

ORACLE COMMUNICATIONS PERFORMANCE INTELLIGENCE CENTER

ORACLE[®] COMMUNICATIONS

Oracle Communications Performance Intelligence Center (PIC) delivers network intelligence and empowers communication service providers to maintain an optimal subscriber experience. With its extensive protocol library and common analytical interface it is the single, most valuable network monitoring solution utilized by networks worldwide.

KEY BUSINESS BENEFITS

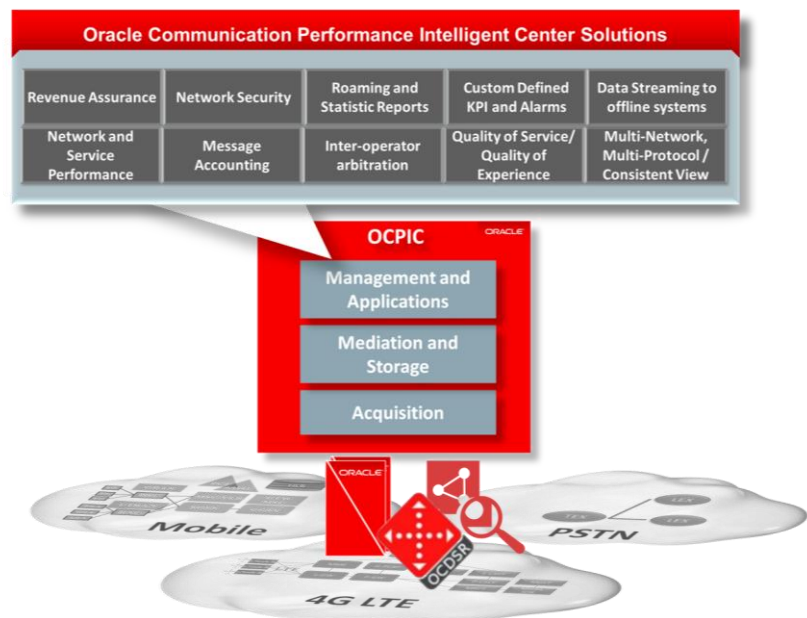
- One tool, single user interface, multiple networks.
- Maintain optimal customer experience.
- Reduce churn by promoting customer loyalty, advocacy and brand-bonding behavior.
- Closed loop for marketing campaigns, providing valuable feedback for ongoing campaigns and generating ideas for new campaigns.
- Reduces maintenance and training costs associated with evolving networks and multiple technologies.
- User extensible analytical interface, keep pace with changing and evolving network.
- Prevents fraud and revenue loss

KEY FEATURES

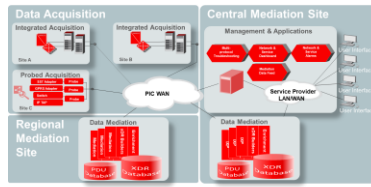
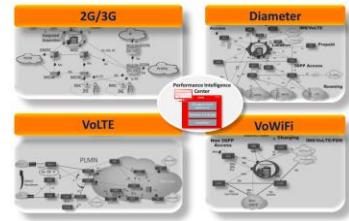
- Flexible engineering and deployment options: integration with Oracle signaling products, vendor agnostic probed solutions
- Users can easily expand the capabilities of the system by defining the logic to create new key performance indicators.
- Real-time statistics, reporting, and alarming.
- Call/session tracing across multiple protocols/networks.
- Extensive protocol support

Product Overview

Converting network traffic into useful business intelligence empowers communication service providers to maintain optimal customer experiences, promoting customer loyalty, advocacy and brand-bonding behavior. Servicing the needs of multiple departments, Oracle Communications PIC solutions offers in depth, targeted analysis of network traffic customized to a particular need: network performance, service assurance, subscriber profiling, marketing campaigns and network security.



As networks evolve communication service providers are challenged to maintain an end-to-end view of service quality and end user experience across different network technologies. Oracle Communications PIC's eases the burden supporting a library consisting of over 120 protocol definitions targeting networks that service both fixed and cellular operators. A common user interface and analytical capability lessens the learning curve by offering users a familiar interface no matter the underlying network topology being monitored.



Oracle Communications PIC offers a broad range of deployment options. This capability allows flexible and cost effective engineering specific to the budget and performance needs of the network being managed. Signaling

networks are not static and one of the challenges facing network operators is keeping pace with growing and evolving networks. Oracle Communications PIC is composed of three functional blocks: acquisition, mediation and application. This loosely coupled architecture allows components to be engineered independently. As networks grow individual components can be sized accordingly without affecting the overall reliability and functionality of the system.

