Cisco Mobility Services for Policy Suite

HARNESS THE INTELLIGENCE TO MONETIZE OPERATOR NETWORK ASSETS

Executive Overview

Cisco Policy Suite (PS) provides a next-generation policy management solution that helps you scale, control, monetize, and personalize services through a flexible and interactive architecture that supports application-centric policy capabilities. PS is a flexible, scalable policy control platform that can be deployed across all access networks.

Cisco Policy Suite Architecture

Cisco PS includes the following components:

- Policy Server
- Charging Server
- Subscriber Manager
- Subscriber Intelligence
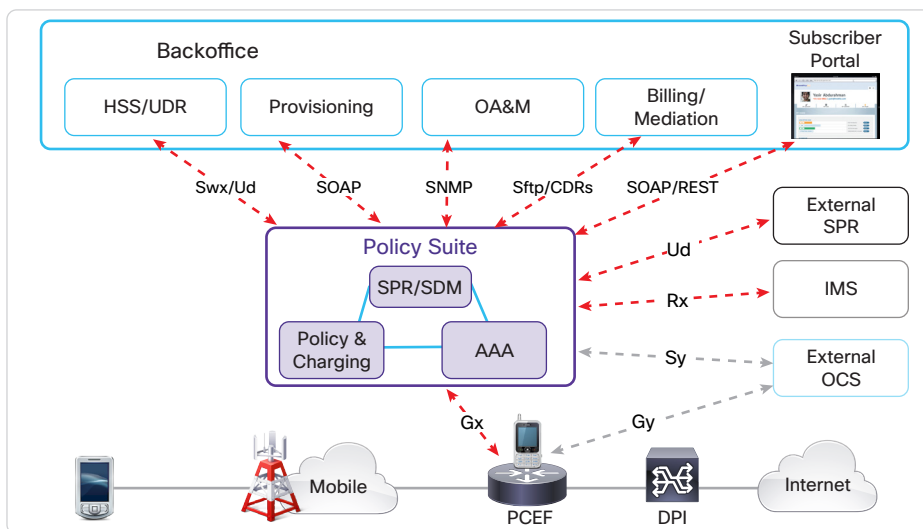
Cisco Mobility Services for PS

Cisco offers a broad range of services to successfully meet your requirements at each phase of the policy solution lifecycle. Each offer is flexible and customizable to meet your business needs. Succeed at every phase of your policy solution lifecycle with services from Cisco and our partners.

Plan

Deliver the capabilities that let you communicate and connect faster and more reliably. It all starts with a strategy, roadmap, and scalable design. Cisco Services provides a range of technology consulting services, with an emphasis on architecture approach to strategically achieve business results, increase revenue and average revenue per user (ARPU), and improve user experience and operational efficiency.

Figure 1 shows how Cisco PS fits into a network.

Figure 1. Cisco PS

Plan service offers include:

- Strategy and analysis
  - Future state architectural design over a 3- to 5-year horizon
  - Service and policy use case creation based on your technical and business challenges
  - Network analysis of the architecture quality of service (QoS) and service-level agreement (SLA)
  - Analysis of monetization options based on services and user behavior through dynamic control over network resources

- Assessment
  - Assessment of requirements and use cases
  - Identification and documentation of dependencies, risks, and issues

- Design
  - Alignment of design solution with business requirements
  - High-level design: Overview of implementation, requirements, and project scope, application features, and high-level call flows
  - Low-level design: Configuration and detailed design
  - Test object list and acceptance test plan
  - Database migration plan (if applicable)

Build

Move to a next-generation network with more capacity and embedded intelligence. Cisco Services brings a wealth of knowledge and deployment methodologies to implement a fully integrated and tested policy solution into your network that enables faster time to market and mitigates implementation risks.

The following Cisco® solutions help you deliver Shared Data Plans, as well as many other revenue-generating services:

Build service offers include:

- Validation
  - Validation of verification and acceptance testing of use cases
  - Method of procedure (MOP) planning based on user and services migration
- Deployment
  - Configuration, installation, and testing in lab and production environments
  - Execution of MOP to route live network traffic onto the PS platform
  - Knowledge transfer: Includes troubleshooting procedures, verification of operational checklist (alarms, traps, and call drop rate thresholds), security compliance, and operational guides
- Migration
  - Subscriber migration to Cisco PS
  - Database migration (where applicable)

Manage

The simpler your architecture and operations are to manage and upgrade, the better you can contain costs. Cisco Services offer support and expertise that meet the entire spectrum of your needs, from network-centric to customer-centric operations. Cisco can help improve your profitability by increasing operational efficiency and streamlining processes. Cisco also offers a range of SLAs to help address your unique needs.

Manage services offers include:

- Product support
  - 24x7 support call, hardware return materials authorization (RMA), access to new software releases and Cisco knowledge base
  - Access to focused engineers with customer-specific network knowledge

- Solution Support
  - Enables Cisco to be a single point of contact for an end-to-end solution, including third-party components
- Optimization
  - Network optimization: Access to Cisco experts for proactive network health checks, to optimize your networks, upgrade software, and enable new features
  - Assurance services: Preemptive optimization with real-time support to mitigate problems before they affect end-customer services
- Operations management
  - Allows Cisco to take on full network operations center (NOC) operations or just portions of it with ITIL®/eTOM compliance (incident, problem, proactive change, and configuration management), including third-party product support

Flexible Business Models

There is a growing interest for customers to use flexible business models, such as "pay as you grow" (PAYG) or "dollars per megabyte." By using our smart capabilities and intellectual capital, Cisco offers flexible business models such as:

- **Build, operate, and transfer:** You may use build and operate capabilities with system integration in a multivendor environment and take on the operations after a period of time

Managed capacity: Operator may use managed operations and flexible pricing arrangements (for example, PAYG).

Benefits

- Focus on your business results:
  - Increase revenue and ARPU
  - Enhance operational efficiency
  - Augment user experience and stickiness
  - Improve return on investment

- Accelerate time to market and mitigate risks through best practices and methodologies
- Gain depth and breadth of expertise in policy management solution
- Vast experience involving solution Integration in an access-independent environment
- High quality of design and deployment capabilities
- Prescriptive, proactive, and preemptive optimization support
- Assured by SLAs

Why Cisco Services?

Realize the full value of your IT and communications investments faster, and successfully harness the intelligent network as a powerful business platform with technical and professional services from Cisco together with our partners. Whether you are looking to evolve your network to support business continuity and growth, increase operational efficiency, reduce IT costs, enable a more reliable customer experience, or mitigate risk, we have a service that can help you. Cisco Services uniquely deliver innovative solutions, unmatched expertise, and smart services capabilities using a collaborative partner approach. Cisco Services bring together critical capabilities, such as complex large-scale leading-edge deployment expertise, proven methodologies and frameworks, and specialized tools based on intellectual capital to support you from vision to execution.

For More Information

For more information about Cisco Mobility Services for Policy Suite, please contact your local Cisco account manager and visit: www.cisco.com/web/services/service-provider-it-services/index.html