An Oracle White Paper
May 2011

Oracle Communications ASAP
Product Overview
Executive Overview

Today’s communications industry is characterized by intense competition, limited resources, and continuously shrinking margins. To be successful in this environment, service providers must be first to market with new, differentiated services; offer instant activation of those services; and reduce operational expenditures by improving the way services are delivered.

To do this, you must offer both voice and data services over a common network infrastructure (such as circuit-based services on packet-based networks). This means that your service activation solution must cost-effectively support

- Multivendor networks and application servers
- A variety of standards in a single network
- A variety of technologies
- Layered network characteristics

Oracle Communications ASAP enables you to deal with all multi-service activation requirements within a single solution. It provides a focused multi-play service activation solution that can work across all layers of the network. This includes Layers 2/3 in an xDSL/HFC environment, higher level services in a mobile environment and IT level services in a cloud environment.

In the broadband and triple-play domains, Oracle Communications ASAP provides an extensive catalog of activation cartridges, delivering coverage across all layers of the network by coordinating multiple network elements and application servers, and offering the scalability to cope with the rapid growth of services.

For mobile operators, Oracle Communications ASAP enables first-to-market delivery of new, differentiated services. Highly flexible and adaptable, the solution supports both existing and
next-generation mobile services. Mobile carriers worldwide have implemented Oracle Communications ASAP for complex multi-service activation in large, diverse networks.

Introducing Oracle Communications ASAP

You must differentiate your market offering by delivering services faster and at a lower price than competitors. To achieve these advantages, drive down operational costs, and realize higher profit margins, it’s imperative that back-office (network equipment–related) operations are automated with a high-performance service activation engine.

Oracle Communications ASAP is a multi-play activation platform that enables the deployment of multiple services and technologies—all on the same platform. This includes circuit-to-packet services, IP television (IPTV), cable or satellite TV, 3G and 4G mobile, broadband, optical and cloud/IT services. It allows you to rapidly activate services in a flow-through manner across multiple network domains and layers.

Oracle Communications ASAP is the leading multi-service activation solution in the communications industry today. It’s highly scalable performance-driven architecture has been proven across a wide range of deployments worldwide, from greenfield startups to large metropolitan and regional service providers, wireless/mobile operators, and CATV operators for a variety of traditional, current, and next-generation services.
Key Benefits

In the communications industry, you need every possible advantage. Competition, high operational costs, deregulation, technological change, convergence, and evolving customer demands present ever-increasing challenges. To be successful, you must optimize your service delivery process.

Oracle Communications ASAP is a high-performance service activation solution that offers the following benefits.

Automated Service Activation

Oracle Communications ASAP fully automates mass-market service delivery across convergent communications domains. Convergent service offerings can include multiple technologies, such as wireline, wireless, data, voice over IP (VoIP), and optical.

Accelerated Time to Market

Oracle Communications ASAP provides a data-driven approach for service modeling and a cartridge model for network element interfaces. With it, you can quickly add or refine services and network interfaces to support new service offerings and network technologies. You don’t have to worry about extensive programming or lengthy development. You can also upgrade or customize existing services more rapidly to promote customer retention.

Lowered Costs

Oracle Communications ASAP provides a single high-performance interface to the network, eliminating the need for traditional dedicated interfaces between your operational support system (OSS) and network elements. This significantly reduces system development and maintenance costs. Using an automated flow-through business process to eliminate manual work and process handoffs further reduces operational costs.

Enhanced Customer Satisfaction

Oracle Communications ASAP’s automated flow-through provisioning activates services directly and accurately at the source of the service request, leading to enhanced customer service. The solution offers fully automated transactional control, eliminating manual handoffs and fallout. Services are turned on faster and billing starts immediately. With zero-touch provisioning, you can differentiate your offerings and dramatically reduce service activation times. Oracle Communications ASAP can instantly activate simple and complex service requests with immediate status and confirmation for user attention.
Seamless Network and Service Transformation

With Oracle Communications ASAP’s single horizontal activation platform, you can support changes in service standards and operating systems plus network upgrades and expansion without affecting existing service delivery flow. This eliminates the need to maintain a separate OSS for each service or network domain, enabling you to maximize profits and reduce service activation costs.

Also, by leveraging the solution’s prebuilt multi-service and multi-vendor activation cartridges, you can accommodate the growth of new services and technologies as they develop. Oracle Communications ASAP cartridges provide pre-developed configurations for domains, including broadband, triple play, wireless, and optical. With this ready-to-integrate functionality, you can add services to your network rapidly and efficiently, without the need for lengthy, expensive programming, development, or integration efforts.

Oracle Communications ASAP is a proven service activation solution that permits interoperability with both existing and future OSS and business support system (BSS) applications designed to handle next-generation services. This single flow-through activation platform addresses current and next-generation networks across multiple service and network domains.

Key Features

Oracle Communications ASAP’s innovative design includes these unique features.

