



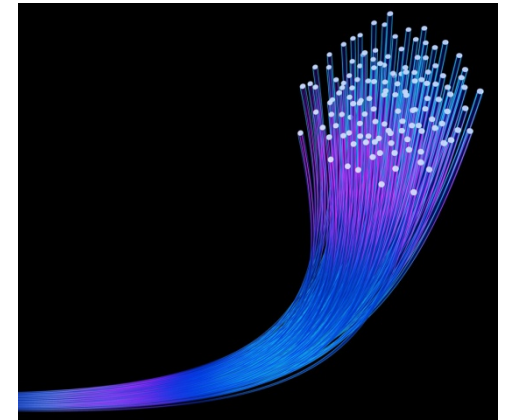
ROI Challenges of deploying Carrier Ethernet products and services



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Introduction

- In the early 1990's many analysts and technicians predicted Ethernet would die out.
- It is now predicted that this will be an industry worth £15 billion by 2012.
- Ethernet is fast becoming the “connection” of choice and Carrier Ethernet the “transport mechanism” of choice.
- Communication Service Providers (CSP) are looking to improve Return on Investment (ROI) by the reduction of Total Cost of Ownership (TCO) and Carrier Ethernet products and services are seen by many as one way of achieving this.



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Drivers for Carrier Ethernet Products and Services



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Drivers for Carrier Ethernet Products and Services

- Cost of hardware – Routers that support a multitude of Layer 2 high speed interfaces types offer the ability to connect to differing WAN technologies. These however are considerably more expensive than deploying Ethernet devices and added to this the abundance of Ethernet and the lower cost of the Ethernet chipsets; Ethernet becomes compelling
- Flexibility of bandwidth options – Ethernet provides granularity of speeds for both the customer and the provider
- Simple – The “plug and play” approach of Ethernet does provide simplicity with regard to connection types and the technology is relatively straight forward



Drivers for Carrier Ethernet Products and Services – Cont..

- Topology options – Ethernet enables a wide range of topology options thus providing the provider with greater deployment flexibility
- Wide availability of skilled staff – With the large number of Ethernet devices this has led to a large number of staff capable of supporting both the hardware and the protocol
- The diversity of vendors, supported device types and transport technologies – Not only are the traditional Ethernet devices vendors feeding this market, but so also are the legacy device manufacturers are adding capability, such as Ethernet of Transmission
- Availability – Ethernet with it's simplicity and the number of deployed ports adds to the availability experience both in connection and the quality of the connection



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Reducing CAPEX and OPEX



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Reducing CAPEX

- Ethernet devices are considerably cheaper than IP and legacy devices, thus allowing the CSP to deploy more network and therefore driving more revenue from a reduced expenditure on hardware
- The ability to provide more customer aggregated connections on a multitude of uplink speeds allows the CSP to reduce their costs on network bandwidth and circuits
- Having a common technology and connection method allows the CSP to deploy fewer front office and back office systems
- Allows CSP's to standardize the hardware not only at the customer site but also on the service delivery network

Reducing OPEX

- > Reducing the complexity of connection types and the transport technology ensure that the support staff skill requirements are reduced
- > Reducing the connection and technology footprint allows for fewer spares requirements and also keeps the operations and maintenance costs down
- > Allows the operator to reduce the support systems required for the network and thus ensures that the utilisation of technology is optimised
- > Reducing the technology footprint provides the CSP with cost savings on Service Assurance, Planning and Activation

