



# Sigma Systems

*The Service Management Leader*



## **SIGMA ALL PLAY**

**The Intelligence Behind Converged Services Delivery**

Sigma All Play is the next generation of integrated service configuration, subscriber service management, order management, network resource management and converged services delivery, bringing together multi-technology networks and automating the provisioning and activation of integrated services across any consumer or business user's device – any time, any where.

# Are You Ready to All Play?

Consumers and business users want it all – and they want it now.

Voice, video, data, premium content and entertainment, along with information sharing and collaboration. They want these services delivered across a variety of devices, wherever they may be. It is the evolution of service mobility and flexibility.

And it is up to you to provide these integrated, converged services in the fastest, most cost-effective, and profitable way – or risk losing the customer to the competition.

Sigma Systems delivers OSS service management solutions that give you the power of All Play.

All Play OSS service management lets you provide your customers with any subscribed, on-demand, event-based or real-time network or application service (e.g. voice, video, data, premium content, entertainment, information, SMS/IMS/unified messaging, push to talk, & gaming), on any consumer device (e.g., TV, phone, PC, mobile, PDA), over any access network technology (e.g. HFC, DSL, FTTH, ETTH, 2-way satellite, 3G/4G wireless).

With the power of All Play, you can focus on your customer and on delivering the converged services they want. Services are no longer dependent on the network technology. They become universal assets that can be authorized, provisioned and activated for your customers with the agility, flexibility and seamless mobility your business requires, and the personalization and customization your customers expect.

## All Play Benefits

- » User-friendly, customer-centric experience for subscribers/users
- » Rapid introduction of new services, promotional offerings and personalized bundles
- » Quickly acquire and activate new subscribers and retain existing subscribers
- » Decrease deployment and operational costs, and drive higher APRU per subscriber
- » Realize a converged IP network while removing operational silos
- » Achieve operational and business integration with third-party partners to deliver premium content, entertainment and communications services

# My Services. My Choice. My Way.

All Play enables a new and enhanced user experience.

Rather than relying on silo'd customer details, All Play provides a unified subscriber profile of each customer. With this profile, and your business rules and policies, customers can order and manage converged services based on their device type, presence, location, and entitlements.

Control and visibility are also important. All Play provides an integrated view of all service delivery networks via network resource management, coupled with intelligent service orchestration – resulting in automated, end-to-end OSS service fulfillment.

*Sigma All Play OSS service management enables you to evolve to an IMS-based services architecture – and provides the Intelligence Behind Converged Services Delivery.*

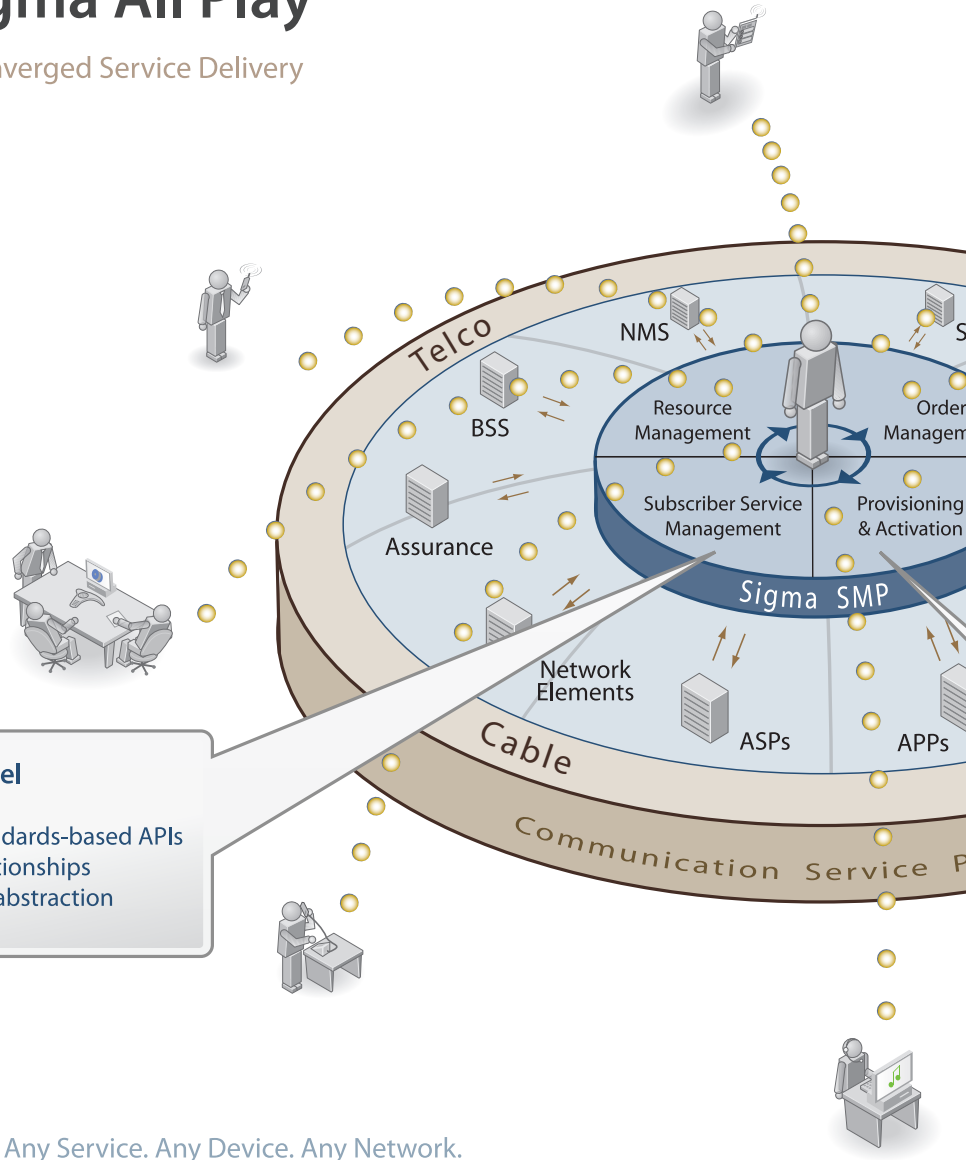
## It's an All Play world.

