Nortel Networks

Preside

Next-Generation Management Solutions

NØRTEL
NETWORKS ™

How the world shares ideas.

Giving Service Providers a View to the Future—

Today

A place where you can...

...rapidly create new services

...attract new customers

...discover new revenues
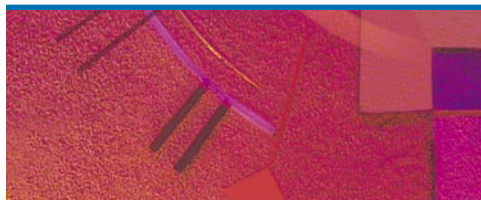
...rise above the competition

Preside

Service ware (n). *A new category of service-enabling software solutions that bind infrastructure with value-added services and applications.*

The modern communications network has matured to the point where connectivity—both business and residential—has become a commodity. In a world of flat rate, best-effort, and bulk services, people are beginning to take their new communications tools for granted.

Everyone, that is, except service providers.

While powerful new services are making communication easier for users, they're making life more complex for service providers.

The promise of the next-generation network

is here...

Nortel Networks Preside is a suite of next-generation management applications that makes the creation, deployment, and management of high-value services faster and easier than ever.

In today's communications network, where circuit-switched, optical, frame relay, ATM, and IP technologies exist side by side, the terrain takes on new contours almost daily. As a result, delivering even basic service can be an overwhelming task, leaving many service providers playing catch-up rather than looking for new opportunities to offer advanced networking capabilities and services.

A New Kind of Management Solution

Much more than network management and operational efficiency tools, Preside enables the application-aware network— where applications interwork with the multi-service network and actually control how the network responds.

The Power of the Next-Generation Network— in Your Hands.

Preside makes the promise of next-generation networks a reality today. You can create and deliver new high-value, high-margin services and reach out to customers with competitive, creative, and customized solutions.

And since Preside leverages your existing investment in network infrastructure and management tools, you're not just expanding revenues—you're maximizing profitability.

With Preside,
Nortel Networks
Service ware solution,
you can reach
beyond management
of your network
infrastructure to build solid,

profitable

relationships *with your customers.*

Rapid time-to-revenue

- Create, deliver, and bill for new high-value, high-margin services

- Quickly activate new services and capitalize on the opportunities of the Internet

- Simplify and streamline the delivery of your services

Designed to evolve with your business

- Extend best-in-class carrier management to your existing infrastructure and systems

- Bring flexibility and growth to your multi-vendor environment

- Scalable, carrier-grade, open, standards-based software for multi-technology and multi-vendor operations

Differentiation through mass customization of services

- Customize network services, applications, and content

- Enable customer self-service over the Internet

- Offer a high-quality experience with fast transaction capabilities

A Powerful Solution

Preside is an integrated suite of service-enabling software applications that allows you to meet the challenges and opportunities of today's fast-paced and competitive marketplace.

The applications platform—Preside Network Services Platform—provides a simple, intuitive point of control for a wide variety of network elements and network management applications. Graphical elements, navigation tools, user administration, and application management functions are used across a variety of applications, including the Preside suite, integrated customer tools, and third-party operations support systems (OSS). This seamless integration increases usability and simplifies training requirements.

Preside Service Control

Making it possible for service providers to offer high-value, personalized services, Preside Service Control applications extend unprecedented levels of control:

- Real-time command of network resources to automatically create and manage customer services

- Power to easily create new service offerings through a service creation environment and open Application Programming Interfaces (APIs)

- Self-service capabilities, so customers can view and manage their own services

Now, for the first time, third-party developers can tap into the network and specify the attributes that ensure the best possible performance for their application. Open APIs and the ability to deliver carrier-grade Directory-Enabled Networks (DENs)—unique to Nortel Networks—transform today's network from best-effort into one that fully uses its inherent power to deliver the right service level to each customer.

Preside Customer Care and Billing

In the future, your most familiar connection with your customers will not be with a call, but with a click. The Preside Customer Care and Billing applications help you manage those interactions with your customers and your peers. Just as importantly, it enables you to account for and bill for services rendered.

Preside Customer Care integrates and manages all customer touch points, enabling you to personalize self-service and self-sales interactions in customer-specific portals. As you activate and deliver quality services faster than ever, your customers can gain greater independence and satisfaction.

Preside Billing offers a wealth of accounting-related applications and collects quality data from end to end—across IP, ATM, frame relay, packet telephony, voice, and optical networks. This exceptional breadth and depth of data collection gives you unmatched flexibility in the types and number of billing models you can use. In addition, data is available to all Preside applications throughout the network—providing detailed, highly accurate performance views of the network and end-user services.

