

Nokia Siemens Networks NetAct™ Delivering all-in-one OSS insight for better business

Nokia Siemens
Networks

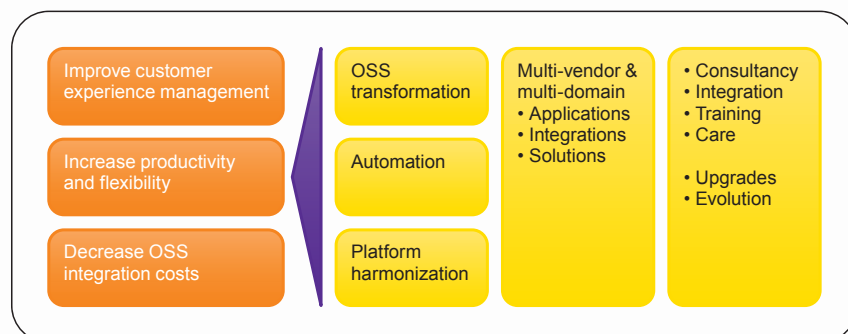


Simplifying the management of communications networks

Nokia Siemens Networks NetAct™ is the industry-leading operations support system (OSS). The unique, modular architecture of NetAct combines the management of overall network operations, individual network elements and services to provide a comprehensive solution for all communications networks, even the most complex multi-vendor, multi-technology network deployments.

Many legacy OSSs have developed piecemeal, with added layers of complexity deployed over time to manage the arrival of each new technology or service in the network. NetAct cuts through the complexity of underlying systems and solutions to provide a single system for monitoring, measuring, configuring and optimizing network resources and services.

Nokia Siemens Networks has a strong track record of delivering network solutions that today connect around a quarter of the world's population. We have already deployed more than 400 NetAct installations for around 300 customers, with 40 of those deployments in multi-vendor networks. Network operators trust us to provide the tools they need to get best-in-class performance from their technologies and services.



NetAct addresses the top business goals.

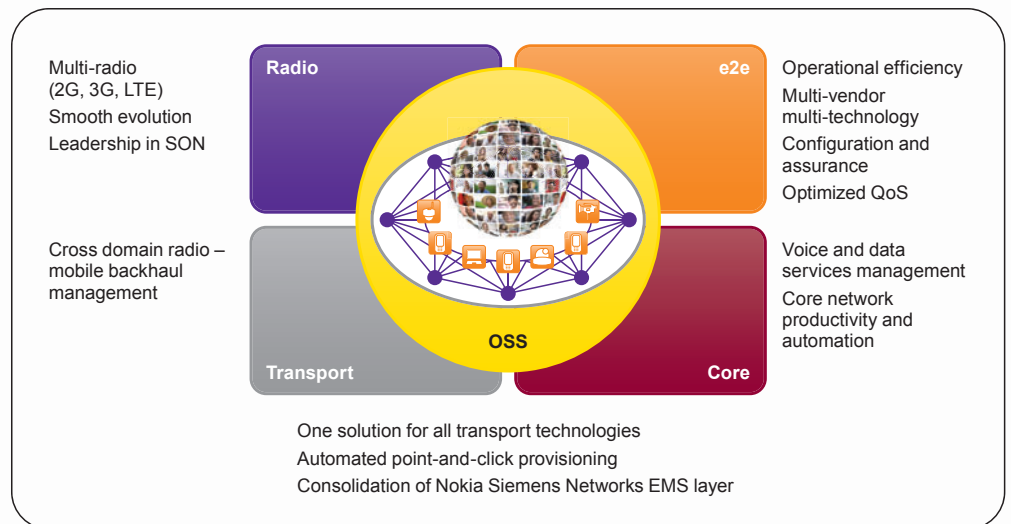
Meeting today's priorities

Conventional OSS design focuses on network management, but with NetAct the emphasis is on delivering top-notch services that create an excellent customer experience. Nokia Siemens Networks research¹⁾ shows that improving the subscriber experience tops the list of priorities for more communications service providers (CSPs) than any other issue, and quality is the main experience driver in developed markets.

