Telco Software Solutions Portfolio

Enriching Customer Satisfaction!
Augment & Monetize Subscriber’s Satisfaction
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Intracom Telecom is a global telecommunication systems vendor operating for 35 years in the market. The company has over 2,000 employees worldwide and invests significantly in developing cutting-edge products and solutions while exploiting its advanced in-house R&D center. Over 100 customers in more than 50 countries choose Intracom Telecom for its state-of-the-art offerings. The company’s clientele consists of fixed & mobile telecom operators, public authorities and large enterprises. Intracom Telecom’s major shareholders are Intracom Holdings and Sitronics.

Intracom Telecom, abreast with the latest technological developments, offers a range of service delivery and business & operations support systems. The company has strategically focused and is investing heavily in the continuous evolution of its telco software portfolio exploiting the network convergence to all-IP.

The portfolio consists of intelligent, service-adaptive and subscriber-aware networking solutions that include IPTV platform and advanced mobile value added applications, next generation intelligent network services & charging applications, as well as policy management and big data analytics solutions that aim to continuously improve customer experience and Operator’s KPIs. Intracom Telecom’s competitive telco software solutions portfolio incorporates the latest standards and state-of-the-art technologies, to deliver innovative, revenue-generating software services and solutions that serve the ever-changing need of its customer base.

Dedication to R&D and commitment to technology innovation is at the foundation of the company’s business strategy. Intracom Telecom maintains in-house state of the art research laboratories that facilitate the rapid development of high-quality, advanced telecommunication systems.

For more information about the company, kindly visit our website at www.intracom-telecom.com.
Unlimited Possibilities in a Multi-Screen Environment!

Overview
Telco operators and service providers are evolving into VAS providers in order to boost declining ARPU.

fs|cdn™, the multi-screen IPTV platform from Intracom Telecom, allows bundling video with existing data and telephony services to increase revenue.

By incorporating all modules required for digital content acquisition, encryption, distribution and reception, within a multi-screen environment, fs|cdn™ enables subscribers to have secure access to a plethora of exciting digital content services.

The built-in content protection mechanisms have been audited and certified by several international independent agencies for their efficiency and robustness, allowing operators to execute agreements with world-leading content providers and networks.

In addition, the ever-growing list of worldwide successful deployments demonstrates the stability, expandability and smooth operation of the fs|cdn™ platform.

Benefits
- **Increased** revenue through the delivery of compelling entertainment / infotainment services and content across different multiple screens, unintrusively bundled with personalized advertising
- **Customizable** user interface offering new revenue opportunities through co-branding and personalization to serve the local market needs
- **Cost-effective solution** of pay-as-you-grow design to facilitate the expansion of the network, at any time, with controlled budget and minimum risk
- **Ensured timely responsiveness** through a highly-adaptable and evolving product development lifecycle

Highlights
- Secure bundling of telephony, data, broadcast TV, content on-demand and other appealing multimedia services
- Rich set of available APIs for the seamless integration into the operator’s back-office OSS / BSS and external Over-The-Top (OTT) systems
- Centralized monitoring & management of fs|cdn™ elements, content assets and end-users, all from a single unified interface
- Outstanding business and technical services
Policy Management & Beyond!

Overview

With the proliferation of mobile broadband internet, Policy Management has become a critical strategic component for IP networks, helping Communication Service Providers (CSP) to address the pressing challenges of today. These include the optimization of network capacity utilization, the introduction of innovative, revenue-generating services and the maintenance of a superb customer experience.

ActionRuler™, the state-of-the-art carrier-grade Policy Management solution from Intracom Telecom, employs an intuitive user-friendly interface for defining and deploying innovative policy-enabled IP services.

A broad, off-the-shelf adapter repository allows fast & seamless integration with the core network and OSS/BSS components. ActionRuler™ has been designed to handle the needs of an ever-growing and demanding subscriber base in an optimum manner.

Benefits

- Highly personalized customer experience, strengthening CSP’s competitive position and building customer loyalty
- New revenue streams through the delivery of innovative services
- Do-it-yourself service creation for reduced OpEx and fast time-to-market
- Rich choice of complementary, value-added applications

Highlights

- Intuitive rules engine enabling sophisticated policies and services
- Rapid/on-demand customization of policies and services
- Carrier-grade platform – high performance and reliability
- Deployment flexibility in both mobile and ISP networks
- Built-in modules for customer & self-care, administration, reporting and monitoring
- Full 3GPP compliance
**Overview**

Communication Service Providers (CSPs) need to maintain existing Intelligent Network (IN) offerings and develop new value-added services, while maximizing the usage of their VAS / IN platforms.

