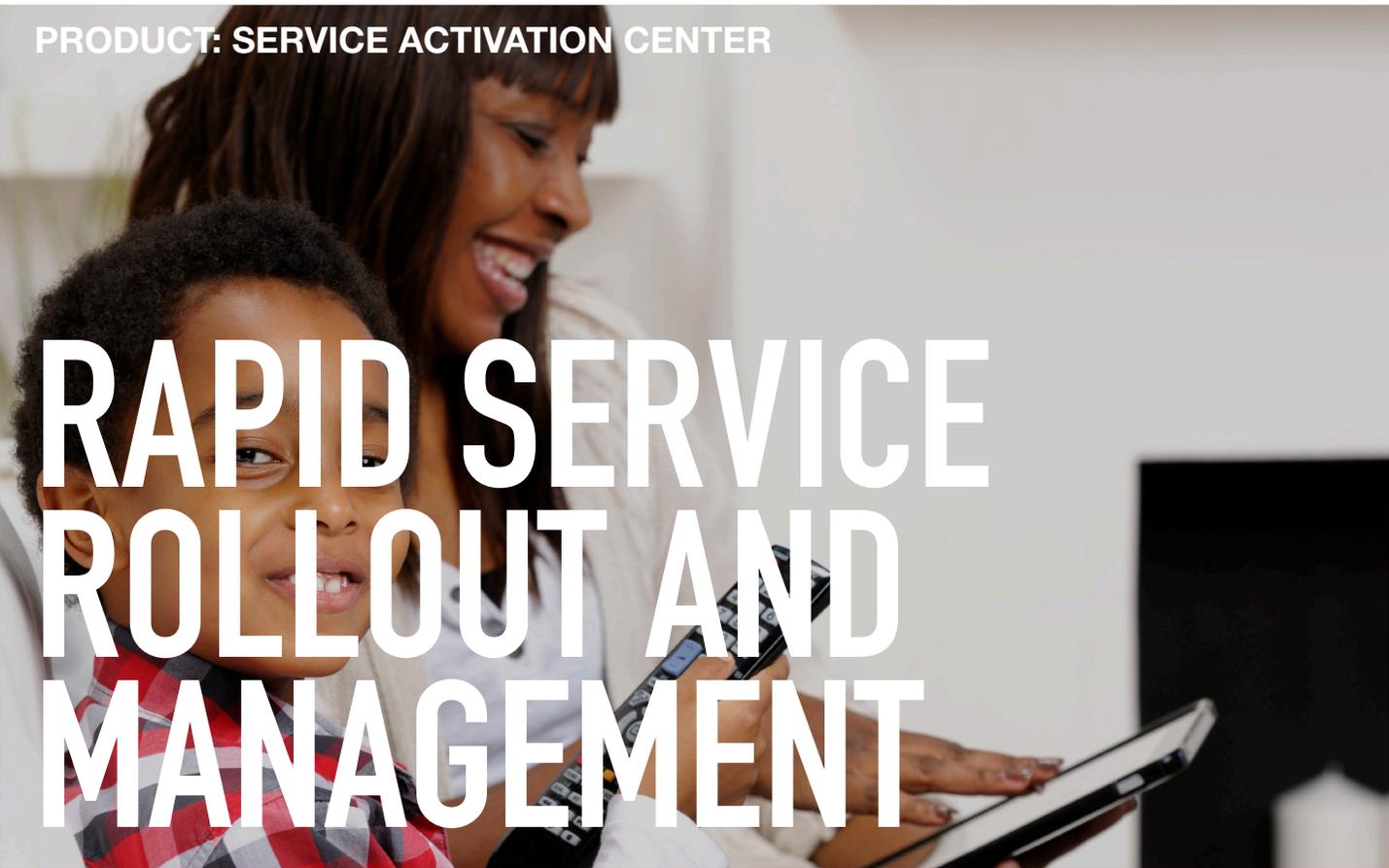


PRODUCT: SERVICE ACTIVATION CENTER



RAPID SERVICE ROLLOUT AND MANAGEMENT

ACTIVATE AND MANAGE THE LIFECYCLE OF QUAD-PLAY SERVICES FROM ONE CENTRAL SYSTEM

PRODUCT HIGHLIGHTS:

