STREAMLINING SERVICE FULFILMENT

A SERVICE ACTIVATION CENTER AND BROADBAND COMMAND CENTER USE CASE

Benefits:

1. Increase Average Revenue per User (ARPU)

2. Hasten time-to-market for new services

3. Decrease operational costs and improve efficiency

4. Gain strong competitive differentiation

5. Improve customer satisfaction resulting in lower churn

Background

For any service provider looking to deliver a full range of information, communications and entertainment services over fixed, cable, mobile, and Internet platforms, a key challenge is the activation and provisioning of those services.

Manual processes are time consuming, error prone, and expensive when dealing with thousands of subscribers and multiple service options. Automated provisioning can allow subscribers to self-serve as well as self-install modems and MTAs, which leads to faster startup and better customer service. At the same time, an automated system can reduce truck rolls and installation costs, and remove limits on the number of subscribers brought online daily.

Solution: Automated Service Fulfilment and Provisioning

Reduce operational costs, cut down on manual processes, and increase revenue with an automated solution that simplifies service fulfilment and provisioning. Service Activation Center and Broadband Command Center from Incognito Software together automate the provisioning and management of quad-play data, voice, wireless, and video services.

Automated IP Provisioning

Broadband Command Center automatically provisions customer premises equipment with IP addresses and allows them to connect based on subscribed services. Broadband Command Center also gives you the freedom to choose the devices and technologies that best fit your business model by supporting all of the latest industry standards and a wide array of devices.

Simplified Service Management

Service Activation Center is a service provisioning software that provides a single interface for multiple back office systems and associates subscribers with a wide variety of service types on a per subscription basis. Using Service Activation Center, you can eliminate and automate a number of steps in the complex service activation process, thus increasing network efficiency and reducing operational costs.

A Single Integrated Solution

Using modularized adapters that interface to network servers and devices, Service Activation Center can integrate with Broadband Command Center, billing systems, CRM,

IP management systems, credit card payment gateways, prepaid card gateways, and other back office systems to ensure fast and accurate delivery. By automating the activation of quad-play services through a central platform, Service Activation Center eliminates the need for multiple types of service activation platforms.

Together, Broadband Command Center and Service Activation Center reduce operational and management costs by promoting a streamlined process around the delivery of services. Revenue generation is maximized by the solution's ability to make new services and revenue streams possible quickly and easily. These include:

- Subscriber self-service
- Pre-provisioning and automated installer processes
- Prepaid services
- Hybrid pre and postpaid services
- On-demand postpaid services

Subscriber Self-Service

The Service Activation Center subscriber portal API provides subscribers with a web-based, self-service user interface. This self-service portal enables subscribers to manage and purchase services, as well as activate those services.

Additionally, subscribers can register for services using this portal by providing information such as their account number and username. Service Activation Center then uses its Service Catalog to determine what services should be offered to this subscriber and carries out all the required provisioning steps — including package subscription and service activation — while Broadband Command Center manages the device configuration.

As part of the self-service capabilities of Service Activation Center, subscribers can also enable or disable access to certain websites using the software's content management capabilities. This is ideal for parents who want to protect their children from objectionable web content.

Prepaid Services

With Service Activation Center's prepaid service capabilities, you can offer flexible fixed-usage and fixed-duration service plans to your customers, eliminating the need for long term monthly post-paid contracts. Services that can be activated on a prepaid model include high-speed data and video services.