Intracom Telecom’s NGIN solution enables CSPs to deliver advanced voice and data services over today’s hybrid networks, giving users the perception of a single, unified network. The offered solution combines best-of-breed, carrier-grade HP OpenCall platforms with robust innovative NGIN applications developed in-house.

Since 2001, when the strategic partnership with HP was established, Intracom Telecom has been multiply awarded as “HP Partner of the Year” for its excellence in partnership commitment, sales, support, and development of novel solutions on top of HP OpenCall. The company’s NGINius-Apps™ cover a broad range of operator needs in domains of Virtual Private Network, Intelligent Routing, Location & Roaming, and Messaging & Signaling.

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**Benefits**

- Personalized, sophisticated applications that allow operators to **differentiate** from the competition
- **Fast time-to-market**, easy application development & customization
- **Increased** revenue & market share through on-demand services and applications
- Further SMB **market penetration** by taking advantage of the Communication as a Service model
- Significantly **lower CapEx & OpEx** as compared to legacy IN systems
- **Flexible pricing** schemes, pay-as-you-grow licensing

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**Highlights**

- Vast track record in deploying and supporting turnkey NGIN projects for wireline, wireless and NG networks
- Adjunct solution and/or smooth, fast and secure migration from legacy IN to NGIN/IMS
- Openness to third-party applications and OSS / BSS infrastructure
- Real-time orchestration of NGIN and/or external applications (VAS / IN / Charging / Multimedia)

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**Customer-Centric Innovation!**
Flexible, Adaptable Charging!

Overview

The widespread acceptance of smartphones and mobile internet, and the resulting high demand for data services have demonstrated the limited capabilities of legacy charging systems. The latter were designed primarily for voice calls and messaging services, and not for high-bandwidth data applications.

Intracom Telecom's NGINius-Charging™ is an end-to-end real-time convergent charging solution enabling innovative marketing offerings.

Developed on top of the HP OpenCall suite of platforms, NGINius-Charging™ meets the demands of next generation networks, supporting prepaid, postpaid and hybrid models, and allowing the introduction of commercially-attractive payment schemes, which can be launched to market quickly and cost-effectively.

Benefits

- Reach of targeted specific market segments for maximizing profitability and service uptake
- Covers all layers of charging and network convergence
- Significant CapEx & OpEx savings as compared to legacy prepaid systems
- Flexible pricing, pay-as-you-grow licensing

Highlights

- Account-centric design fulfilling today's market requirements for on-line charging
- Field-proven solution – seamless smooth integration into a multi-vendor core network, and the OSS / BSS infrastructure
- Common and rich service portfolio for all subscribers, supporting several payment models
- Real-time credit control – powerful convergent rating engine enables real-time and post-processing rating
Overview

ServiceWeaver™ is a state-of-the-art VAS creation platform that rapidly implements SMS, USSD, IVR and broadband services. A slew of readily-available applications help operators sustain their competitive position, preserve investment in existing infrastructure and expand their portfolio to get monetary results. Indicative ServiceWeaver™ applications include:

**SmartCampaign**, which provides a flexible framework for creating and running loyalty campaigns and delivering carrier-grade quality targeted ad content.

**iRBT**, a color ringback tone solution offering personalized ringback tones to every subscriber, individual or corporate.

**PAG**, an excellent facilitator for quickly deploying additional / customized self-care and reporting functionalities on top of existing billing and charging infrastructures.

As an alternative to the extensive portfolio of out-of-the-box applications, customers have the option to easily develop their own ones, or trust Intracom Telecom for customized solutions tailor-made to their particular business needs.

Benefits

- **Beat the competition** – become the first to launch new innovative and exciting applications in the market
- **Less investment** for integration and new development projects by leveraging today’s best-of-breed open source technologies
- **Reduced** OpEx & administration complexity
- **System scalability & license flexibility**
- **New services are hot-deployed without downtime**

Highlights

- Easy customization of the existing service logic to keep track of the fast-changing marketing requirements
- High-throughput, low-latency performance and no single point of failure
- Intelligent request routing technology for managing traffic and protocols from – and to – all external systems
- Web-based rules SDK, for adding intelligence and adaptability to changes to all deployed VAS services
- Centralized system management and monitoring
**Overview**

Organizations need to deliver consistent levels of service, irrespectively of their subscriber location or the communication channels utilized. By focusing on better, differentiated services and cross-selling additional offerings, they can increase the value of customer relationships.

Intracom Telecom makes available a carrier-class portfolio of Contact Center solutions – for voice / video recording and workforce optimization – designed to build exceptional loyalty through a customer-centric approach. By obtaining accurate and timely information from customers, understanding their intentions, investigating specific occurrences, and by gaining insight from business interactions, organizations can make better-informed business decisions.

