



Carrier-Driven, Carrier Proven *Syndesis By Your Side*

OSS purchasing decisions are never easy. And OSS implementations are never painless. At Syndesis, we understand this. We've lived it. We know there is no magic wand when it comes to operations support. We know there will be challenges to every OSS deployment – both seen and unforeseen. But we also know how to partner with our customers to overcome these challenges, and how to instill confidence in Tier 1 service providers who, having learned the hard way, are often skeptical. We've done it again and again, delivering on our commitments with proven and reliable solutions.



Commitment to Quality

- > **QuEST Forum membership** and dedicated **TL9000 certification program**
- > Highly refined **product life cycle** and **custom solution methodology**
- > Proven **escalation procedures** with customer-centric **“war room” support**
- > Mature solution delivery process with 4-stage, customer-focused testing, including **replica customer environments and scenarios**
- > Disciplined release management strategy and **Change Notification procedures**
- > Dedicated **network test lab**, with access to the widest range of network equipment & configurations

Syndesis grew up in Tier 1 environments, from our earliest deployments at Swisscom to our recent successes at Telecom Italia and SBC, and our carrier-class program and commitment to quality continue to evolve with those of our Tier 1 customers. Having worked in concert with large carriers around the globe, we've matured through experience. We've learned to strike that delicate balance between solution repeatability and flexibility; between tackling problems from a carrier's point of view and maintaining third-party objectivity; between fostering carrier independence and supplying unparalleled support.

With so much riding on the next generation of OSS, it's no wonder that Tier 1 providers turn to Syndesis. We have the corporate track record, the solution delivery track record, and the technology track record that large carriers demand.



A Company You Can Trust

For more than 17 years, Syndesis has delivered New Network fulfillment solutions to the world's leading service providers. Whether achieving Operational Excellence at Telecom Italia, enabling valuable stranded asset recovery at Bell Canada, facilitating the rapid introduction of new broadband services at Qwest, or earning top supplier honors at SBC, Syndesis has proven itself on carriers' front lines.

This experience in the Tier 1 trenches drove Syndesis to develop large company practices in a small company frame, defining and refining product life cycle and solution delivery processes that meet the rigorous demands of our carrier customer base. Yet while our process maturity ensures the quality, repeatability, and accountability of a large company, our size and focus enable Syndesis to maintain the agility and responsiveness of a start-up.

At Syndesis, ensuring our customers' success is our top priority. This means consistently delivering and supporting on-time, quality solutions that meet customers' unique broadband fulfillment requirements. As a member of the QuEST Forum, we are committed to achieving TL9000 certification and to working with our customers and partners to set the bar for telecommunications excellence.



**Syndesis – the quality,
repeatability, and
accountability of a large
company.
The agility and
responsiveness of a
start-up.**



all Syndesis solutions
undergo extensive
customer-focused,
scenario-driven
testing in replica
customer lab
environments prior to
delivery

Delivery & Support You Can Count On

Successful OSS projects depend on more than superior products and the latest technologies. They also depend on people. That's why we've assembled a team of highly skilled, field-proven solution delivery personnel to ensure rapid and successful deployments and smooth transitions to carrier-controlled production environments.

Many of our Professional Services, Educational Services, and Solution Support professionals came to Syndesis from carrier network operations and engineering organizations. All have extensive experience collaborating with Tier 1 providers – solving day-to-day implementation issues, seeing that each solution meets specific customer requirements, and making sure that all Syndesis deployments are fully operational.

Aiding in this mission is the unique Syndesis Tier 1 Testing Program. In addition to our multi-tiered software development testing, all Syndesis solutions undergo extensive customer-focused, scenario-driven testing in replica customer lab environments prior to delivery, thereby minimizing implementation issues. Through our dedicated network test laboratory, Syndesis Solution Certification Teams have access to the widest range of network equipment and configurations.