1

Ensures data integrity across multiple BSS and OSS

2

Enhance subscriber experience through easily deployed self-care options

3

Increase network efficiency, reduce errors, and improve reporting with converged OSS

4

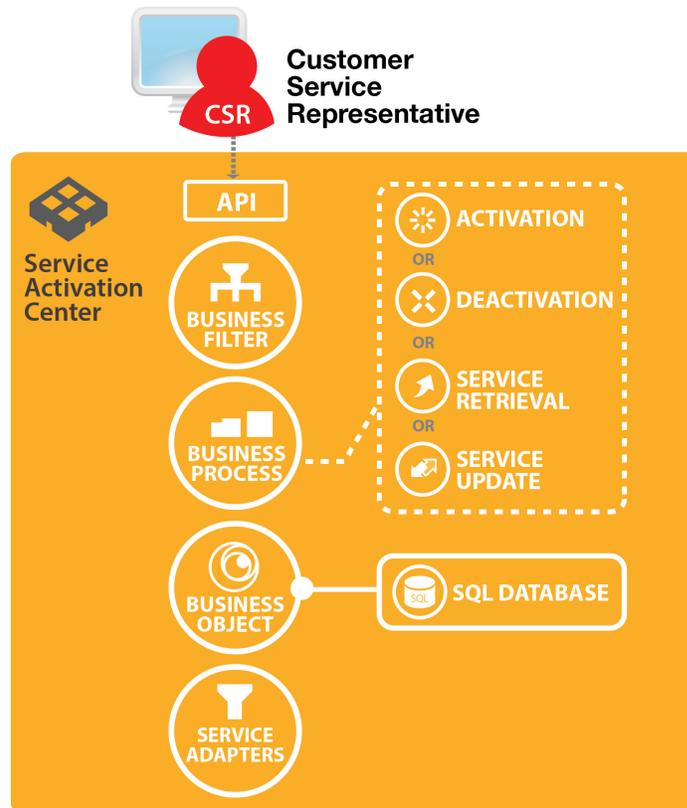
Increase revenue through rapid activation of telephony, video, data, and wireless services

5

Reduce operational costs with automated processes and one convenient management interface

THROW OUT THE SWIVEL CHAIR.

SIMPLIFY AND HASTEN SERVICE ACTIVATION FOR INCREASED REVENUE AND IMPROVED CUSTOMER SATISFACTION



Eliminate the swivel chair effect with Service Activation Center, a one-touch service activation and management solution that integrates with your existing systems.

Service activation doesn't have to be complicated, but the combination of multiple data entry points, long customer waits, and slow time-to-market for new service packages can make the whole process seem unnecessarily complex.

Simplify service activation and eliminate the "swivel-chair effect" with a fast and efficient one-touch activation solution that benefits your subscribers— and your bottom line.

Service Activation Center is a modular, middleware software layer that integrates with existing systems to act as the central point of service activation and management. Service Activation Center encompasses a high-performance provisioning engine and set of industry standard interfaces that combine to seamlessly manage today's broadband networks.

The Service Activation Center suite of tools enable service providers to connect business and residential customers to a wide variety of service

types on a per subscription basis. Service Activation Center increases network efficiency and reduces operational costs by eliminating and automating a number of steps in the service deployment process.

Use Service Activation Center to manage and control the full lifecycle of service events, including activation, suspension, upgrades and downgrades, add-ons, or removal. Service Activation Center takes into account service offerings available to customers based on geographical and network dependencies, allowing you to tailor promotions and product launches.

Service Activation Center supports a wide range of broadband technologies including TR-069, DOCSIS, PacketCable Multimedia, SIP, WiMAX, and FTTx.

So throw out that swivel chair. One-touch service activation and management is here to stay.