Improving efficiency and cutting costs is second on the to-do list. With the launch of new technologies such as HSPA+ and LTE, CSPs are under pressure to rationalize existing systems and introduce support for the new technologies and services as rapidly, cheaply and flexibly as possible.

The third priority is to find new ways to generate revenue. CSPs want a slice of the apps pie and they're looking for tools to help them monetize what customers are doing on their handsets.

NetAct provides a single, end-to-end view of networks and services in order to optimize the customer experience. The adoption of a common, reusable platform across all NetAct applications boosts efficiency. The modular solution also uses open interfaces that make it possible to integrate NetAct with other systems that open up new, revenue-generating opportunities.



NetAct provides end-to-end management for communications networks.

End-to-end integration over a common platform

NetAct provides integrated transport, core and radio network management over a common application and computing platform.

Radio

Radio technologies are evolving fast, with 2G, 3G and LTE all used widely – often in the same network. NetAct enables CSPs to apply the same management platform whatever the current status of their networks and whatever their ambitions to achieve a smooth evolution to new technologies in the future.

Transport

Transport networks are changing too, with the rise of all-IP and optical technologies to provide mobile backhaul. NetAct provides comprehensive visibility across the entire system.

Core

The core network is where NetAct delivers voice and data services management. CSPs can monitor the status of the entire network and, even more importantly, check that subscribers are successfully accessing and using the services they're paying for. Increased automation in the core network provides massive improvements in productivity.

1) Business Needs Study 2009, Nokia Siemens Networks.

A toolbox of premium applications

The common NetAct delivery platform provides a firm foundation from which to deliver an entire toolbox of premium, modular applications. CSPs can adopt whichever applications are appropriate to meet the specific needs of their networks and business, which may change over time.

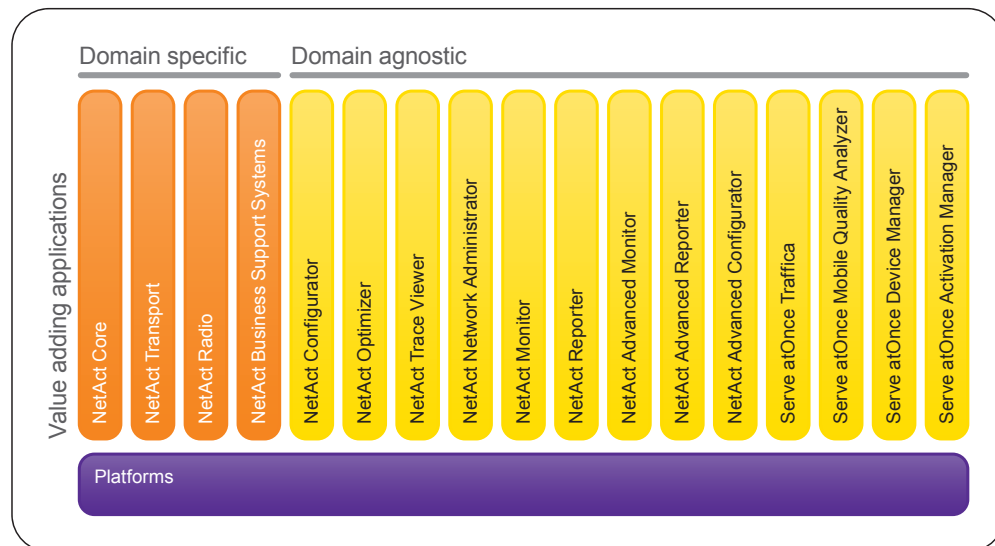
Supervise and audit network and IT assets

using NetAct network administration tools.