Prepaid High Speed Data (HSD) Service

In order to provide customers with payment flexibility, Service Activation Center facilitates prepaid services on a specific category of cable modems in the network. Inactive cable modems in this category will be directed to a specific website
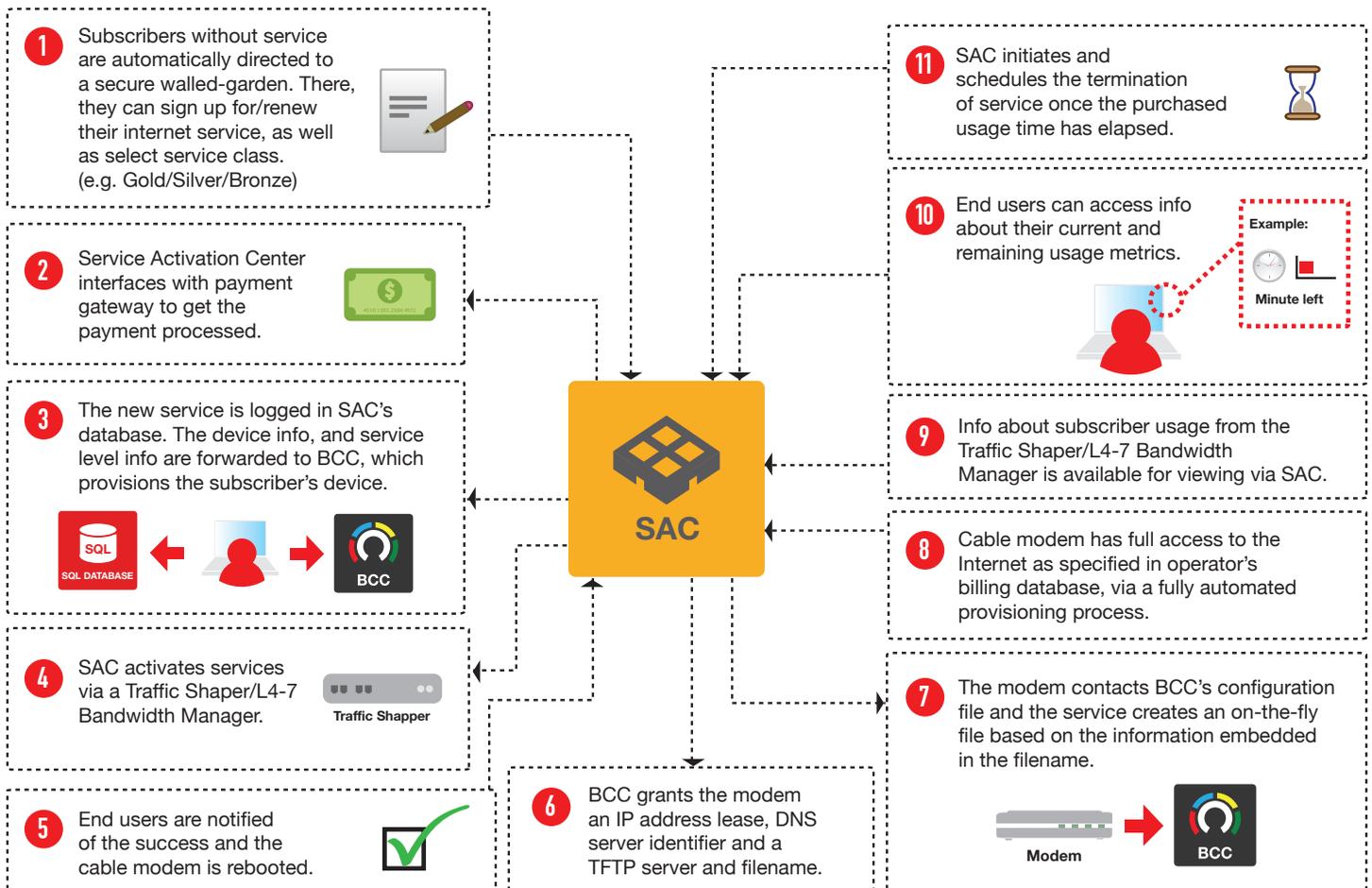

1 Subscribers without service are automatically directed to a secure walled-garden. There, they can sign up for/renew their internet service, as well as select service class. (e.g. Gold/Silver/Bronze)

2 Service Activation Center interfaces with payment gateway to get the payment processed.

3 The new service is logged in SAC's database. The device info, and service level info are forwarded to BCC, which provisions the subscriber's device.