Flow-Through Activation

Oracle Communications ASAP’s automated flow-through capability can be enabled directly at the source of the service request. This feature allows you to eliminate manual handoffs and provisioning fallout.

Convergent Activation

Oracle Communications ASAP activates convergent service offerings for any combination of wireline, wireless, data, VoIP, WiMAX, and other services. The solution coordinates the provisioning of bundled service packages and permits full control of all transactions.

Heterogeneous Requests for Services

Service requests may originate from a series of internal and external sources such as interactive voice response, Web, kiosks, and customer service agents. Oracle Communications ASAP accommodates new service request sources and reuses existing service definitions to ensure consistency across all sources.
Heterogeneous Network Support

Oracle Communications ASAP concurrently supports multiple types of network elements as well as multiple software generics for each specific network element, ensuring smooth support for rapidly evolving network topologies.

Flexible Cartridges

Oracle Communications ASAP cartridges provide solutions for specific vendors, network element types, technologies, software loads, and services. Prebuilt domain behavior cartridges are available for mobile, mobile applications, broadband, voice over TDM, Digital TV and VoIP services. If needed, cartridges can be further customized to meet specific business needs.

Powerful Design Time Environment

Oracle Communications Design Studio provides a powerful, rich graphical design environment to extend and build cartridges. Design Studio reduces the complexity and time to work with cartridges and includes tools and functions to increase productivity of cartridge developers. All ASAP cartridges are extended or built using Design Studio in a similar fashion as Oracle Communications OSM, UIM and Network Integrity.
Transaction Management

Oracle Communications ASAP’s end-to-end transaction control ensures that a request consisting of multiple services is coordinated for each service and is activated in the correct sequence on all needed network elements with a full audit trail.

Intelligent Horizontal Platform

Oracle Communications ASAP can be configured as a distributed application that allows you to horizontally expand the number of interfaces to both service-originating systems and network elements. In a distributed environment, the solution allows you to handle more services, expanded networks, and increased transaction volume. As a horizontal activation platform, Oracle Communications ASAP eliminates the need for multiple and disparate activation systems for different service and network domains.

Flexible Error Processing

Oracle Communications ASAP user defined exit types allow you to define various return states for specific network conditions, such as soft-error processing, retry logic, and delayed errors. The combination of the script-driven interfaces and soft-error processing logic allows the system to handle many nonsuccess conditions in an automated manner, thereby reducing any fallout due to inconsistent data.

Superior Multi-Domain Support

Oracle Communications ASAP is flexible enough to provide superior functionality for consumer oriented domains, technology, or network elements.

Oracle Communications ASAP in Broadband/Triple Play

In the broadband/triple-play domains, Oracle Communications ASAP

- Reduces costly manual service provisioning (for example, directly inputting MAC addresses), allowing network experts to be allocated to higher-value tasks
- Allows high-scale deployment and sustained throughput of service creation and changes for millions of subscribers
- Offers proven functionality with leading network equipment vendors, including Alcatel-Lucent, BroadSoft, Cisco, Motorola, Nokia-Siemens, and Huawei
- Provides an extensive catalog of broadband and triple-play cartridges that offer prebuilt interfaces to network elements and application servers
- Provides field-proven capabilities across all network technologies, including wireless, xDSL, HFC, and synchronous optical network/synchronous digital hierarchy (SONET/SDH)
• Allows you to narrow unlimited triple-play feature sets into bundled, differentiated service offerings
• Has the scalability to address rapid growth in the number of service instances
• Has successful implementations with global Multiple Service Operators

Oracle Communications ASAP in Mobile

In the mobile arena, Oracle Communications ASAP

• Allows operators to be first to market with differentiated services by offering a single activation engine to work across all layers of the network
• Enables operators to support 2.5G, 3G and 4G services in a single solution
• Supports increases in network complexity, from the provisioning of a small number of network elements, such as the Home Location Register (HLR) and the Short Message Service Center, to communication with the IN equipment and various application servers
• Has successful implementations with mobile customers globally, giving Oracle a unique understanding of the challenges and complexity of the mobile market
• Offers proven functionality with all leading mobile network equipment vendors, including Ericsson, Nokia, and Huawei
• Offers proven functionality with mobile infrastructure suppliers, such as Converse and GemAlto
• Offers the scalability and carrier-grade functionality to address the increase in activation tasks that will occur with increased network complexity
• Provides the ability to split one service order into a series of network-specific tasks, which is critical in 3G services, because the activation of many new services will depend on the intertwining of data with a series of elements to deliver a single service, rather than a single element being provisioned (for example, the HLR).

Conclusion

Oracle Communications ASAP offers proven functionality across all domains, particularly in broadband, triple play, and mobile/wireless, where the capability to work across complex, multilayered, multivendor networks is crucial. The solution provides a platform for the short term while offering long-term benefits through its flexibility and scalability.

With Oracle Communications ASAP, you are not limited by a series of small, technology-specific provisioning solutions. You can address all your activation needs through a single platform, enabling you to provide superior service more quickly, more easily, and more cost-effectively.