- NetAct Software Manager provides centralized software management and network element backup and restore.
- NetAct Hardware Manager provides detailed hardware status information.
- NetAct License Manager supervises licenses for network elements and OSS systems.
- NetAct Audit Trail collects log information for security monitoring, network troubleshooting and risk management.

Configure networks with the NetAct Configurator for radio and core networks. Single data storage, common applications and processes enable efficient and reliable management of complex networks.

Optimize a multi-vendor environment with NetAct Advanced Configurator and NetAct Optimizer. Improve the customer experience with an optimized, stable network.



NetAct and Serve atOnce applications.

Monitor in a multi-vendor environment with NetAct Monitor and NetAct Advanced Monitor. Model network resources and map them to actual service delivery to check how well customers are being served.

From basic reporting to tailor-made solutions, NetAct Reporter and NetAct Advanced Reporter make it easy for administrators to manage complex systems by providing information in a clear, graphical format.

Trace subscriber information from the center with NetAct TraceViewer, enabling CSPs to troubleshoot customer complaints and reduce costs by using subscriber data rather than drive testing and site visits.

Real-time monitoring and analysis is possible in multi-vendor, multi-technology networks using Serve atOnce Traffica. Focus on particular user groups, device types or corporate customers to ensure they're being served properly. This typically results in happier customers using services more heavily.

See how thousands of subscribers really experience services with Serve atOnce Mobile Quality Analyzer (MQA). The MQA Agent is a background process running on a standard Nokia phone, where it captures the end-user experience and radio interface details.

Configure and manage mobile terminals remotely with Serve atOnce Device Manager and enjoy an estimated 15% saving in care costs by delivering firmware updates over the air and generating fewer calls to customer services.

Enjoy future-proof provisioning for services and subscribers across multiple network technologies using the Serve atOnce Activation Manager.

Why choose NetAct?

Increase automation

NetAct provides more automated management, helping CSPs move towards networks capable of self-optimization, self-configuration and self-healing. They can create a better customer experience thanks to improved network and user visibility.

Control costs

Increasingly automated management solutions mean fewer personnel resources are devoted to maintenance and operations, as well as making it easier to plan new networks or to introduce new technologies. All this adds up to a big drop in OPEX.

Making the most of existing network capacity also means lower CAPEX, as does the deployment of a common NetAct platform in place of separate, proprietary solutions.

Ultimately, the higher service availability and quality that go hand-in-hand with more effective network management will also increase revenue.

Achieve seamless management

NetAct provides seamless multi-technology and multi-vendor support in a single OSS. The comprehensive suite of applications can be used regardless of the technologies in the network. With LTE on its way, it's good to know that NetAct provides a future-proof management solution.

Smooth evolution

The introduction of a revolutionary technology need not mean a revolution in OSS. For example, LTE is just one more technology that NetAct supports using the same hardware and software systems. There's no need for CSPs to change their processes or hire more operations personnel as they evolve their networks – upgrading from 3G to LTE is really that easy with NetAct.

A trusted partner in Nokia Siemens Networks

Over 600 million subscribers are already served by more than 400 NetAct installations around the world. Market analyst Informa positioned Nokia Siemens Networks firmly in the number one spot as the top OSS vendor in 2009.

Our management solutions are backed up by consulting support, with more than 100 consulting and network optimization cases worldwide. Five out of the top ten CSP groups use our business and process consulting services, thanks to our ability to combine a local presence with global reach and experience.

When German CSP D2 decided to evolve its operations to an all-IP environment it needed to maximize efficiency. Nokia Siemens Networks NetAct 6.0 Monitor was a key part of the answer, enabling the new network architecture to be monitored and helping to simplify and automate alarm management.

Network Optimization services from Nokia Siemens Networks enabled Indonesian CSP Excelcomindo Pratama to improve network quality from 95–97% to 98–100% in just three months and delivered a 77% improvement in network efficiency.

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Product code C401-00683-B-201101-1-EN
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