SQL DATABASE   BCC

4 SAC activates services via a Traffic Shaper/L4-7 Bandwidth Manager.

Traffic Shaper

5 End users are notified of the success and the cable modem is rebooted.

6 BCC grants the modem an IP address lease, DNS server identifier and a TFTP server and filename.

SAC

11 SAC initiates and schedules the termination of service once the purchased usage time has elapsed.

10 End users can access info about their current and remaining usage metrics.

Example:

Minute left

9 Info about subscriber usage from the Traffic Shaper/L4-7 Bandwidth Manager is available for viewing via SAC.

8 Cable modem has full access to the Internet as specified in operator's billing database, via a fully automated provisioning process.

7 The modem contacts BCC's configuration file and the service creates an on-the-fly file based on the information embedded in the filename.

Modem   BCC

Figure 1: Simplified Customer Self-Service Procedure

through a walled garden. The walled garden portal provides a selection of service packages and some predefined service trials. Your customers will find signing up for prepaid HSD services simple, and the process is automated with Service Activation Center and Broadband Command Center.

Prepaid Video On-Demand

Flexible prepaid functionalities included with Service Activation Center can also facilitate the roll-out of prepaid TV services. Subscribers can sign up for either analog or digital television channels for only certain periods of time. For example, a subscriber who does a lot of travelling may only require television services on the weekend. Service Activation Center provides a simple interface enabling the subscriber to select the times he wants access to the television services. He can select to immediately activate the channels or to schedule the channels to be activated on a specific date and time. Once the service has been activated, Service Activation Center will track the number of days used and deactivate the channels when the service period expires.

Service Activation Center also simplifies the installation process making it more efficient for service installers. Once a service has been ordered and entered into the system, service installers are dispatched to the customer premises. Once there, service installers can use Service Activation Center to assign a cable modem to a specific subscriber.

As the order information has already been entered into Service Activation Center, the installer simply needs to plug in the cable modem and look up the order information through a walled garden. Service Activation Center will then automatically turn on the service. The installer can then run diagnostics using Service Activation Center, to confirm that the cable modem is working correctly. Optionally, Service Activation Center can report the subscriber's cable modem information and the identification of the service installer to the billing/customer care system. The ability to track which installers handled which cable modems reduces the likelihood of fraudulent and incorrect installations.
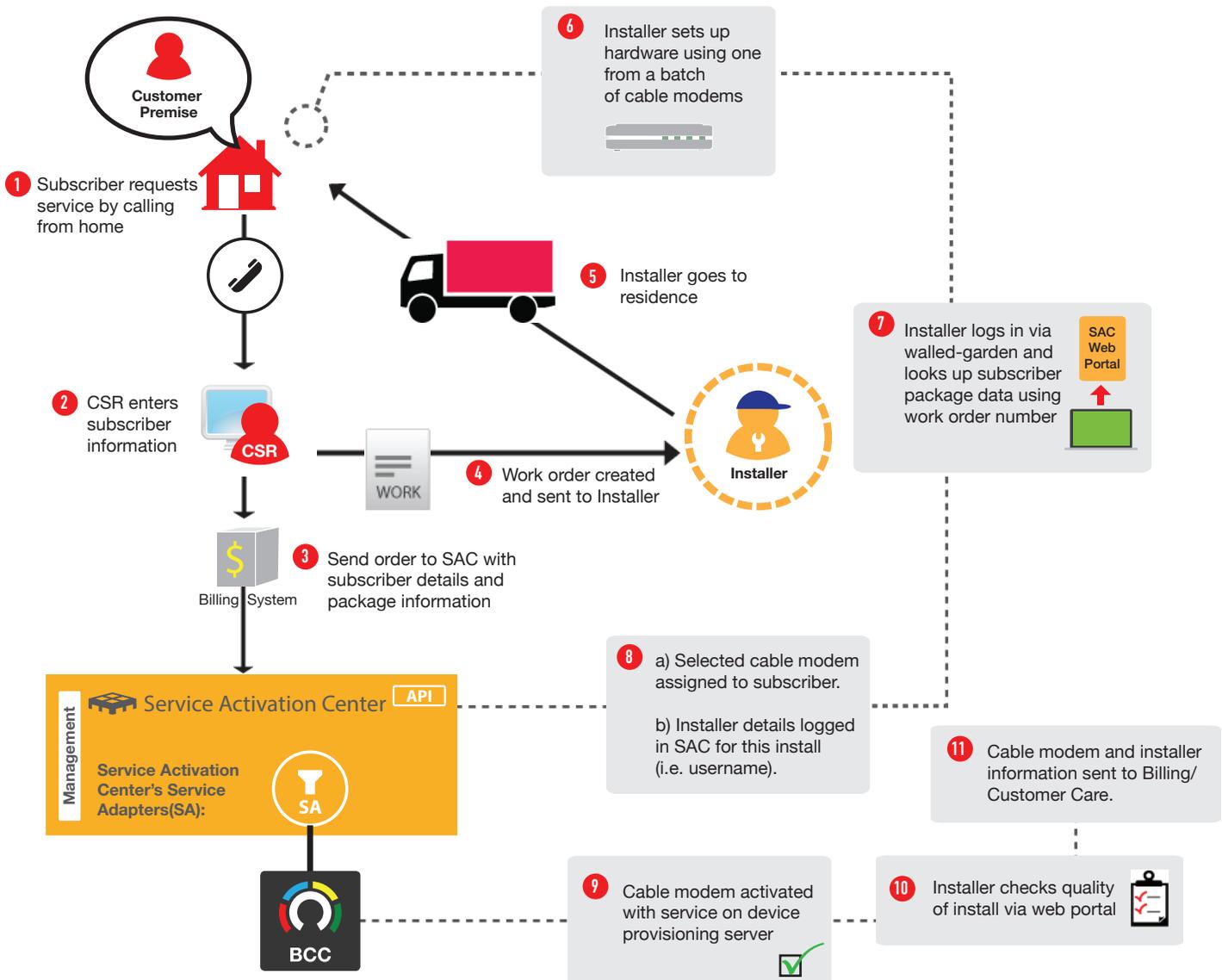