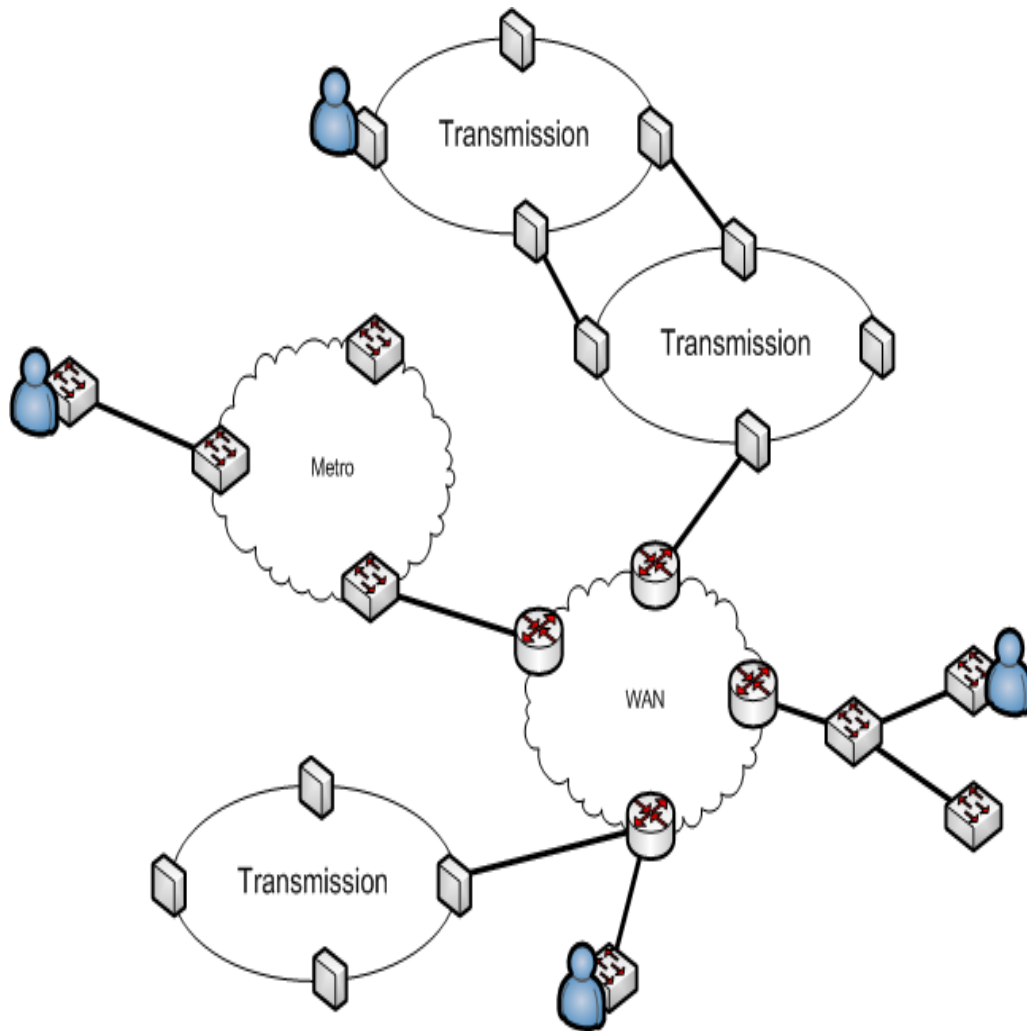


Operational Challenges



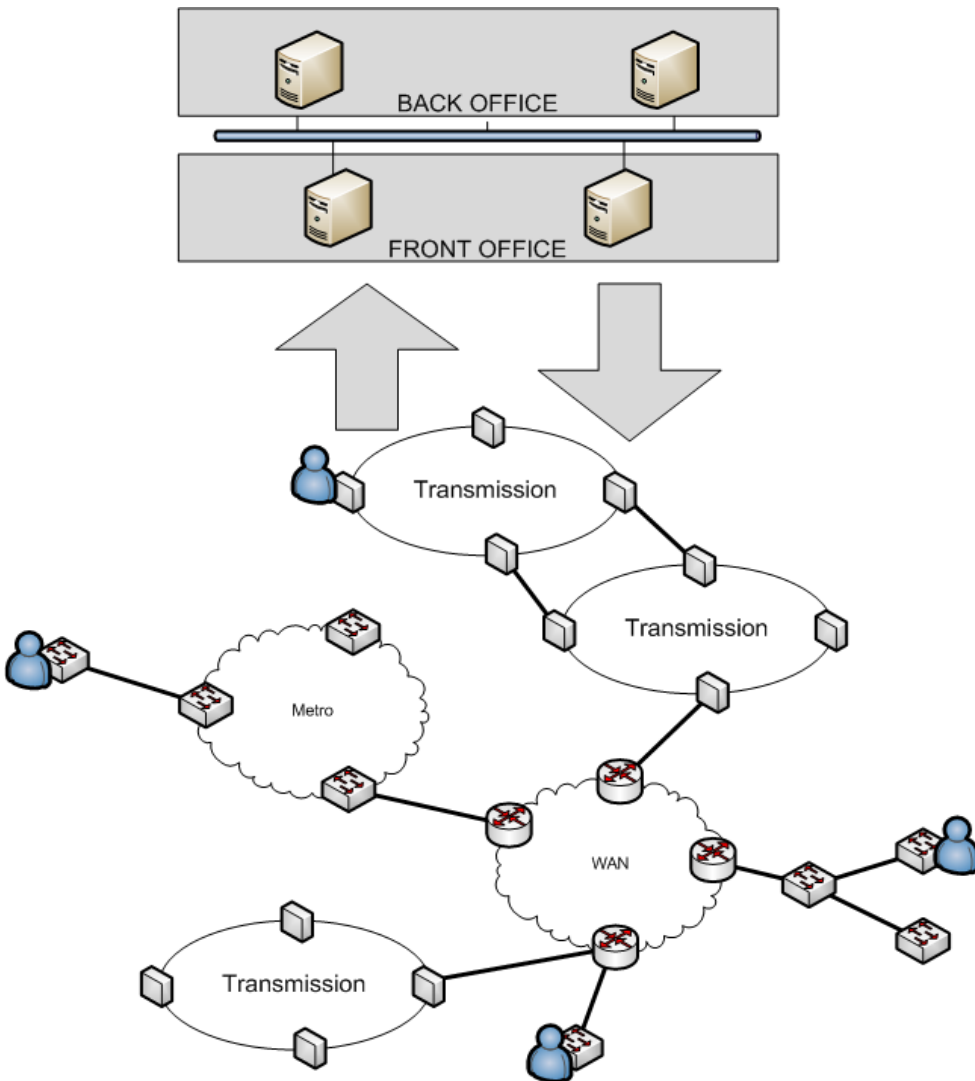
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Operational Challenges



- The diversity of devices supporting Ethernet
- The diversity of topologies and transport protocols
- The services types supported by the device/network

Operational Challenges



- All this requires a front office system that supports
 - Accurate modelling and representation of the capabilities of the network, devices and the service
 - Providing accurate planning, service assurance and service fulfilment capabilities
 - The ability to interface from the back office systems to the front office systems in an agnostic nature, e.g. Order entry – Multipoint product rather than VPLS
- Requires good Data Integrity Management, Resource Management and Service Management

