

## New Services. Delivered.



From the Global Leader in  
Advanced IP Service Fulfillment  
Solutions.

## Mobile Services | Delivered.

Mobile services span the voice, data, video, messaging, content and Internet worlds. Mobile handsets have become personal statements, central to people's lifestyles, personalities, special interests and self-expression. From voice, messaging, and chat - to photo sharing, gaming, and social networking; mobile services are changing the way people all over the globe interact with each other and with technology. Sigma's service fulfillment solutions for wireless and mobile let service providers tear down the barriers between technology domains and deliver successive generations of integrated and converged services.



**Sigma Systems**  
NEW SERVICES | DELIVERED.

## Sigma's Mobile Solution

From traditional mobile networks to 3G/4G and Mobile WiMAX, Sigma delivers the ability to deliver multiple services in the wireless domain and facilitate a truly nomadic service experience. Voice telephony and voice features; push-to-talk; IM/SMS/MMS; premium content; and broadband Internet capabilities all come together with the push of a button. Sigma enables the service creation, service bundling and fulfillment processes operators need to innovate their offerings continuously while providing an exciting and satisfying interactive experience that attracts and retains customers.

**Package Wireless Services and Applications** – The wireless business revolves increasingly around dynamic market segments. Packages need to combine subsets of voice, messaging, Internet access, mobilized business applications, email, games, streamed video, entertainment, social networking and other components into streamlined, bundled service packages that cater to large and specific consumer groups. Sigma's approach to service componentization allows operators to define distinct elements that are repeatable and deliverable across any access technology; to create new bundles quickly and easily; enable on-demand services via real-time authorization and entitlements processing; and deploy fulfillment processes that make it all come together with the push of a button.

**Enable a Personalized Nomadic Experience** – As more and more Internet-based content, services, and applications are available to mobile devices, customers expect access to them anywhere, anytime, and in any way they choose. The walled-garden approach no longer works as full access to content and applications increases demand for unlimited accessibility, ubiquitous services, and higher Quality of Experience (QoE). Sigma's Mobile Solution facilitates the nomadic experience by enabling service providers to modify services and applications easily for delivery over any access technology, whether that be 2.5G, 3G, WiMAX, converged or any other access infrastructure - anywhere, anytime, to any device.

Sigma's Mobile Solution is also able to discover device capabilities for each customer to ensure communication service providers are offering as many services as possible to each mobile subscriber. Sigma's Mobile Solution also includes important features to manage single sign-on, service authorization and entitlements, and other critical components to enable both subscribed and on-demand revenue generation.

**Capture and Fulfill Orders** – A successful wireless offering depends on a positive customer experience beginning with the order capture process and ending when the desired service is delivered accurately. Customers need to have confidence that their provider will connect them to the world reliably and deliver the handsets and service bundles they want. Wireless operators need to automate the order capture process to eliminate manual handoffs and errors; make contact centers efficient; and drive costs out of day-to-day operations. Sigma's Mobile Solution enables services to be ordered from the device by understanding the actual device's capability for each subscriber and delivering the desired service automatically, at the push of a button.

**Drive Efficiency and Visibility** – From self-care portal integration, over-the-air order capture and contact center tools to workflows that refine processes and enable end-to-end visibility, Sigma lets wireless operators capture, 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 the entire ordering and fulfillment process. Once a subscriber is on board, a new world of interactive services is opened to them – and Sigma Systems provides a complete solution to simplify the numerous business, operational, technical, and third party integration processes necessary to add new subscribers seamlessly and deliver to them a converged and nomadic service experience.

**Empower the Push of a Button** – New wireless services, applications and multimedia content are delivered on-demand, at the push of a button. This requires the merging of many background technologies – from billing and CRM systems through application servers, pre-paid servers, content servers and mobile telephony switching systems - Sigma enables real-time service delivery. It overcomes technical complexity by orchestrating and providing visibility into the service fulfillment and business processes on-demand services require and automates many of the systems and process necessary to deliver rich, mobile multimedia services over wireless and converged networks. Workflow tools allow for processes to be established, automated and refined to ensure a flawless interactive experience. Sigma's Service Topology Manager ensures that CPE, network and application resources are available in the flow of service fulfillment; manages and balances the impact of real-time changes on available resources; and recovers any delivery failures to protect orders and facilitate the real-time service experience.

**A True Solutions Focus** – Behind any wireless service bundle is a host of network, switching, messaging, content and application technologies that must be supported and coordinated from service creation to service fulfillment. Sigma supports a broad range of switches; wireless web platforms; messaging technologies; mobile Internet browsers; web and email clients; pre-pay platforms; and voice mail systems right out of the box.

## All Play | Delivered.

Mobile services are the next step forward for many service providers looking to extend beyond bundled voice, video and data. Closing the gap between wired and wireless services and technologies is critical as the communications industry loses its boundaries and drives real service re-use, integration and convergence. The Internet is already making the leap and communications providers must answer rapidly with superior, carrier-grade All Play offerings. Sigma delivers what communications providers need to bundle voice, video, Internet, messaging, content and multi-media services to create innovative bundles that change the way people communicate and interact with technology and each other. Sigma makes it easy to order, fulfill, and support new converged services and enables visibility across subscribers, users, services and network domains to deliver a complete All Play experience.

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

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