Any Service. Any Device. Any Network. Any Time. Any Where.



# Sigma All Play

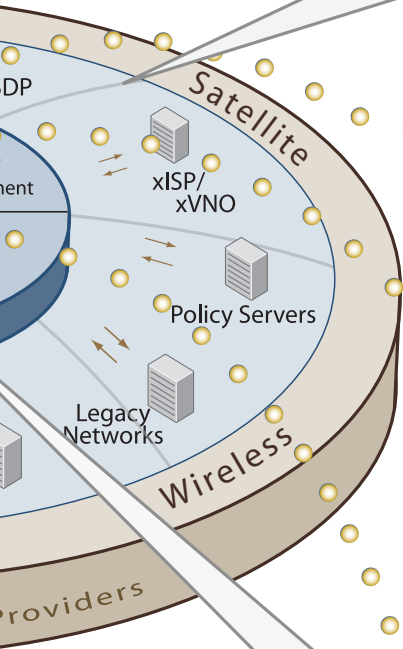
The Intelligence Behind Converged Service Delivery



## Federated Information Model

Metadata driven with open, standards-based APIs  
Subscriber-service-network relationships  
Service-to-network technology abstraction

Any Service. Any Device. Any Network.  
Any Time. Any Where.



## Integration Framework

Open API Interfaces (i.e., OSS/J)  
 Integration to BSS, OSS, NMS, HSS, SDP  
 and network/service delivery systems  
 J2EE enabled adapter frameworks

Sigma's Service Management Platform (SMP) and its underlying ServiceBroker™ provide the foundation for creating, delivering and managing industry-leading services for voice (circuit switched, IP-TDM, VoIP, SIP, cellular voice), video (IPTV, DTV, ITV, VOD, PPV), data (DSL, HSD, mobile and fixed wireless data), and IMS-enabled service fulfillment across any network technology, to all qualified consumer devices with inter-working between services.

Using its configurable and federated service information model, unified subscriber profile, service orchestration and intelligent process control, and integration framework to external network/business/ operational systems, application servers/SDPs and partnered service providers, Sigma SMP and ServiceBroker enable true network and service convergence.

## ServiceBroker™

Real-time orchestration of business and operational processes  
 Prioritization, scheduling and manual task administration  
 Failover, rollback (full & partial), and jeopardy management scenarios

# Deliver true service mobility.

Any Service. Any Device. Any Network. Any Time. Any Where.



## Choose Sigma

We understand the challenges you face in providing consumers and business users with converged, bundled services across your network, and in automating and integrating your OSS service management to improve your business operations. Sigma's market-leading solutions have been developed from 10 years of proven and trusted deployment experience for voice, HSD, ISP, video and premium content/information/entertainment services at leading cable, satellite, cellular/mobile and wireline CSPs worldwide.

Our Service Management Platform (SMP) is an open, highly-configurable and standards-based OSS platform that was designed for the evolution to IMS.

Now you can provide your customers open control of their services when and where they want – subscribed, on-demand, prepaid, post-paid, event-based and more – all with a unified subscriber view and intelligent processing and control to authorize, authenticate and fulfill those services.

At Sigma, we have the products and services you demand to realize true service convergence, OSS system integration and end-to-end automation.

Let's All Play.

**Contact us to learn more about how we can give you the power of All Play.**

1-888-782-6468 or +1-416-943-9696

**[www.sigma-systems.com](http://www.sigma-systems.com)**

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## About Sigma

Sigma Systems is the leading provider in the design, development and deployment of All Play OSS service fulfillment solutions to automate business and operational processes for Communications Service Providers. As a global company, with over 10 years experience and 25 million subscribers managed worldwide, we are the premier OSS provider across cable, satellite, cellular/mobile and wireline networks.



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