

EVOLVING  
SYSTEMS



Evident™  
measuring for success



The pressures of building competitive advantage while containing costs are resulting in operators looking hard at the systems that support the service lifecycle – the process of creating, implementing and operating communications services.

Mediation is a critical part of the service lifecycle. The right next-generation mediation system provides sophisticated support across different stages of the service lifecycle, helping operators to address the challenges of:

- Rolling out new services.
- Creating new revenue-enhancing billing options.
- Reducing operations complexity.
- Minimising the cost of maintenance, change and growth.
- Providing complete visibility of service usage.
- Achieving full revenue assurance.



**Evolving Systems is the specialist provider of mediation and assurance, activation and numbering solutions.**

Our mission is to help service providers continually improve their efficiency and business success, through class-leading products, expert support, and highly regarded professional services from our partners and our own subject matter experts.



## Evident™

**Evident™** is Evolving Systems' mediation product, the first in the market proven to support convergent voice, data and content services. It delivers accurate service usage data for business intelligence, revenue assurance and next-generation billing.

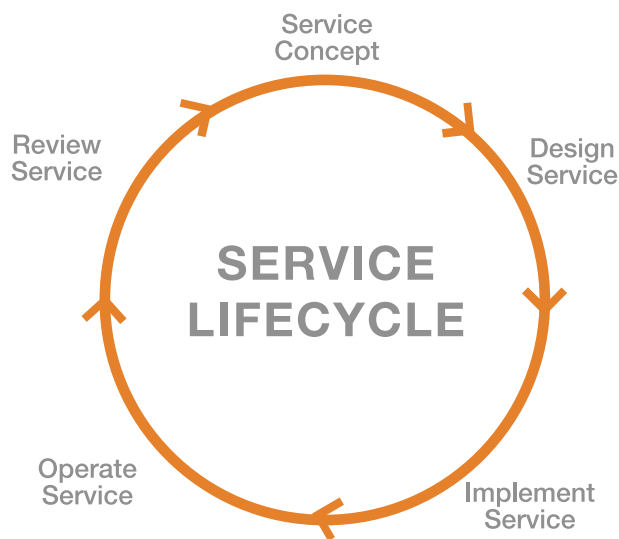
Some of the operators benefiting from Evident are:

- **Telewest Broadband.** Evident provides UK operator Telewest Broadband with single, consolidated mediation platform across their multiple network and business system environments, enabling Telewest to implement new charging requirements for voice, data and content services.
- **Vodafone Hungary.** Evident was initially deployed to support mobile operator Vodafone Hungary's launch, Europe's fastest GSM network rollout, and has since been extended to support GPRS and MMS services.
- **Cybercity.** Danish fixed provider, Cybercity, has demonstrated the benefits of adopting Evident by taking full control of product upgrade, integration and configuration while retaining the advantage of a fully supported product platform.
- **Inmarsat.** Evident has been selected to support UK satellite operator Inmarsat's Broadband Global Area Network (B-GAN) providing high-speed mobile data services anywhere in the world. Evident will manage GSM, GPRS and TAP3 roaming data to meet Inmarsat's billing and other business requirements.



# The Service Lifecycle

The service lifecycle is the process of conceiving, designing, implementing, operating and reviewing services. These stages need to be tuned to support the distinct market conditions for the range of services offered. For some services, speed of action to gain early presence and market share is the priority. For others, reliable, low cost operation is the dominant requirement.



Today, many operators use a collection of IT systems that are ageing, inflexible and poorly integrated, often built in isolation to solve a particular problem.

Resources are committed to maintaining systems supporting established services, while the introduction of new services is impeded. These problems are compounded by the lack of a single business view of all customer types, payment models and services.

The pressures of building competitive advantage while reducing costs are resulting in operators looking hard at the service lifecycle as a whole. They are focusing on the systems that support it to gain maximum efficiency and to improve their financial and competitive positions.

# Service Lifecycle Requirements

The demands of the service lifecycle can be characterised as follows:

- Concept** Product marketing must be allowed to develop innovative service concepts and features that meet customer demands without being limited by the systems that support them.
- Design** Mapping from concept to network and support systems' design should be a straightforward process, not one that requires numerous work-arounds, gap-fillers and service-specific extensions.
- Implement** Once the key decisions have been made, rapid and reliable implementation and testing processes are required to move as soon as possible to a 'ready for service' status.
- Operate** Reliability, completeness and simplicity of administration, monitoring and control facilities are necessary to minimise the operations overhead.
- Review** The availability and accessibility of network, service and operations data is a pre-requisite to supporting business visibility of key performance indicators to enable effective decision-making.



## The Role of Mediation

Mediation maintains a pivotal role in the revenue assurance process, linking together network services with business support systems. Its importance lies in its ability to provide a point of reliability and adaptability as both network technologies and business requirements change. This capability is vital as billing models evolve to allow for more innovative charging options for complex services.