Preside Service Activation

Delays in service integration can seriously affect time-to-market and determine the success or failure of a service offering.

With Preside Service Activation, the process is simple, fast, and accurate:

- Rapid time-to-revenue for the network investment

- Quick network setup, so the introduction of new capabilities is aligned with new service-enabling technology

- Service differentiation, with fast provisioning of end-to-end services

Using the network itself as the most accurate source of configuration information, Preside gives you a comprehensive view of the network and allows you to set up end-to-end circuit-switched, optical, frame relay, ATM, and IP connections with ease. End-to-end service activation minimizes configuration mistakes and avoids the slow, complex process of configuring services one node at a time.

Preside Policy Services

Imagine a future of self-service communication. Where performance levels are immediately matched to individual user and service demands. Where bundles of services are tailored to individual needs. Preside Policy Services is the key to making it all happen.

Preside Policy Services simplifies network operations and provides the engine for rapid delivery of rich end-user services. By consolidating subscriber data and combining these resources with powerful service controls, Preside Policy Services gives service providers a simplified, directory-based solution for personalized service creation.

Preside Policy Services offers:

- Efficient, large-scale management of user profiles including access privileges, service quality, and authentication

- Customized solutions tailored to individual requirements

- Management of Quality of Service (QoS) policies across your entire network, allowing you to offer new and differentiated services—like broadband access services, hosted applications, and virtual private networks (VPNs)

- New revenue streams from offering premium services to high-margin business customers

- Service differentiation with Preside Policy Services enables you to offer better value to your existing customers, develop new markets, and claim a stronger competitive position

Preside addresses each step of the service lifecycle—from customer requests to customer billing—enabling greater efficiencies and higher service levels.

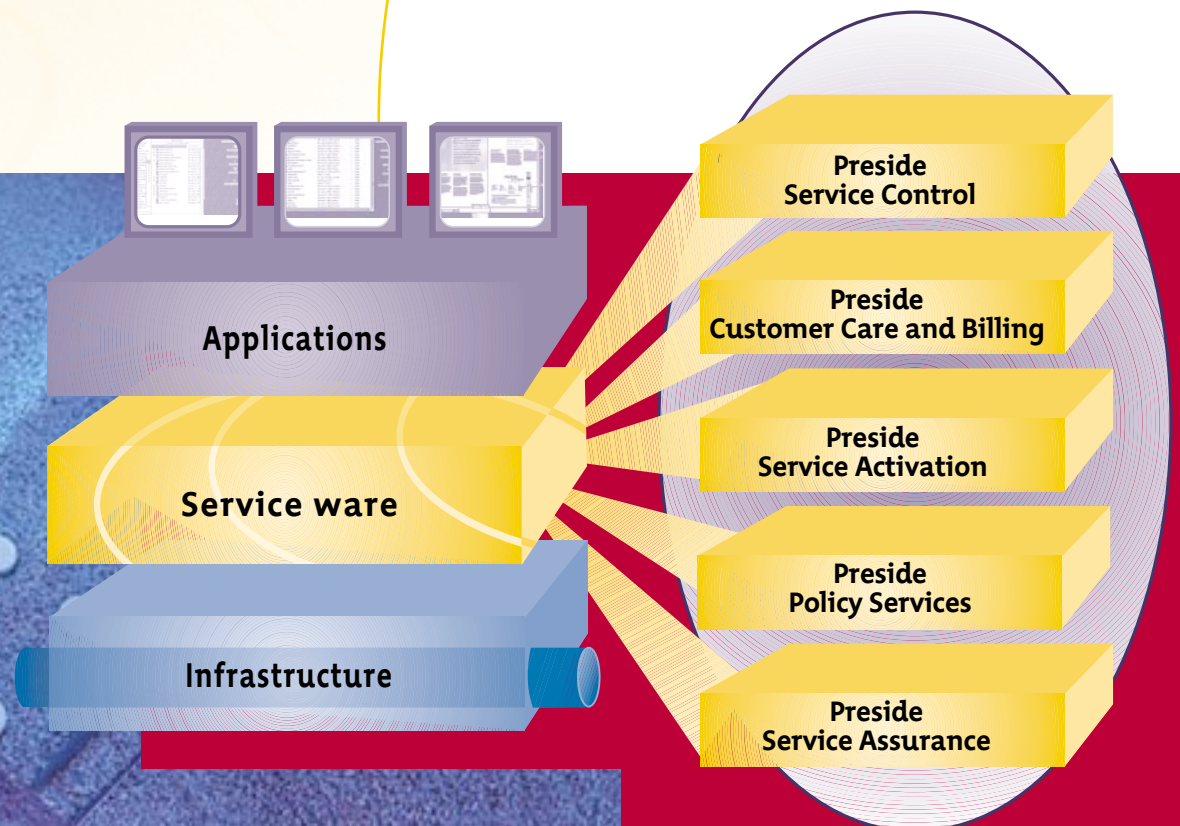# Delivering the Future—Today

Preside is:

