

PROGRESS OPERATIONAL RESPONSIVENESS IN TELECOMMUNICATIONS

THE CUSTOMER ASSURANCE CHALLENGE

Customers are your greatest asset. Are you doing enough to ensure their experience with you is better than with the competition? Service uptime and availability are no longer enough. You have to deliver a full spectrum of products and services that fit your customers' expectations. They're in the driver's seat. Are you ready for their next move?

Complex Event Processing (CEP) for Operational Responsiveness provides new levels of monitoring and intelligence into operations by responding to business events as they happen. When it is applied to customer assurance, all aspects of customer interaction can be managed. From billing/charging to utilization and service requests, customer actions can be captured and correlated in real-time. You define the event patterns meaningful to your business, and your KPIs drive the actions. The relationship with your customers goes from reactive to proactive, and decisions are made as events occur—before it's too late.

With CEP for Operational Responsiveness, you can correlate business-relevant events from OSS/BSS systems, service control points, and network

HIGHLIGHTS

- > Real-time business visibility to manage and optimize operations
- > Capture business events from virtually any source or process
- > React immediately to out-of-bounds conditions
- > Manage the complexity of location-based services
- > Target specific usage patterns with real-time promotions or offers
- > Enforce SLAs and actively monitor KPIs
- > Manage process events throughout the communications supply chain

information as well as GPS and GIS data. Those events become meaningful when you can define rules that determine what actions can be taken based on your scenarios. User-defined and dynamic dashboards offer real-time views of events that put you “in the moment.”

EXAMPLES OF USES WITH OUR CUSTOMERS

Revenue Management

- > Monitor potential revenue leakage points in real time and actively alert if KPIs are out of bounds
- > Manage revenue leakage by correlating provisioning requests with charging events to ensure that billing happens before services are delivered
- > Handle exceptions as they happen to ensure rapid revenue recovery

Performance Management

- > Actively manage KPIs for possible business scenarios and provide real-time dashboards or alert actions
- > Real-time monitoring of events that contribute to SLA enforcement
- > Research and analyze past event patterns to test and refine new scenarios

Real-time Promotions

- > Manage the complexity of location-based service events to immediately provide targeted content or promotions
- > Correlate usage and define patterns to make real-time offers for rate changes, service or equipment upgrades

Service Delivery

- > Order-to-activation monitoring to ensure timely delivery of services
- > “Supply chain” visibility of service process events from content providers to end users

In 2008 Progress Software commissioned research on 500 European organizations. A range of questions were put to IT and business heads in these organizations:

- > *62% stated that they “don’t receive information in a timely manner”*
- > *77% stated that they “have no integrated view of their information”*
- > *66% stated that “business was substantially affected by information not being available”*

Progress® Apama® is a complete platform for complex event processing with tools and services to build and deploy CEP solutions. With Apama, you can monitor, analyze and act on streaming events in real-time. Proven in the most demanding environments, Apama offers new levels of responsiveness that gives the “right information to the right person at the right time.” You can more effectively manage performance and service delivery while driving revenue and delivering bottom-line results.

For IT

- > Easily connects and adapts to the internal IT infrastructure
- > Integrates with external service providers, networks and data feeds
- > Enables business users to define their own views and business scenarios to find event patterns meaningful to the business
- > Provides proven and unmatched scalability in the most demanding environments
- > Tracks massive volumes of events and acts as they happen
- > Platform agnostic—works with integration brokers, application platforms and virtually any event source

For the Business

- > On-demand business intelligence for “in the moment” decisions
- > Automation of KPI and performance metrics to manage operational performance
- > Real-time visibility in and out of the enterprise for managing costs and risk
- > Business users can define rules on-the-fly to manage relevant scenarios and act immediately on opportunities and threats
- > Evolve and change rules over time—visualize key goals and objectives in interactive dashboards without requiring large-scale development
- > Progress Software is a leader in Complex Event Processing with proven results in telecommunications

PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur. Our goal is to enable our customers to capitalize on new opportunities, drive greater efficiencies, and reduce risk. Progress offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and management—all supporting on-premises and SaaS/cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership.

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