



**Sigma Systems**  
*The Service Management Leader*



# **WIRELESS SOLUTION**

## *Service Management for Wireless Service Providers*

### **The Challenge**

Wireless services are being introduced at an ever increasing rate where competitive pressures to introduce new services have resulted in operators creating multiple service silos with complex manual provisioning and configuration process. Service providers now face the challenge of order rates and service provisioning complexity overwhelming their processes. The wireless industry is reaching a critical threshold, where the ability to accurately, consistently configure and automatically provision new services, and adds or changes for customers is rapidly becoming unmanageable.

The result is an unacceptable increase in time to market for new services, order intervals, trouble resolution times, and inevitably staffing costs and customer dissatisfaction. A plethora of silo'd management systems can lead to data integrity issues and mounting maintenance costs. In order to provide competitive and bundled service offerings, experience reduced order intervals and attractive service margins, wireless service providers need a service management solution that eliminates costly and error-prone manual processes, while abstracting the complexity of underlying service delivery networks. The service management platform must easily integrate into existing OSS systems (e.g. order entry into existing OSS systems (e.g. order entry billing systems, etc.) while providing tightly integrated service configuration tools to graphically specify the characteristics and implementation requirements for new and bundled services.

### **Sigma's Solution**

The Sigma Wireless Solution™ provides a robust OSS service management solution that delivers voice, emerging data and multimedia services over CDMA/1X, 2G, 2.5G, 3G, iDEN, RIM and PCS networks. The wireless solution encapsulates the service management domain expertise and best practices that Sigma has gained from working closely with some of the world's largest and most innovative telecommunications companies.

The Sigma Wireless Solution allows a service provider to rapidly configure new bundles of wireless services, and even couple them with converged fixed network service types (e.g. wireline and cable). To execute order fulfillment, the automated service provisioning provided by Sigma's Service Management Platform supports shorter order intervals, dramatic reductions in order fallout, and faster problem resolution. The end result is service offerings that are maximized for customer satisfaction, increased revenue, and reduced operations costs.

### **Features**

The Sigma Wireless Solution:

- supports rapid service configuration via pre-built definitions of commonly deployed voice, data and multimedia services
- delivers faster time-to-market for new service definitions via automated service-bundle provisioning, that instantly adapts to wireless device capabilities and supports migration of existing customer services
- provides powerful order management to substantially reduce order fall-out, filtering out duplicate orders and removing errors due to manual processes
- enables service providers to add, modify, or delete service applications or service delivery elements without disrupting the service provider's order entry, billing or provisioning processes
- generates extensive management reports on order activity, with a comprehensive end-to-end view of all subscriber services and orders, service definitions, and network and device capabilities.

## Benefits

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- Reduced operational costs due to decreased staffing requirements
- Consolidated and rationalized service configuration processes
- Reduction of OSS silos and improved operating margins
- Subscriber empowerment via self-care e-portals and on-demand services support
- Management of subscriber and service delivery elements enabling new & bundled service offerings
- Ability to intelligently adapt provisioning processes
- Ability to perform marketing service assessments by providing trial to buy with roll-back, weekend trials to targeted segment

## Technologies

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Pre-configured Services support today for:

### Voice Services:

- Prepaid & Postpaid Service and Fleet Migration Support
- Telephony Voice (Phone feature settings & Voice Mail)
- Paging Service
- Short Message Service (SMS),
- 1X Tethered (Wireless Modem)

### Data Services:

- Multi-Media Messaging Service (MMS),
- Wireless Web Browser Access
- Wireless Web Premium Content
- Micro-browser Packet Data

### Additional Services

- Push-To-Talk (PTT Server)
- RIM Services and iDEN Services
- Managed IP Service

## About Sigma Systems

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Sigma Systems is a premier provider and leader in the design, development, and deployment of OSS service management solutions. A global company, we automate Communications Service Providers' (CSPs) business and operational processes enabling them to define, activate, manage and diagnose subscribed, on-demand and real-time IP broadband and wireless services. Sigma All Play Solutions provide the "Intelligence Behind Converged Services Delivery".

Today, we manage over fifty (50) deployments for CSPs, such as Cox Communications, Charter Communications, TELUS, Rogers Communications, TVCabo, Shaw Communications and @NetHome, and others with a combined total of approximately 30 million subscribers managed on our platform, across North America, EMEA, CALA and APAC.

For more information, please visit [www.sigma-systems.com](http://www.sigma-systems.com).