

Q&A Session for Webinar: 29th November 2007 Closing the Service Management loop between Fulfillment & Assurance

Q: Why is it so important to assure the fulfilled service?

A: Telco's today are providing many services to their customer. These customer facing services are changing more often, has many attributes and parameters and may be associated to resource facing services that may span across several networks domain (e.g. legacy and NGN). In light of this fact the assurance process became much more complicated. Maintaining the service as it was fulfilled is about creation of a Service Instance in a centralized repository with pointers to the allocated resources and/or resource facing services and support for service instance versioning. This service instance inventory will provide CSRs and service desk operators better view of their customer service and will be the enabler for a much more efficient service assurance processes.

Q: I want to buy the fulfillment/Order Management module today; can I do that, and later on extend other assurance side for Trouble/Problem Management? What are my benefits in this case?

A: Yes, you are right, if you would want today to deploy an Order Management COTS software – that would be the fulfillment part of the SM suite. Namely SOM together with additional modules and capabilities, most of which are optional for BAM, Jeopardy, USM, task & fallout management , etc.

Later on you extend to the assurance side. By adding one product “support” to the mix you get fulfillment & assurance on to single platform. No need to buy the whole suite of products again, and that is reflected in the pricing. Adding just “support/assurance part of the SM suite is much less expensive than buying such a solution from another vendor from start – both in license and, more importantly, in terms of implementation and integration time, cost and risk; maintenance cost.

Additional benefits would be that by that, you will have the same look & feel for both fulfillment & assurance, you will be able to reuse process fragments, same interfaces (for instance: interfaces to WFM, testing, BAM, Activation, task & fallout management, resource management, etc.), you will have a single view of services, and be able assure the as fulfilled services.

Q: Should you differentiate between fallout management and faults management?

A: A certain degree of fallouts and exceptions are inevitable, especially in a transition period in which we move from a manual processing towards an automated approach. We categorize fallouts as System, Application or Business fallouts, raised during integrations between OSS systems during the execution of fulfilment and assurance processes. An alarm or a fault is representing a network malfunction that may result with an impact on an exiting or an in-delivery customer service. Fulfillment fallouts and network faults may come across each other if during the fallout resolution one discovers that the origin of the problem is network fault; if this is the case then you can create or relate this fulfillment fallout to an existing incident; upon the fault resolution you will continue with your fulfillment flow.