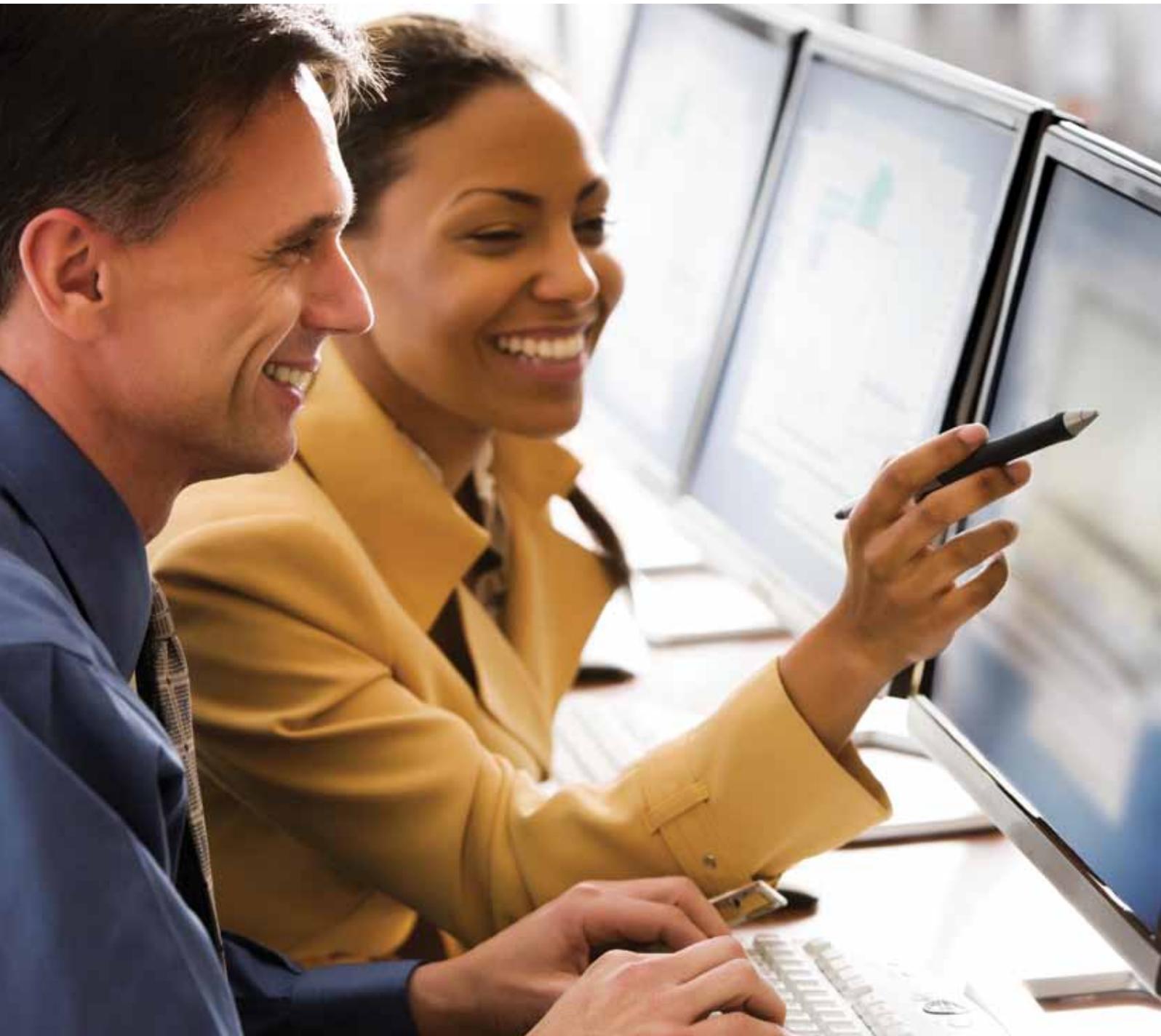