The mediation system can also provide information to other business intelligence systems. It monitors customers' service usage to give the operator a valuable insight into the buying habits of its customer base, influencing the design and marketing of new services.

Once a service is implemented, mediation also has a central role to play in revenue assurance, helping operators identify and retrieve missing revenues, as well as recognise profitable and unprofitable services.

## Evolving Systems' Evident Solution

Evolving Systems' Evident is a proven, convergent mediation solution that has been developed with Evolving Systems' long experience with leading operators. It offers full carrier-grade support in terms of reliability, performance and scalability and delivers the benefits of an easily maintained system together with a product roadmap and expert support.





## Creating Service Concepts

Operators need to generate new service ideas to equal or better those of competitors. In mediation, they need a system that supports new service concepts and design rather than place limitations on the options available or require new solutions to support it.

As one of the first truly convergent mediation systems, Evolving Systems' Evident eliminates the need for purchasing separate systems for different technologies or services as it spans GSM, GPRS, 3G, IP, broadband and circuit switch technologies to present to the business systems a common view of service usage. This is a major advantage for operators looking to consolidate and rationalise their networks following mergers or acquisitions.

### Evident is proven to support:

| Service                      | Example   |
|------------------------------|---|
| Bandwidth connectivity       | Broadband access, LAN interconnect, VPN services  |
| Application and data hosting |   |
| Communications services      | Voice, video and messaging  |
| Content services             | On-line gaming, video-on-demand   |
| Interactive television       | Personalised electronic program guides, TV on demand, interactive gaming, secure shopping and banking on TV, internet access, multimedia mail, real-time chat |

## Designing New Billing Models

Evident supports both end-to-end batch processing and event processing within a single product, providing operators with the complete flexibility to meet the specific requirements of each service and each business system.

**Mediation needs to support the evolving billing models associated with convergent service packages. Evident's built-in flexibility easily handles any billing model:**

- Flat fee
- Bandwidth usage
- Content value
- Delivered quality of service
- Content provider revenue share
- Awards of credit



Evolving Systems has, for example, deployed an XML micropayment interface for multiple third party content providers, enabling operators to establish a standard model

for all new content platforms and enabling rapid business system integration and service launch.

Increasingly sophisticated customers expect information to be available on demand. The ability to offer customers, particularly in the lucrative business market, on-line access to current usage and spend can deliver real competitive advantage.

# Implementing New Services and Technologies

Evident provides a single point of change for new business requirements, reducing the time, effort and cost of change as well as helping operators to rapidly react to competitive pressures, address new customer requirements and support new business processes.

Evident acts as a buffer to protect business systems from network changes. Its modular architecture reduces the cost and impact of integrating with a new network or business system by reusing existing support for a given protocol or data format.

To help reduce the ongoing cost of system development, Evolving Systems provides its customers with the tools to tailor the system themselves within a managed environment.

- Unique graphical user interface for ease of use.
- Configurable data formats and business rules to accommodate changes to data.
- Built-in configurable reference data and correlation.
- Drag and drop configurability with full template support to rapidly integrate new systems.
- Change control to allow roll back and scheduling of change implementation.



Customers also have the option to use Evolving Systems' accredited partners and own subject matter experts to configure Evident to their specific business requirements.

## Reducing Operations Complexity

While rolling out new technologies to support new services, operators still need to apply sound revenue assurance principles where the data is used for billing.

Evident provides a single platform and straightforward basis for ensuring these principles are consistently applied. Full audit reporting, errored data management and data archiving are built-in to help operators identify and retrieve missing revenues.

Taking information directly from the network, Evident correlates, formats and delivers accurate statistics on customer service usage. All data has its own audit trail and Evident's integral reporting tool provides a range of reports.

These facilities enable the precise and accurate management of data, allowing reconciliation of data inputs and outputs – and to support compliance with the relevant regulatory, accounting and data protection requirements.

## Business Intelligence

Evident provides high quality information for better decision making. It takes information directly from the network and provides each business system with precisely the data it requires, when it needs it.

This information can help determine the impact of new services, features or business requirements on key business indicators such as ARPU, churn and margins. It is this visibility that gives operators a head start when it comes to creating marketing campaigns and pricing models. It can also highlight the level and type of usage to potential advertisers on content services. This business intelligence feeds back into the service concept stage of the lifecycle.



# The Evident Advantage

Evident gives operators a major improvement in service lifecycle efficiency, meeting the challenges of each stage for both established and new services:

- Innovative service, charging and partner integration concepts.
- Simplified solution design around a consolidated mediation platform.
- Open integration and rule implementation with change management support for rapid deployment.
- A single, complete operations and administration interface for distributed mediation.
- Support for end-to-end revenue assurance and continuously updated business intelligence.

Contact Evolving Systems today to discuss how Evident can help you improve your service lifecycle efficiency.

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