

“ Less than 10 percent of Service Providers have a single, integrated view of their customers, which is the critical milestone for achieving customer loyalty.”
Gartner Group – May 2001 Communications

Performance Management

Imagine Broadband Network Manager

Provides extensive information on DSLAM and CMTS configuration as well as transmission parameters. Provide real-time graphical representations of workload and performance enabling efficient/cost effective re-segmentation and load balancing.

Imagine Performance Manager

Access to Key Performance Indicators for any network element. Provides on-demand remote access to CPU usage, interface, memory utilisation in relationship with a specific service outage or customer issue.

Security Management

Imagine Security Manager

Displays extensive information on actual accesses and attempts to identify critical network resources. Performs on-going intrusion attempts and reports any failure in the network security systems.

Front-Ends

These are web based applications that can be easily customised for service monitoring such as Service Providers, Network Providers and corporate customers.

Imagine OSS

Simple evolutions of current OSS tools can no longer address the technical and financial challenges of the broadband industry.

Existing OSS products were designed in a world where the economics and the technology were fundamentally different:

- Where there was one type of service, the market requires multiple services: Voice, Data, Video, Games, Interactive Services and VPNs.
- Where there was one quality of service, the market requires different and flexible service levels with Service Level Agreements.
- Where money was not an issue and technical resources were all around, you now have to produce a business case for each new investment.

New types of OSS solutions had to be created, by people that not only were first class engineers but people that have spent their lives in real Operation Centres.

A new generation of OSS products and solutions had to be created. It is available for you today.

The name is Imagine OSS.

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Imagine OSS provides concrete answers to real OSS problems caused by the financial and technical changes that have occurred in the industry. Imagine OSS has the widest range of integrated OSS solutions for the large scale Enterprise and Broadband network operator. The Suite includes the most advanced Service Level Manager, which provides detailed visibility of all services on a network. Suite includes, pre-integrated Advanced Configuration Manager, IP Address Manager, SLA Manager, CPE Service Manager, Inventory Manager, IP-VPN Service Manager modules and integrated multi-service Provisioning Platform. Imagine OSS products are deployed in many large operators across the world supporting their mission critical applications and services.

Our experience and vision in meeting the challenges of real service delivery and operations over large scale networks are the key drivers in our development of new product suites. In all activities, our technical and business creativity is focused by working with clients to help them take full advantage of our skills and ultimately grow their position in the marketplace.

The Next Step

Imagine Service Assurance suite enables you to take a fresh perspective on the way you view and manage your large scale network infrastructure.