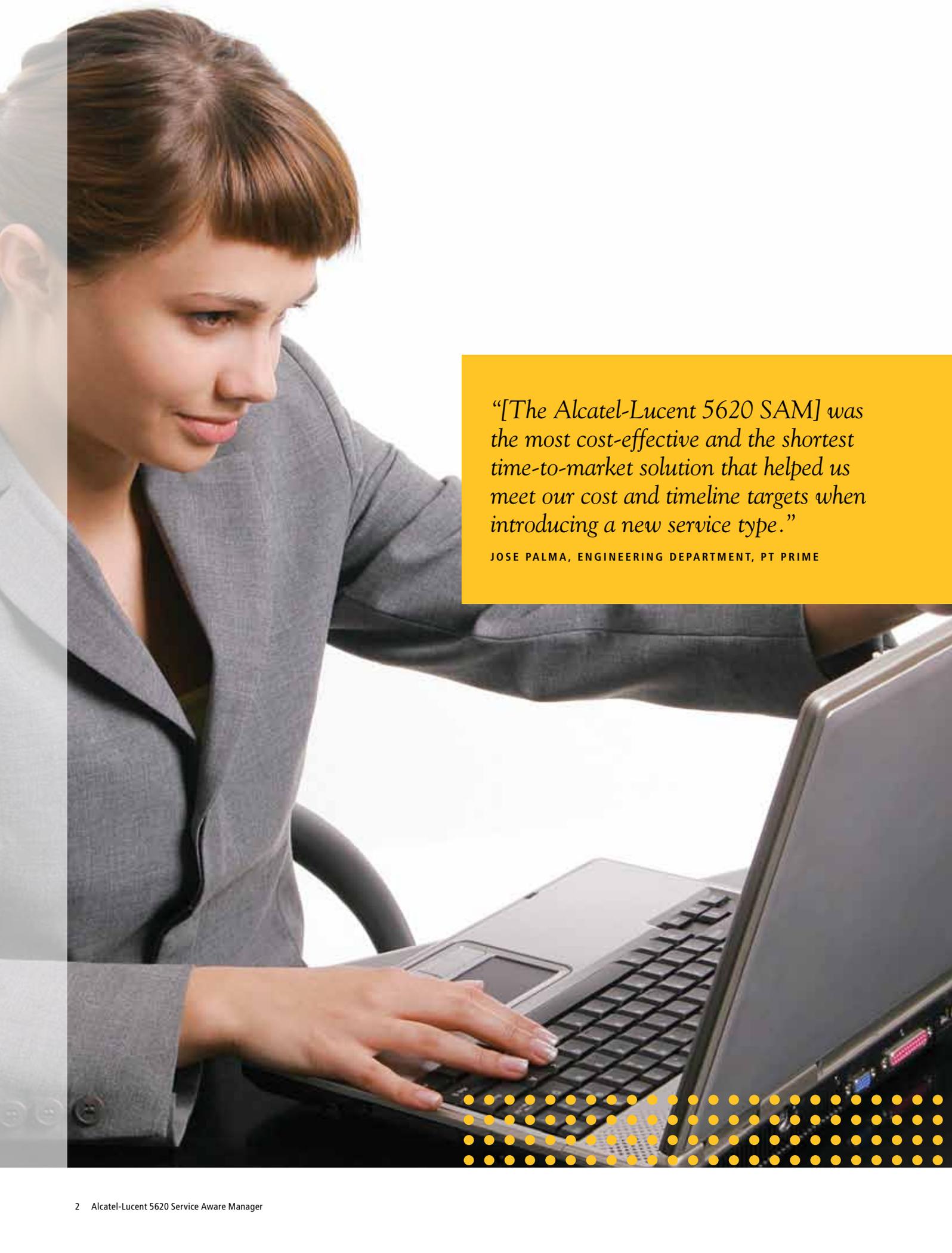