Getting quality solutions out the door is just the first step. Equally important is ensuring that our solutions operate effectively in a service provider's unique environment. Backed by the Syndesis Research and Development (R&D) organization and Global



Services Solution Engineering Center (SEC), our Product Support team is available around the clock to help customers and partners install, operate and maintain their Syndesis solutions.

Syndesis offers tiered Solution Support packages to meet carriers' specific project and operations requirements. All support offerings include SyndesisDirect™, which provides 24x7x365 secure online access to the Syndesis Help Desk for problem logging, tracking, and reporting; software patch and release downloads; customer information; and technical and release publications. All Syndesis support packages also feature service level agreements (SLAs), which clearly define support and response requirements and escalation procedures, enabling the accurate measurement of our success and that of our customers. To further facilitate SLA tracking and reporting, our commercial-grade trouble-ticketing system can be cross-correlated with carriers' own internal systems.



Products You Can Bank On

Nearly two decades of production deployments and close collaboration with Tier 1 customers have driven the roadmap for our carrier-class core platforms, and have road tested the results. Enabled by the latest technologies, Syndesis service management products have repeatedly proven themselves to be dependable, scalable and elegant solutions to one of the most fundamental service provider challenges – profitably delivering and maintaining high-volume broadband services.

From our distributed architecture and full redundancy support to our sophisticated exception handling, online help, operator task automation, and advanced system monitoring and dashboard, Syndesis products meet the stringent reliability and serviceability demands of high-volume, round-the-clock operations environments. Close co-operation with our equipment vendor partners further ensures product dependability, enabling Syndesis to perform advanced software evaluation and thorough interface and solution testing on the widest range of network and equipment configurations.

The core Syndesis product architecture, which serves as the foundation for the Syndesis NetProvision™, NetDiscover™, and NetOptimizer™ solutions, is highly scalable. With a distributed software and database architecture, multi-threaded processing, and concurrent transaction support, Syndesis products easily handle carriers' increasing demand for broadband data services over what are often geographically dispersed service areas. With each product release, Syndesis significantly

increases the certification levels for our product capacity testing, consistently raising the performance bar to stay ahead of the curve for our largest deployments. As much as 10% of our R&D organization is dedicated to performance testing, tuning, and certification using our state-of-the-art test lab.

We can show numbers to support these claims, from theoretical maximums (e.g. 2×10^8 services supported in a Syndesis-managed network) to Syndesis-certified performance metrics (e.g. support for 5,000,000 services in the network and 3,000 transactions per hour in Release 4.2 with certification levels set to at least double in our next Release).

But more significant is our actual performance in Tier 1 production environments. Consider, for example, one of our European carrier customers, where Syndesis NetProvision recently provisioned and activated new DSL services at a rate of 2,500 per hour, processing more than 9,000 orders in a single four-hour period. Or take a look at a leading North American incumbent. There Syndesis NetOptimizer recently moved more than 4,000 services within a single night's maintenance window, a task that had previously taken the provider more than 30 days to complete using 10 dedicated resources.

Underpinning our scalable and dependable solutions is a highly flexible and easily extensible core product design. Our inherent NGN domain intelligence and three-tiered, modular product architecture support carriers' near-term service and network requirements and their long-term evolution strategies. With Syndesis, providers can easily introduce new technologies and equipment into their networks, and new services into their catalogs, without re-engineering their provisioning system. Our extensive off-the-shelf equipment, service, and technology support is also complemented by a suite of Syndesis software development kits, enabling us to quickly meet provider-specific requirements. Syndesis' open APIs and adherence to industry standards further ease solution deployment and expansion, facilitating smooth integration with legacy or third-party applications.

Syndesis By Your Side

To each solution deployment, Syndesis brings product and process maturity uncommon in a company of our size. And more importantly, we bring experience – experience understanding the problems of large service providers and experience solving those problems with proven, reliable, quality solutions. We've done it before. We're doing today. We're committed to doing it even better tomorrow.

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