



Accenture
Communications
Solutions

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High performance. Delivered.

Accenture Communications Solutions
featuring the Service Delivery Platform
with Cisco Systems Technologies

Achieving high performance by creating and delivering new services faster, at less risk

Accenture and Cisco Systems have teamed to help communications providers create and launch services faster and more efficiently. This alliance is paving the way to more efficient implementations of IMS, and improving the end-users' experience through fixed-mobile convergence regardless of location, access or device.

Rapid creation of valued-added services: the key to achieving high performance

Following a period of consolidation and cost-cutting, communications service providers are now focusing on growth and innovation in their quest for high performance. Companies that can rapidly create and deliver new value-added services can generate top-line revenue growth, increase market share and improve customer satisfaction and retention. To succeed, two things are necessary: operators must maintain a role in the services themselves, not just in the channels; and they must focus on delivering the services efficiently.

To help communications providers achieve and maintain high performance by creating and rolling out differentiated services efficiently, Accenture has created the Service Delivery Platform. The common service delivery platform enables a more collaborative approach to product development, enabling third-party or internal developers to create new, valued-added services faster, more consistently and with less expense.

Wireless, wireline and cable companies around the globe are already discovering the value of working with Accenture and its alliance partners to implement the Accenture Service Delivery Platform, which is fast becoming a competitive differentiator in the communications industry.

What can the Accenture Service Delivery Platform do for you?

The Accenture Service Delivery Platform provides a complete environment for the rapid deployment, provisioning, execution, management and billing of value-added services. The platform and framework at the heart of this proven asset support the implementation of end-to-end processes including request processing, policy evaluation, secure access, request/content transformations, service execution and charging. The platform enables a telecommunications service provider to sell services individually or as packaged offerings to organizations. It also promotes service reuse by selling services through third parties, such as smaller telecommunications and consumer portal providers.

Specifically, the platform delivers a package of high-end functionality, including:

- Complex request orchestration to automate ordering processes.
- Provisioning and managing the network, user and service profiles.
- Logging, rating and settlement services.
- Real-time service control based on rules, preferences and network traffic.
- Content monitoring based on usage and content type.
- Integration with leading VoIP and IPTV product.

Benefits of the Accenture Service Delivery Platform

The Service Delivery Platform is a vital part of the Accenture Communications Solutions suite, the collection of Accenture's best business solutions for communication service providers. These innovative solutions address communications industry challenges and business opportunities with ready-to-use components that are pre-packaged within a robust common integration framework and aligned with industry standards. Accenture Communications Solutions are continuously enriched based on Accenture's experiences in serving our high-performance communications clients.

Wireless, wireline and cable companies alike can realize significant improvements in business performance thanks to the Accenture Service Delivery Platform. Compared to standard product development approaches, service providers using the Accenture platform have realized:

- A 50 percent to 75 percent reduction in development cycle times.
- Up to 75 percent reduction in capital expenditures.
- Up to 70 percent reduction in operating expenditures.

Accenture and Cisco Systems, Inc.

A vital part of the infrastructure of the Accenture Service Delivery Platform is the Cisco Mobile Exchange (CMX). CMX is a framework of solutions that addresses the interface between the evolving radio access network and a wide array of data, application and content services offered through the Internet Protocol (IP) networks.

The CMX platform provides a technology foundation that facilitates the deployment and delivery of mobile data services. The CMX framework is extremely flexible: operators can tailor the deployed functionality to their specific needs. For example, session-level charging may be needed today, while content control and filtering may be required in the near future. CMX is also highly scalable, allowing the operator to match subscriber demand to capital investment.

By utilizing the CMX framework, the Accenture Service Delivery platform can provide more flexible solutions to mobile operators and application providers that enable them to offer rich, value-added data services to mobile subscribers. These services include mobile banking, web surfing, location services, electronic payments, as well as vertical business applications.

Other benefits of the Service Delivery Platform using the Cisco Mobile Exchange include:

- Operator-customized service offering to end users.
- An improved user experience when accessing and using the data service (e.g., the ability to select multiple services in the same session).
- Enhanced corporate services including multiple virtual private network (VPN) options such as Layer 2 Tunneling Protocol (L2TP) for corporate customers.

Contact

For more information on how Accenture and Cisco can help you achieve high performance through more rapid creation of value-added services, contact:

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilize the right people, skills, and technologies to help clients improve their performance. With more than 126,000 people in 48 countries, the company generated net revenues of US\$15.55 billion for the fiscal year ended August 31, 2005. Its home page is www.accenture.com.

About Cisco Systems, Inc.

Cisco Systems, Inc. (NASDAQ: CSCO), the worldwide leader in networking for the Internet, this year celebrates 20 years of commitment to technology innovation, industry leadership, and corporate social responsibility. Information about Cisco can be found at www.cisco.com.

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