Alcatel-Lucent 5620 Service Aware Manager



Unmatched service-aware management
for the all-IP network



A woman with short brown hair, wearing a grey blazer, is sitting at a desk and working on a laptop. She is looking down at the keyboard with a slight smile. The background is plain white. A yellow box with text is overlaid on the right side of the image. At the bottom of the image, there is a decorative pattern of yellow dots.

“[The Alcatel-Lucent 5620 SAM] was the most cost-effective and the shortest time-to-market solution that helped us meet our cost and timeline targets when introducing a new service type.”

JOSE PALMA, ENGINEERING DEPARTMENT, PT PRIME



Go beyond traditional network management

The pressure is on. Service providers know they must grow their customer base to increase service revenue and limit operational spending to increase profitability. They're transforming to converged, all IP networks. But it's not enough to meet all of their business objectives. To rapidly launch, deliver and assure a new generation of services while controlling costs, they must also transform to a converged service-aware management solution.

Traditional element and network management solutions simply do not allow service providers to keep pace with the volume and complexity of today's services. Manual processes are too slow and error prone. Reactive problem detection leads to longer outages and dissatisfied customers. And integration with existing systems and processes is expensive and time-consuming, making it extremely difficult to protect existing investments.

The Alcatel-Lucent 5620 Service Aware Manager (SAM) takes service providers well beyond the traditional boundaries of element and network management. It enables end-to-end management across all domains of the converged, all-IP network to help service providers quickly gain the efficiencies they need to beat the competition. From access to core, fast and easy provisioning reduces time-to-market and increases flexibility when launching new advanced services for mobile, residential or business customers. Proactive troubleshooting helps resolve problems before they affect customers. And ease of integration within the existing operational environment helps service providers get the most from their investments.





“The 5620 SAM has contributed significantly to the total customer growth because of its flexibility to deploy new services quickly.”

CABLE & WIRELESS WORLDWIDE

Accelerate configuration and provisioning

Agility is key to maintaining a competitive edge. Service providers must be able to quickly and easily configure and change network elements, routing infrastructure and services. Provisioning services using command line interfaces is cumbersome and can lead to misconfigurations. Introduction of new equipment and services can be delayed and the customer experience can be tarnished. In addition, the need for IP experts increases the demands on these critical resources.

The 5620 SAM gives service providers several options to accelerate configuration and provisioning processes and minimize the risk of misconfigurations:

- Easy-to-use graphical forms enable point-and-click element and network configuration and service provisioning. Wizards can also be used to guide operators step-by-step through complex tasks.
- Advanced scripting, templating and rules-based configuration allow service provider experts to customize the 5620 SAM for specific network or service requirements. This allows junior resources to handle more intricate tasks, and eliminates repetitive data entry activities.

- Automated, zero-touch service provisioning flows can be implemented through integration with existing service fulfillment systems using the 5620 SAM Operations Support System (OSS) interface.

When provisioning is complete, a single click allows operators to verify that complex services are operating correctly across all layers.

As shown in Figure 1, independent research has confirmed that the 5620 SAM increases service provider productivity and flexibility while reducing costs.

Figure 1. The 5620 SAM return on investment – Significant and measurable results



Source data: Analysis Mason Report - Return on Investment of the Alcatel-Lucent 5620 SAM, January 17, 2011



“One of the major benefits of Alcatel-Lucent’s solution is the Service Aware Manager (SAM) platform, which we’ll leverage extensively to simplify and automate our provisioning and service assurance processes for our customers.”

PAUL BROAD, CHIEF EXECUTIVE OFFICER, AAPT

Enable proactive service assurance

To reduce customer churn, service providers must deliver a consistently high-quality customer experience. Customers don’t care about the technology that’s making their experience possible. Whether they are at home, at work or on the move, any reduction of service quality or a persistent outage is simply a bad experience.

Service providers can’t risk losing customers because they are dissatisfied with their experience. More importantly, they can’t risk the financial penalties for violating strict Service Level Agreements (SLAs) for business-critical services.

Today’s network and service environments are increasingly complex. Implementing service assurance with traditional element and network-centric tools and command line interfaces is inefficient and resource-intensive.

Resolve problems before they affect customers

With the 5620 SAM, service providers can proactively identify and resolve potential problems in the network before they impact customers. For example, scheduled test suites give

service providers detailed information on network performance and assurance thresholds for any services where increased latency, jitter or packet loss will diminish quality of experience. In addition, a distributed platform for real-time statistics and accounting data collection gives service providers the fine-grain information they need to avert SLA violations. They can also use this detailed data for network planning and to implement more flexible billing options.