SERVICE ACTIVATION CENTER DELIVERS

Incognito Service Activation Center enables accelerated service activation and increased operational efficiency with a convenient, central interface that can be used to manage the full lifecycle of service events. Use Service Activation Center to launch new services, reduce data entry, tailor flexible promotions, enhance reporting, and improve the subscriber experience through reduced wait times and self-service options.

Multiplay and Multi-standard Service Fulfilment

Reduce time-to-market for new revenue opportunities with the automated activation of new IPTV, VOD, VoIP, high speed data, and wireless services. Service Activation Center allows you to manage subscriber services and add additional packages through a single interface. You will be able to rapidly create and deploy highly tailored packages based on a combination of geography, network equipment, and customer-premises equipment. Reliably activate services across a variety of standards, including TR-069, DOCSIS, SIP, and PacketCable and across multiple network types.

Improve Subscriber Care with Real-time Diagnostics

The Service Activation Center monitoring and diagnostics module enhances subscriber care by enabling the customer service representative or administrator to check the status of a subscriber device and reduce service downtime. You can also store information related to the specific services and retrieve subscriber information from OSS/BSS, allowing you to improve customer care through efficient troubleshooting.

Flexible Integration with Third Party and In-house Platforms

Service Activation Center is a middleware layer that easily integrates with existing OSS/BSS, including billing and provisioning, to enable one-touch service activation. It lowers the complexity of multiple third-party platform integration through its northbound interface and comes with a suite of out-of-the-box service adapters and management modules that support integration of business objects with external hardware and software systems. Flexible integration options with billing, for example, allows you to choose whether data is directly entered or pushed through from the billing system.

Enhance Quality of Experience with Self Service Options

Service Activation Center comes equipped with an optional end-user portal API to provide subscribers with a web-based self-service interface. This enables subscribers to view, manage, and purchase services, including parental controls or time-of-day/content

restrictions, enhancing their experience while reducing support costs. The Service Activation Center service catalog determines what services to offer and carries out the provisioning steps after a service package is purchased.

Increase Revenue with Additional Services and Tailored Promotions

Offer your subscribers more service and billing options, or tailor packages to suit their needs. Service Activation Center gives you the flexibility to offer promotions such as trial offers, prepaid services, special channel packages, or off-peak deals, that can be quickly deployed and removed. Service Activation Center interfaces with the back office billing system to ensure the associated charges are logged. You can also enable broadband services based on duration or on a set time-period and have Service Activation Center automatically turn the service off when the time has expired.

Reliable Report Generation

By collecting SNMP data and acting as the central point of service activation, Service Activation Center gives you insight into your subscribers' habits and their services. This information can be easily compiled into reports that focus on a variety of topics including a history of service offerings, service subscription history, churn, frequency of purchases, inventory view of equipment, subscriber/account/location, Service Activation Center user interaction, user audit, usage, and average subscription costs.

Scalability

Service Activation Center supports expansion through multi-service activation at the regional level with full flexibility to tailor services to local requirements. Service Activation Center supports continuous introduction of new back-office and network components through easy-to-build service adapters that use the platform's API to bring new systems onto the Service Activation Center Message Bus. Adapters have built-in features to help track participation in transactions, which also facilitate the ability to rollback network changes and ensure data integrity across the operator's OSS/BSS and provisioning servers.

THE INCOGNITO SOFTWARE PHILOSOPHY

Broadband service providers worldwide use Incognito software products to solve their device provisioning, network intelligence, resource management, and service activation challenges. In addition to helping you increase operational efficiency and monetize IP-based services, Incognito also delivers:

Flexible and Modular Software.

Get software that fits your needs, not the other way around. Our extensive API toolkits ensure that you can easily integrate any Incognito product into your existing systems.

Customer-Centric Solutions.

Be heard. We listen to and take your suggestions seriously. That's why 80% of new product features are a direct result of customer feedback.

24/7 Support.

Access us 24/7. Our support team is here to help and always available to answer your questions. You are our number one priority.