- Available today
- Scalable and carrier-grade
- Multi-vendor, multi-technology
- Easy to use
- Built on Nortel Networks strengths and experience

So that you can:

- Offer higher-value, premium levels of service
- Optimize the cost of infrastructure ownership
- Attract high-margin business customers
- Use bandwith more efficiently to reduce bottom line cost
- Compete in today's marketplace

Preside is the glue that binds applications to the network, with full application integration across several functional areas.

Applications

Service ware

Infrastructure

Preside
Service Control

Preside
Customer Care and Billing

Preside
Service Activation

Preside
Policy Services

Preside
Service Assurance

Customers require 99.999% reliability from their networks and their services.

Preside Service Assurance

Before offering enhanced services, the network itself must be managed to a carrier-grade level of reliability, scalability, and functionality. Nortel Networks is the leader in delivering multi-technology, multi-vendor carrier-grade management.

Building upon the strengths of Nortel Networks Integrated Network Management (INM) system, already used by more than 400 service providers worldwide, Preside incorporates the most advanced, comprehensive set of fault and performance management capabilities in the industry.

Customers require 99.999% reliability from their networks and their services.

Preside handles all facets of service assurance—spanning IP, ATM, frame relay, optical, packet telephony, TDM telephony, access, and data center domains in multi-vendor network environments.

Preside Service Assurance applications deliver:

- Centralized management of multiple technologies and vendors
- Carrier-grade performance, giving you all the capabilities you need to manage all segments of the network
- Open, industry standards for interoperability with existing best-in-class Operations Support Systems (OSSs)
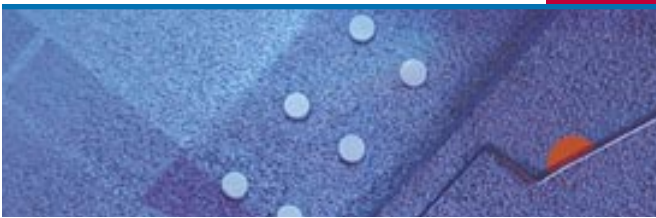
With Preside Service Assurance, you can take a proactive approach to customer satisfaction. Unique customer service management tools give your customers an easy-to-use, web-based graphical user interface, so they can see the performance of their services for themselves. With both real-time and historical views available, you can support price increases by showing customers proof of their service quality.

Preside is the **Service ware** of the next-generation service provider.

Support for Your
Success

To ensure your success with Preside, a team of Nortel Networks experts is available to assist your internal staff in deploying these advanced technology solutions. The Preside Professional Services team can add valuable experi-ence and leadership to your plannning and imple-mentation process, putting you in a commanding competitive position.

Leading the Way

Preside delivers all the tools and services necessary to evolve next-generation networks with full QoS capabilities. It is a key differentiator for service providers searching for answers to the challenges of an increasingly competitive marketplace.

- Rapid delivery of premium services not only increases revenue opport-unities, but simplifies operations and reduces costs. Service providers can now turn on new services within minutes—not days

- An open approach and proven carrier-grade, scalability that spans data networks plus optical, telephony, and wireless networks makes Preside truly unique in the industry

- A new self-service delivery model dramatically increases the richness of services and revenue opportunities

Preside is built on the unparalleled experi-ence and expertise of Nortel Networks. Through the integration of leading-edge technologies from Clarify, Shasta, and X-CEL Communications, plus close relationships with key industry enablers, Nortel Networks is breaking new ground in networking. From optimized operations to unique service bundling and personalized services for customers, Preside reduces the cost of performance while increasing your revenue opportunities.

As the Internet and World Wide Web have redefined the way people communicate, service providers must redefine how they deliver services. Those who deliver tailored solutions, facilitate creativity, and match the immediacy of the Internet will emerge as market leaders.

NORTEL NETWORKS™

How the world shares ideas.

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1-800-466-7835 from anywhere in North America.

http://**www.nortelnetworks.com/preside**