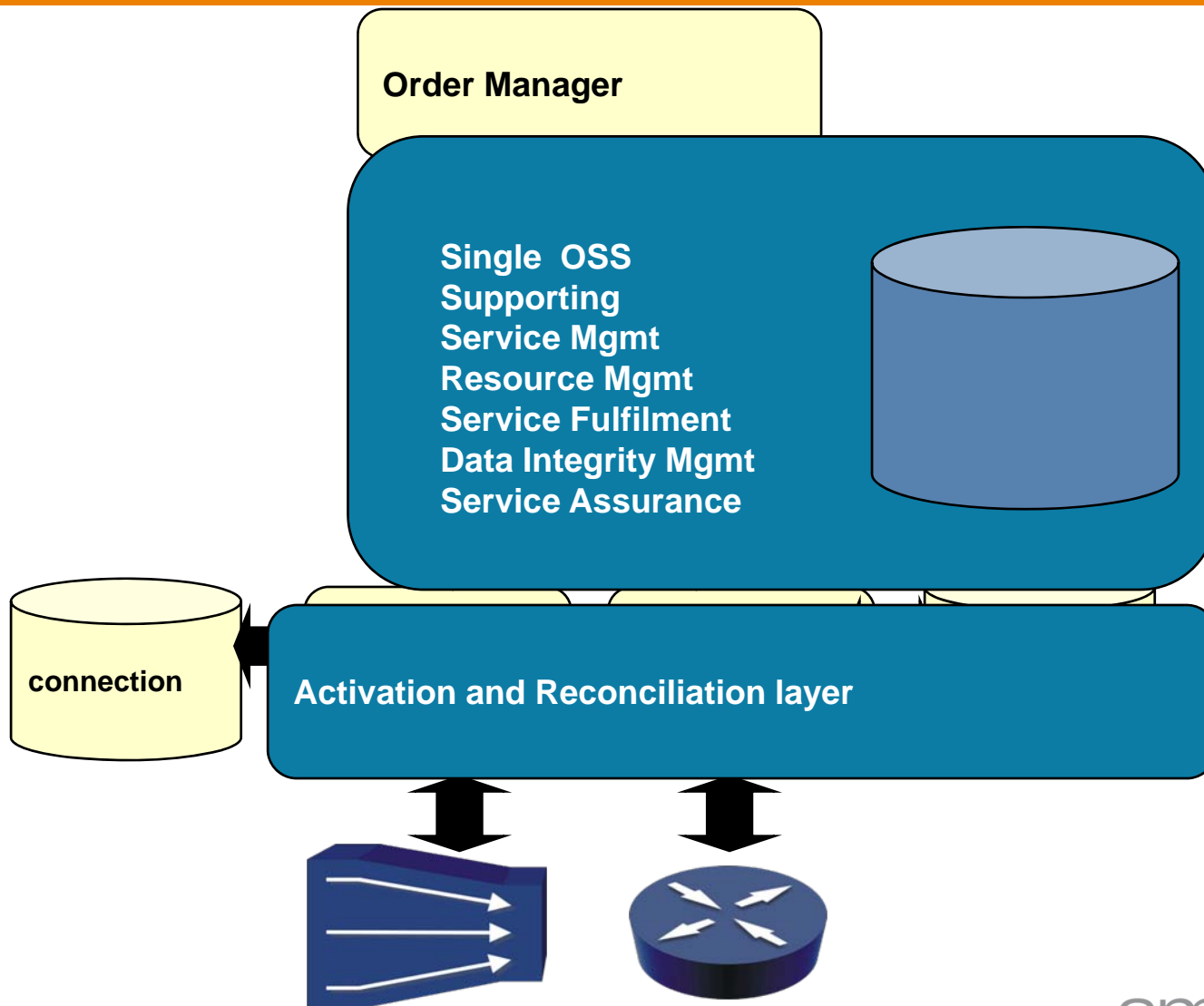


New Approach – Why a unified Front and Back office



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New Approach – Why a unified Front and Back office



New Approach – Why a unified Front and Back office

- > Assurance, Fulfillment and Planning
- > Single accurate view of the network – physical, logical and customers
 - > Multiple vendors, multiple devices, multiple services
- > Competition
- > Time to market
- > Flexibility of product and service
- > Drive down costs
- > Customer retention



What are the ROI benefits to the Communications Service Provider



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What are the ROI benefits to the Communications Service Provider

- A unified front and back office with Data Integrity Management, Resource Management and Service Management
 - Ensures the front office has a accurate and in-step view of the network, capabilities and services, ensuring the cost effective usage for fulfilment, planning and assurance
 - Provides an accurate repository which is allows service management to offer, validate and fulfil products and services
 - Allows the CSP to offer products and service agnostic to the network vendor and or technology
 - Identify and associate the capabilities of this network view
 - > Re-usable building blocks
 - > Deliver existing and new product and services in a timely and competitive manner

What are the ROI benefits to the Communications Service Provider - cont..

- > Allows the CSP to maximise the asset ensuring the maximisation of revenue
- > Provides accurate trending for both logical and physical capacity allowing “just in time” planning and usage
- > Product and Service validation at the time of order and not on network activation, setting customer expectation at the time of order
- > Ability to deliver differing products and services on time and accurately



Thank you

Questions?



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