Figure 2: Simplified Installer Process

On-Demand Postpaid Services

With Service Activation Center, you can offer all of the above prepaid services on an on-demand, post-paid basis. This capability allows existing subscribers to trial other services that they have not previously subscribed to. Service Activation Center will interface with the back office billing system to ensure that the associated charges are presented as a line item on the subscriber's next bill. For example, if a Digital TV subscriber wishes to try the HSD service, they can connect to a web portal supported by Service Activation Center and select the HSD service. The service will not be charged prior to service activation, and will instead appear on the subscriber's next bill.

Increase Revenue and Reduce Operational Costs

With Service Activation Center and Broadband Command Center, you can streamline the entire service activation and device provisioning process. The result is better customer service and fewer menial tasks for technical staff, who can focus instead on customer service and other important tasks.

Prepaid and on-demand services made possible by Service Activation Center open up new revenue streams, allowing you to maximize your ARPU. The software's flexibility also enables faster time-to-market, allowing you to launch new service packages and reap the monetary benefits quickly.

Additionally, interactions with subscribers are improved with the subscriber web portal, giving you an additional point of contact with subscribers and allowing them to manage their existing services as well as easily purchase additional services.

THE INCOGNITO PHILOSOPHY

Broadband service providers worldwide use Incognito products to solve their device provisioning, network intelligence, resource management and service activation challenges. In addition to helping you increase operational efficiency and monetize IP-based services, Incognito also delivers:

Flexible Modular Solutions.

Get software solutions that fit your needs, not the other way around. Our extensive toolkits and experienced integration experts ensure that you can easily integrate any Incognito solution into your existing systems.

Customer-Centric Approach.

Be heard. We listen to and take your suggestions seriously. That's why 80% of new product features are a direct result of customer feedback.

Support Services.

We're committed to your success. Our experienced professional services team can design custom solutions to suit your needs, while our support team is available 24/7 to answer your questions.

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