Since its strategic partnership with Genesys in 1997, Intracom Telecom has been given the “Best Partner” award several times (2003, 2007, 2010) for its successful long-term collaboration in the broader Eastern & Central Europe, Middle East and Africa (ECEMEA) region and commitment for excellence.

**Benefits**

- **Improved** organizational performance by leveraging customer feedback through multiple communication channels
- **Superior** Quality of Experience (QoE) and bolstered loyalty through the rapid deployment of new, fast time-to-market services
- **Low TCO** and investment protection through best-of-breed solutions
- **Reduced** current & future OpEx that might appear due to Contact Center location or relocation constraints

**Highlights**

- Assured integration with diverse systems – CTI, IVR, PBX, Multimedia Recording, WFM, backend, etc. – from multiple vendors
- Contact Center virtualization for exceptional fault tolerance, high availability and smooth expandability
- Complete service portfolio for Contact Centers: from operations, to consultancy to training services
- Proven vast record of successful deployments for major telecom operators, banking & financial organizations in Greece and the Balkans
Excellence in Service Fulfillment!

Overview

In the telco domain, service provisioning plans require advanced, easily-configurable fulfillment policies that rapidly execute complex operations toward the service-enabling elements, while an accurate and consolidated view of network assets is essential for the maximum utilization of network resources.

ActionStreamer™, the service provisioning platform from Intracom Telecom, facilitates the introduction of new services across multi-vendor and multi-technology networks. Standard-based workflows allow to effectively model the service logic required for business processes orchestration.

Furthermore, ActionStreamer™’s network discovery module supports the automated discovery of physical and logical network assets, directly from the network, providing a unified and vendor-neutral view of both network assets and their supported services, over multi-technology infrastructures.

Intracom Telecom demonstrates a proven track record of service provisioning & network discovery solution implementations, over mobile, VoIP, IP, SDH, NGN, IMS, xDSL, IPTV and WiMAX networks.

Benefits

- **Enriched customer experience** through rapid, fully-automated provisioning processes
- **Unified view** of physical and logical network resources
- **Optimized** network capacity use: no out-dated or inconsistent physical and logical information
- **Increased operations effectiveness**: minimized manual intervention eliminating human error factors

Highlights

- Standard BPEL workflow modeling for rapid introduction of provisioning logic in a graphical fashion
- Batch provisioning for massive services activation/deactivation in a scheduled manner
- Intuitive design & development framework for rapid and efficient solution adaptation
- Support of full, scoped and event-based discovery
- Unified and vendor-neutral modeling and presentation of physical and logical network information
- “As-designed” vs. “as-built” discrepancies identification & resolution mechanisms for optimum utilization of network resources
Operators need to seamlessly integrate critical operational data and monitor their network as well as services, spanning across different technologies and platforms and also make sure that service level agreements (SLAs) are fulfilled to the optimal level.

With a strong ecosystem of best-of-breed partners and the capability to deliver top-notch professional services, Intracom Telecom can perfectly address all assurance needs of the operators. The offered HP TeMIP-based solution provides an integrated fault management view of the network and services for an efficient NOC operation.

In addition, the company’s monitoring solutions can assure network availability and service quality. By obtaining information directly from signaling links and user data, unified and independent analysis of the network or service performance can be performed. Operators can cost-effectively migrate their legacy networks to the next generation world, while monitoring everything: from high-level application and conversation flow information, all the way down to the transferred packets and from legacy-standard networks to multi-play IP configurations.
Actionable Insights from Streaming Petabytes!

**Overview**

The advent of Big Data is taking by storm all industries, and Telecommunications is no exemption to this. The value of Big Data Analytics lies mainly in generating deep insights into a Communication Service Provider’s (CSP) business and leveraging these to proactively trigger intelligence-driven actions fast – preferably in real or near-real time.

Intracom Telecom has embarked on the Big Data technology by introducing BigStreamer™, a Big Data and Complex Event Processing solution that enables CSPs to create real-time, telco-specific, data-powered applications in an end-to-end fashion.

In an ever challenging environment, BigStreamer™ empowers CSPs to gain competitive advantage by combining data analytics intelligence with real-time actions.

**Benefits**

- Improve **customer experience** in real time
- Optimize network – Cut costs
- Revolutionize **customer retention**: from churn prediction to churn prevention
- Enable data-powered applications for **revenue generation**

**Highlights**

- Leveraging the massive computing power of popular Hadoop distributions
- Seamless data capture from virtually any telco information source
- TM Forum-driven Data & Events Object Model and Business & Operational Metrics Repository
- Real-time actions triggered by user-friendly business rules
- Growing ecosystem of third-party tools enabling ad hoc analytics, data visualization & reporting
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