For further information contact us on info@imagineoss.com

Web site - www.imagineoss.com

IMAGINE SERVICE ASSURANCE Suite™

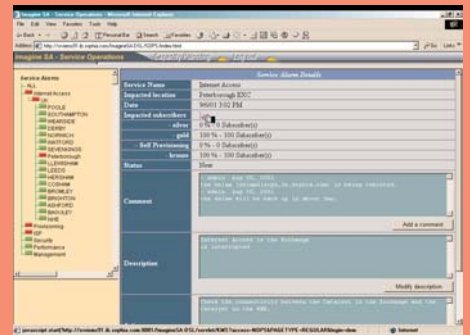


Imagine OSS
Concrete solutions to real problems

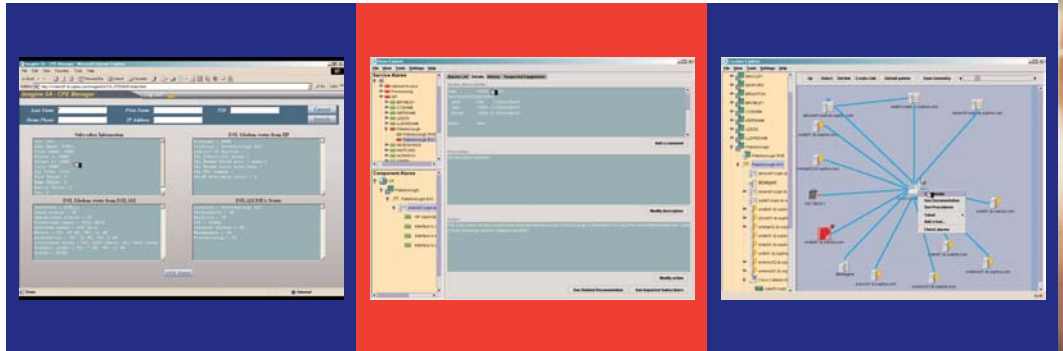


Simple solutions to complex Large scale service Management problems

Together, we are bringing to life the Broadband revolution



DIRECT ACCESS TO SERVICE



“ The need to deliver increasingly better service at the lowest possible cost, the need to assemble customer data into a single view in order to fully understand the customer will enable the operators to meet the challenge of delivering excellent service.”
Yankee Group – May 2001

Uniquely, Imagine Service Assurance suite software empowers you to actively manage your large scale network infrastructure in real time from a customer perspective. In doing so it enables you to optimise the effectiveness of operations staff while ensuring consistent service delivery to the customers of your network.

Ultimately, Imagine Service Assurance suite provides the technical transparency, stability and flexibility to maximise service quality, minimise customer churn and help drive your business to new levels of efficiency and profitability.

Real Time Monitoring and Control

Large scale network infrastructures are typically managed using a component orientated view of the environment. Within this, if a component fault occurs, operations staff can trace the problem to that individual component and instigate a remedy. The difficulty is that such an approach gives no indication of the impact of the fault on the quality of customer service. As a result, there's no way of telling in real time how your business is performing. Imagine Service Assurance eliminates that weakness.

Imagine Service Assurance software provides a complete view of the infrastructure and has all the tools necessary to actively manage components. But, in addition, it utilises innovative Imagine Service Emulator Agent (I-SEA™) technology to emulate a customer view of how the system is actually performing. If a component develops a problem, you can immediately see the impact on service quality.

Enhances Infrastructure Management

Imagine Service Assurance suite enables you to monitor in real time infrastructure performance, security and service quality.

By co-ordinating information from the Imagine Service Emulator Agents, component alarms and correlation rules it identifies both the source and service impact of any problem. When integrated with Imagine Instant Provisioning, it also identifies which customers are affected and helps set priorities for remedial action.

Streamlines Component Management

Imagine Service Assurance suite is modular and has all the tools necessary to manage and monitor each system component. It also allows the integration of other tools, of the operator's choice, that may already be in use via open APIs or middleware products.

Simplifies Management and Monitoring

Infrastructure management is simplified by graphical user interfaces that can be customised, multi-language, and can be easily re-branded. The network operator's interface is Java based and web based interfaces are available for customer service representative, service managers and company executives with easily tailored information according to the user and business processes.

Reduces Operating Costs

A context sensitive knowledge management system gives instant access to problem resolution procedures. This, plus, the ability to prioritise activities according to customer importance, greatly simplifies the clearing of faults and reduces the down time to resolution.

Ensures Performance Quality

With its innovative Imagine Service Emulator Agents, Imagine Service Assurance allows you to continuously monitor and adjust components in order to maintain consistent delivery and optimum service standards.

Maximises Service Quality Achievement

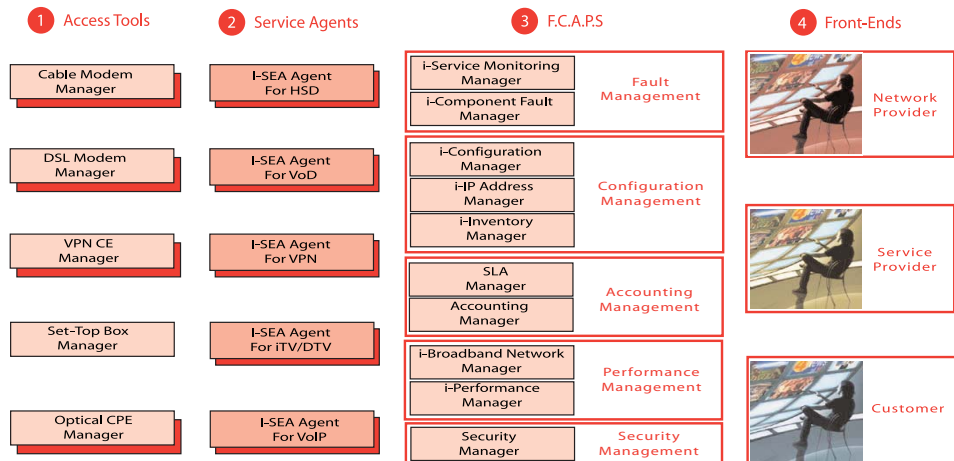
Imagine Service Assurance suite enables comprehensive monitoring of performance relative to service level agreements. It does this through an advanced Service Level Agreement (SLA) Management tool that utilises an exact view of service quality provided by the Imagine Service Emulator Agents.

