, complex IP-MPLS networks.

The Visionael solution, through the fully J2EE compliant Integration Gateway, neatly integrates with existing systems to detect and capture information, connect and deploy new services, and correct and manage services over time, adding functionality where necessary.

With the customer order in focus, the entire back-office fulfillment process can be managed easily and flexibly. Visionael allows downstream translation and administration of service orders to the appropriate network element for quick and accurate service activation. The status of each order is forwarded to the appropriate upstream system for managing the customer relationship.

#### About Visionael

Visionael Corporation provides best-of-breed software and services that allow telecommunications service providers, network outsourcers, enterprises and government organizations to automate the rollout of network services over IP networks and to accelerate time-to-revenue or productivity. With Visionael software, network operators can more quickly design, provision, and activate next-generation services—including voice, data, mobile and video offerings—all while reducing the complexities of managing large, advanced networks.

To learn more about how Visionael can help your organization add flexibility to your OSS/BSS environment and maximize your eTOM and ITIL best practices, please visit [www.visionael.com](http://www.visionael.com), or call +1 650-963-0960.

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