When a problem does occur, the 5620 SAM offers a comprehensive set of tools that lets service providers quickly pinpoint and resolve the issue. Integrated graphical views of the physical and logical topology depict all resources traversed by a service, including the actual routes across the network. In addition, enhanced alarm correlation reduces the number of alerts by providing a single entry that identifies the root cause of the problem.

For service providers, this level of advanced service assurance means improved customer satisfaction, fewer SLA violations and more streamlined operations processes.

Enhance service assurance capabilities

The 5650 Control Plane Assurance Manager (CPAM) is a multivendor route analytics solution tightly integrated within the 5620 SAM.

The 5650 CPAM further enhances service assurance with simplified real-time visualization, surveillance and troubleshooting for complex IP/MPLS network architectures and dynamic services. It allows Layers 2/3 services, MPLS tunnels and service validation traces to be shown on IP routing topology maps to visualize multiple layers in a single, integrated view.

When used with the 5620 SAM, the 5650 CPAM helps network engineers quickly identify IP/MPLS path and routing issues before they affect customers.

Finally, the 5620 SAM’s open OSS interface offers straightforward and feature-rich integration with existing third-party service assurance systems.



“The 5620 SAM’s proactive interoperability certification with market-leading OSS provisioning applications reduces the cost and time, not to mention the risk, of deploying new services on Alcatel-Lucent’s Service Routing portfolio.”

DAVID LEDH, PRODUCTS AND PRODUCTION, NETWORK DEVELOPMENT
IP CORE AND METRO, TELIASONERA SWEDEN

Ensure operational fit and flexibility

The challenge of integrating new technologies and services with existing processes and systems is magnified if processes and workflows need to be adapted and complex new interfaces between systems implemented. Time requirements often stretch and costs can soar. But service providers must protect their significant investment in existing operations processes and systems.

With the 5620 SAM, service providers gain a management solution that easily adapts to their existing environment for faster and more cost-effective integration.

For example, all 5620 SAM functionality is accessible through a powerful, open OSS interface.

Using XML and Java Messaging Service (JMS), any or all capabilities can be integrated with other vendor’s applications for flow-through service fulfillment, service assurance and traffic engineering processes. The Alcatel-Lucent OSS Connected Partner Program certifies interoperability with applications from leading Independent Software Vendors (ISVs) to further reduce OSS integration time and costs.

In addition, the Alcatel-Lucent Portal Development Service (PDS) offers customized, web-based service portals for service providers or their customers to simplify workflows for service monitoring and provisioning.

Operational flexibility and security are further extended through the 5620 SAM’s span of control features that allow administrators to assign operator privileges based on geography, organization, job function or individual responsibilities. In addition, the ability to deploy the 5620 SAM in a high availability, geo-redundant configuration helps ensure full availability of network and service operations, even during catastrophic failures.

“...the benefits associated with the 5620 SAM product were evident. In spite of using conservative metrics, the ROI analysis yielded very positive results, with an expected 90% ROI over three years, and under 20 months of payback period.”

RETURN ON INVESTMENT OF THE ALCATEL-LUCENT 5620 SAM,
ANALYSYS MASON, JANUARY 17, 2011



Continue to evolve with Alcatel-Lucent

Alcatel-Lucent has a long tradition of excellence in network management and leadership in IP/MPLS and Carrier Ethernet solutions. In addition, we continue to raise the network and service management bar far beyond basic element management systems. Our comprehensive portfolio of service-aware management applications allows service providers to implement the lean and scalable operations processes required to deliver a positive customer experience.

With more than 350 service provider deployments, including some of the world's largest and most advanced networks, the 5620 SAM is a proven solution that sets the standard for each aspect of the service deployment life cycle. It enables:

- Unified, service-aware management from access to core
- Accelerated and reliable provisioning processes
- Proactive prevention of service-affecting problems
- Faster and simplified problem resolution
- Unmatched operational fit and flexibility

As service providers continue to transform their networks and services, and evolve their operational models to capture more market share, the 5620 SAM will continue to form the cornerstone of their management solution. With an architecture that is modular, extensible and scalable, the 5620 SAM helps service providers address today's challenges with a foundation that will support tomorrow's market-leading service offerings for business, residential, mobile or converged services.

To learn more, please visit us at www.alcatel-lucent.com/5620sam

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