Improves Customer Satisfaction Levels

Imagine Service Assurance suite integrates its web based CSR user interface with the Imagine Service Emulator Agents. This allows precise monitoring and control of service standards by the customer service representative (CSR) which, in turn, leads to consistently higher customer satisfaction levels and reduced customer churn.



Imagine Service Assurance Suite Overview



Supports Business Environment

Imagine Service Assurance Suite is hardware/software vendor agnostic. It provides a stable platform allowing for either newly developed services, or legacy services gained through merger or acquisition, to be more easily deployed and effectively managed.

Imagine Service Assurance Suite Overview

Imagine Service Assurance suite not only enables you to see the services but it also provides your OSS team with a suite of tools to make the best use of this crucial information. It is fully compliant with the TMF OSS Model. These products achieve every critical service assurance function in the light of the service information.

CPE Service Management

Enables full access to the subscriber modem (DSL, Cable, STB, Optical CPE) in terms of activation/de-activation, remote operation/maintenance (admin and operational status, upstream and downstream speed, the SNR margin (DS and US), attenuation, interleave delay, transmit power), performance, bandwidth, inbound and outbound data.

Imagine Service Emulator Agents

This exclusive I-SEA technology executes the advanced proactive monitoring on which the Imagine Service Assurance suite is based. These agents emulate end-user activity and measure in return the specific parameters related to the actual delivery of the service at the end-user side. For the different services there is a different I-SEA agent.

- Imagine Service Emulator Agent for High Speed Data over HFC and over DSL
- Imagine Service Emulator Agent for Analogue and Digital Video
- Imagine Service Emulator Agent for IP VPN (MPLS and IPsec)
- Imagine Service Emulator Agent for web services
- Imagine Service Emulator Agent for Voice over IP
- Imagine Service Emulator Agent for Enterprise Applications

Fault Management

Imagine Service Monitoring Manager

Enables all the service alarms to be centralised on a single graphical platform. Thresholds can be customised to highlight only business sensitive outages. The exact location and service impacting issues become immediately visible to the operators, customer service representatives and management staff.

Imagine Component Fault Manager

Although component-to-service correlation requires a complex, ever changing set of rules, the service-to-component correlation is far simpler. "You actually find what you are looking for". From this long known fact in OSS operations, Imagine OSS has developed an unprecedented way of finding the root cause of the problem that does not require hours spent analysing component alarms.

Configuration Management

Imagine Configuration Manager

Enables real-time access to the exact configuration of any network component. The Configuration file is retrieved and displayed for verification or edition. Operators can easily create advanced configurations thanks to an intuitive language.

Imagine IP Address Manager

Supports every aspect of IP address allocation and history. Achieves real-time synchronisation with the dynamic IP allocation as well as with predefined IP address ranges. It is also compliant with high-demanding security procedures as used for IP address tracking and monitoring.

Imagine Inventory Manager

Provides comprehensive information on any network node. Gives the exact type, model, current and previous configurations of all network elements including routers, switches, DSLAMs and/or CMTS etc. Visualises how many interfaces are available as well as their state and software version. Provides "Auto discovery" for physical and logical layers.

Accounting Management

Imagine Service Level Agreement (SLA) Manager

Provides extensive reporting on SLA compliancy. This information is based on the real-time scenarios performed by the I-SEA agents. The SLA is thus the result on an actual service measurement providing objective information on actual QoS as delivered by the network to the end customer.

Imagine Accounting Manager

Keeps track of all traffic enabling usage-based billing processes. Information can be packet-based, application-based, distance-based. Imagine Accounting Manager provides the information that complements the service-based information provided by the Imagine SLA Manager.