Data acquisition

A choice of two options is available when choosing data acquisition capabilities. Data acquisition may be provided as a solution integrated with Oracle Communications signaling platforms. This option lessens the administrative burden by sharing network parameters with the integrated platform. An alternative solution utilizing non-intrusive IP probes guarantees a broad range of acquisition coverage.



Mediation

Mediation is a processor intensive activity that performs the real-time correlation of messages; creating detailed records, generating key performance indicators and storing the information for use by applications and analytical engines. Mediation may be deployed as a regional and/or a central component based upon performance and geographical requirements.

Applications

Oracle Communications PIC presents a common application and user interface independent of the network monitored. Network data is gathered and normalized across multiple network types where it is utilized by the applications and analytical interfaces. The ability to define the logic to create custom key performance indicators allows operators to expand the capabilities of the system. New rules and filters can be instantly defined and implemented offering the agility necessary for operators in managing their ever changing networks allowing them to make informed business decisions in a fraction of the time.

Summary

In order to supply the services of a demanding consumer networks continue to grow, technologies continue to evolve. Oracle Communications PIC's flexible interface and extensive protocol library makes it ideal for service providers, whether they are managing growth, tackling issues with an evolving network, ensuring a quality of service for subscribers or providing feedback for ongoing marketing campaigns. Oracle Communications PIC empowers CSP's to gain control of their networks and maintain a competitive edge.

Features and Benefits

Standalone or integrated acquisition	<ul style="list-style-type: none"> • Standalone utilizing probes offers flexible deployment option • Integrated with all Oracle communications signaling products, lessens administrative burden by sharing configuration data. • Multi-network signaling monitoring: PSTN, 2G, 3G, Evolved Packet Core, IMS. • Multi-protocol signaling monitoring: SS7, Diameter, SIP, GTP.
Mediation and storage	<ul style="list-style-type: none"> • Real-time correlation of signaling messages. • Extensive protocol library, over 120 protocols for wireline, cellular, VoIP and IMS networks. • Static enrichment converts parameters to human readable form, improves efficiency and reduces mistakes.
Management and applications	<ul style="list-style-type: none"> • Common administrative interface, consistent view across all network technologies • Real time or historical tracing across multiple interfaces and networks.. • Unique statistical engine, create custom key performance indicators (KPI's) and alarms. • Instantaneous feedback. easy to read dashboards with graphical representation of KPI's • Alarm management and forwarding quickly drill down to identify and diagnose issues.
Network and service performance	<ul style="list-style-type: none"> • Optimal network and service performance, maintains customer satisfaction with less chum. • Observe network trends, forecast network upgrade requirements • Manage interconnection and assess service level agreements
Network and service	<ul style="list-style-type: none"> • Localize failures with call tracing over multiprotocol network views.





troubleshooting	<ul style="list-style-type: none"> • Automatically retrieve messages pertaining to a call or session. • Full message decoding. • Historical tracing for accurate and responsive root cause analysis.
Interconnect message accounting	<ul style="list-style-type: none"> • Increased revenue, prevent fraud and billing issues. • In-depth information to support billing and accounting arbitration. • Combines capability to offer accounting with troubleshooting and network assurance.
Roaming statistics and reports	<ul style="list-style-type: none"> • Real time surveillance. • Proactive management with predefined KPI's. • Roaming reports for 2G, 3G and 4G networks.
Network Security	<ul style="list-style-type: none"> • Feel confident knowing your subscribers and network resources are secure • Organize and search massive amounts of signaling data in near real time • Quickly identify fraudulent activity or attempts at network abuse • Stay ahead of attackers and implement new detection rules
Subscriber Intelligence	<ul style="list-style-type: none"> • Visibility to track subscriber activity • KPI's may be created and trigger alarms when quality thresholds are not met
Root cause analysis	<ul style="list-style-type: none"> • Enables service providers to find root cause of a service or network efficiency with just two clicks. • Can be used to proactively forecast the possibility of an incident before it occurs.
Data export	<ul style="list-style-type: none"> • Export processed data for use by value added applications. • Interface with Oracle Communications Analytics. • Relieves applications from burden of acquisition, mediation and protocol variants.
Trending Analytics	<ul style="list-style-type: none"> • Provides network wide statistical and graphical information over long periods of time focused on various network functions.
Virtualization	<ul style="list-style-type: none"> • Acquisition, mediation and application servers may be deployed within virtual machines.

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