

New Services. **Delivered.**



From the Global Leader in
Advanced IP Service Fulfillment
Solutions.

All Play | Delivered.

Service bundles build incrementally. Double play brings together voice and high-speed Internet services. Triple play adds digital video services such as TV, PPV and Video-on-demand. The quad play brings in the mobile services component for voice, data, messaging and premium content. All Play opens the door to a range of converged communications, entertainment, messaging and content services where users can access any service, across any network, on any device and at any time.



Sigma Systems
NEW SERVICES | DELIVERED.

Sigma's All Play Solution

Delivering All Play ultimately means offering customers the exact combination of services they want without being limited in the way they can access them. This means breaking down the barriers between access networks and enabling services to traverse geographies, network domains and devices. Mobile devices are breaking new ground in bringing video, music, photos, voice calling, messaging, presence, mobility and social networking onto one, on-demand platform. Television and streamed video have begun to migrate to the Internet, and onto mobile networks. The industry is on the verge of hyper-connectivity and true service convergence – broadband access anywhere, applications usable on any device, and content portability across them. Sigma delivers the service fulfillment solutions that service providers need to drive these advances and bring integrated, multi-domain service packages to market.

Deliver it All – With Sigma Systems' All Play Solution, you can deliver it all – voice, video, Internet, messaging and incremental premium content and entertainment services. Sigma provides a complete, end-to-end solution to ensure bundled and converged services are created rapidly, made available for ordering, and delivered accurately and efficiently – every time.

Drive Efficiency and Control – Sigma sees services through from creation, to ordering and fulfillment. Sigma's Service Management Platform and All Play Solution orchestrates everything from service creation, order capture, order management, subscriber policy management, and service provisioning to network activation, including customer premise equipment (CPE) and handsets. Sigma's SMP Platform and Service Fulfillment Applications also provide service catalog management, self-care portal integration and diagnostic contact center tools that refine processes and enable end-to-end visibility.

Sigma lets service providers track and fulfill orders while keeping customers informed and confident. Sigma's Service Profile Manager leverages SMP's information model to determine service availability; lets Customer Service Representatives (CSRs) track past and in-progress orders; automates adds, changes and deletes; and provides live visibility across service domains and into the entire ordering and fulfillment process.

Simplify Delivery – To compete in an All Play world, service providers need to consolidate service delivery systems, streamline operational processes, and automate the fulfillment of bundled and converged services. Ordering and fulfilling a bundle opens the channels through which multiple services

can be delivered. The mobile, video, Internet and voice paths all must be established to open the doors to converged and on-demand services any time and anywhere. And, it needs to be done at the push of a button.

Through Sigma's market-ready All Play Solution both service providers and customers are given control over their services. Customers can take care of themselves through self-service portals, service providers can create and manage new service offerings, and contact centers can focus on providing a quality experience without becoming lost in a mix of product names and stand-alone processes.

Enable Ubiquitous Service Bundling – Compelling All Play packages bring new forms of communication and entertainment to life for customers and capitalize upon service providers' investments in all IP networks. From dozens of voice features, Internet capabilities, presence and location services, to mobile messaging, endless content, and video services, Sigma's Service Catalog Manager enables communications service providers to rapidly and easily create differentiated feature packages that are compelling, repeatable, and can be targeted to promote personalization. Sigma's approach to service componentization drives reuse and carrier-grade reliability, so that services can be defined once across many bundles without silos or technology domains interfering.

Orchestrate Everywhere – All Play becomes powerful for users when, at the touch of a button, they have complete access to all of their services from any device, anywhere they go. Making this happen is no small feat. It requires a range of capabilities that span ordering, fulfillment, activation and complete data integrity that encompasses the customer, network and services. Unique strengths in relating customer and service information; topology views that manage services' impacts on technology resources; and real-time capabilities in authorization, entitlements and device activation allow Sigma to enable a true All Play experience that transcends the bundle and puts customers in control of a premium interactive experience.

The Power Behind the Push of a Button Sigma Systems overcomes the technical complexities that keep service providers from reaching their full potential. In a world bound by technological barriers, Sigma cuts across legacy silos and traditional network borders to deliver technology-neutral services. Customers have increasing expectations of their service providers. Sigma is the power behind the push of a button, giving customers a flawless service experience any time, anywhere, and on any device they choose.

Discover what it means to deliver by contacting Sigma Systems today.

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