



MOSAIC ACTIVATE

Orchestrating Subscriber Experience

Highlights

- Accelerates service activation through automation
- Provides a faster path to revenue by providing quicker service installation
- Ensures that service and equipment inventories are 100% accurate through zero-touch provisioning
- Supports ADTRAN and third-party vendor equipment

Orchestrating Success in a User-Driven World

Content streaming services like Netflix and ordering services like Amazon are changing the way customers view service delivery. Customers want instant access to services content and the typical service provider process is no longer ideal. Service self-provisioning is a must to allow traditional operators to compete with these cloud-based providers.

The availability of residential and business Gigabit services coupled with the rapid adoption of Over-the-Top (OTT) video, the Internet of Things (IoT), and SDN/NFV are transforming the way service providers do business. Software-driven, API-centric architectures will dominate the services delivery infrastructure, and a superior customer experience remains amongst the highest priorities for the successful service provider. ADTRAN has the technology, people, and industry recognised dedication to customer service and the user experience to deliver effective telecommunications solutions in this changing and exciting environment.

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The Current Approach to Service Delivery

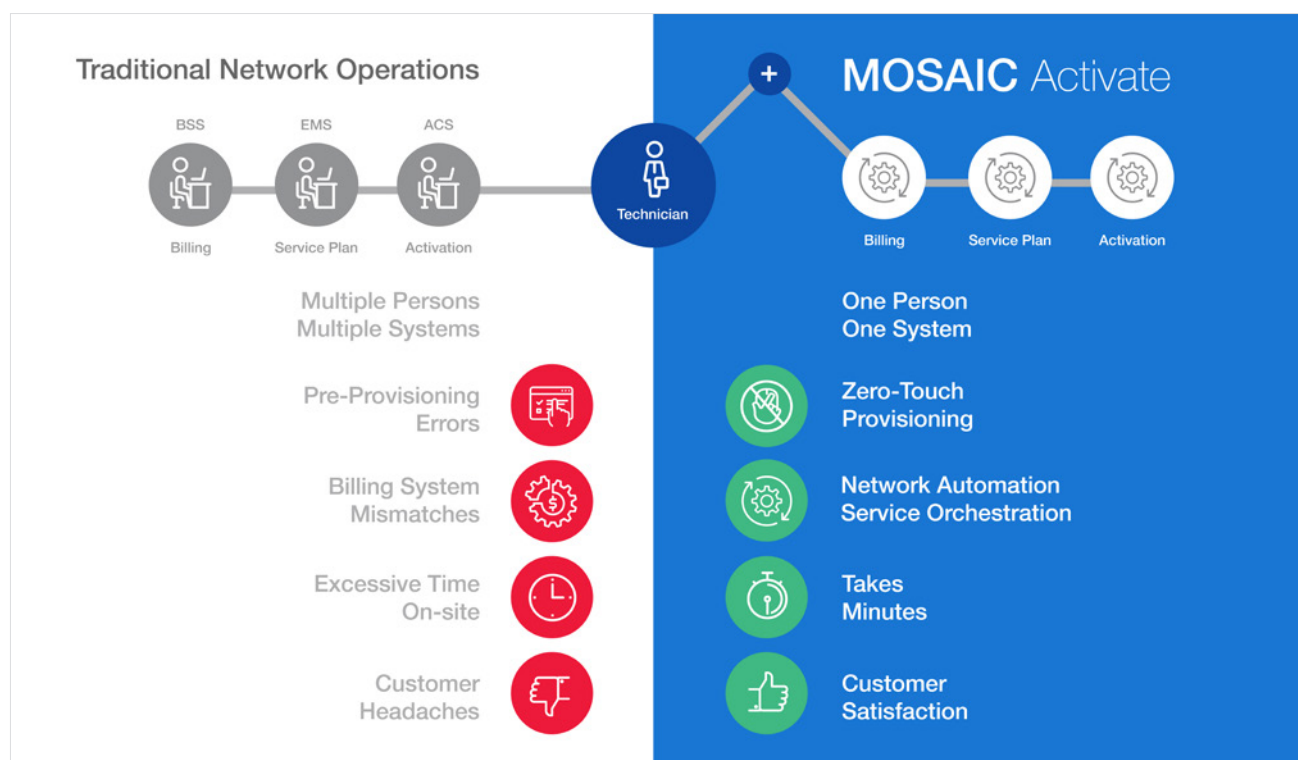
Service providers are familiar with automation in terms of flow-through provisioning, software updates, alarm management and network monitoring. These existing systems present several barriers to creating a superior service-delivery experience:

- Proprietary or complex interfaces that are expensive to modify
- Autonomous or not easily integrated with other ecosystem components or used across multiple organisations
- Not easily adaptable to new technologies, services, or processes

Service providers currently face many challenges in service activation and maintenance, including:

- Human errors
- Swivel-chair and manual operations
- Pre-provisioning across multiple organisations
- Tightly coupled systems that are not easily modified
- Lengthy installation times and service delivery intervals
- Complex troubleshooting
- Adaptability of customer service representatives

Orchestrating Subscriber Experience



A Different Approach to Service Delivery

Traditional network architectures are giving way to a radically different approach to service delivery:

- Eliminating the high cost of network overhead by minimising vendor lock-in through the use of open interfaces and open APIs for true SDN programmability
- Enabling the rapid creation of differentiated services by supporting micro-release schedules more aligned with service provider DevOps teams
- Assuring consumer quality of experience by rolling out new features in minutes, available to all subscribers at once. This is considered operating at Web-scale.

Since establishing the industry's first open SD-Access architecture, Mosaic, ADTRAN continues to develop a flexible, agile services delivery framework. As service providers migrate service control away from closed, monolithic systems controlled by multiple misaligned vendor-specific element management systems to a common, open SDN-based controller, the opportunity exists to fundamentally improve subscriber experience. The ADTRAN Mosaic™ Subscriber Experience Suite supports this user-driven service model by using microservices with open APIs and operational logic to provide advanced analytics, software-centric operations and virtualised service delivery – making installation and activation faster and more cost-effective while improving the overall quality of service.

Orchestration and Automation

ADTRAN Mosaic Activate provides a cohesive end-to-end service activation workflow using straightforward APIs and operational logic. This model provides instantaneous service activation for homes and businesses, allowing customers to attach to the network and choose their services independently, eliminating the time and coordination required for traditional service turn-up. Service and inventory 100% accuracy is assured in Activation Automation because the network reports how it is provisioned to the operations support systems and business support systems (OSS) and business support systems (BSS).

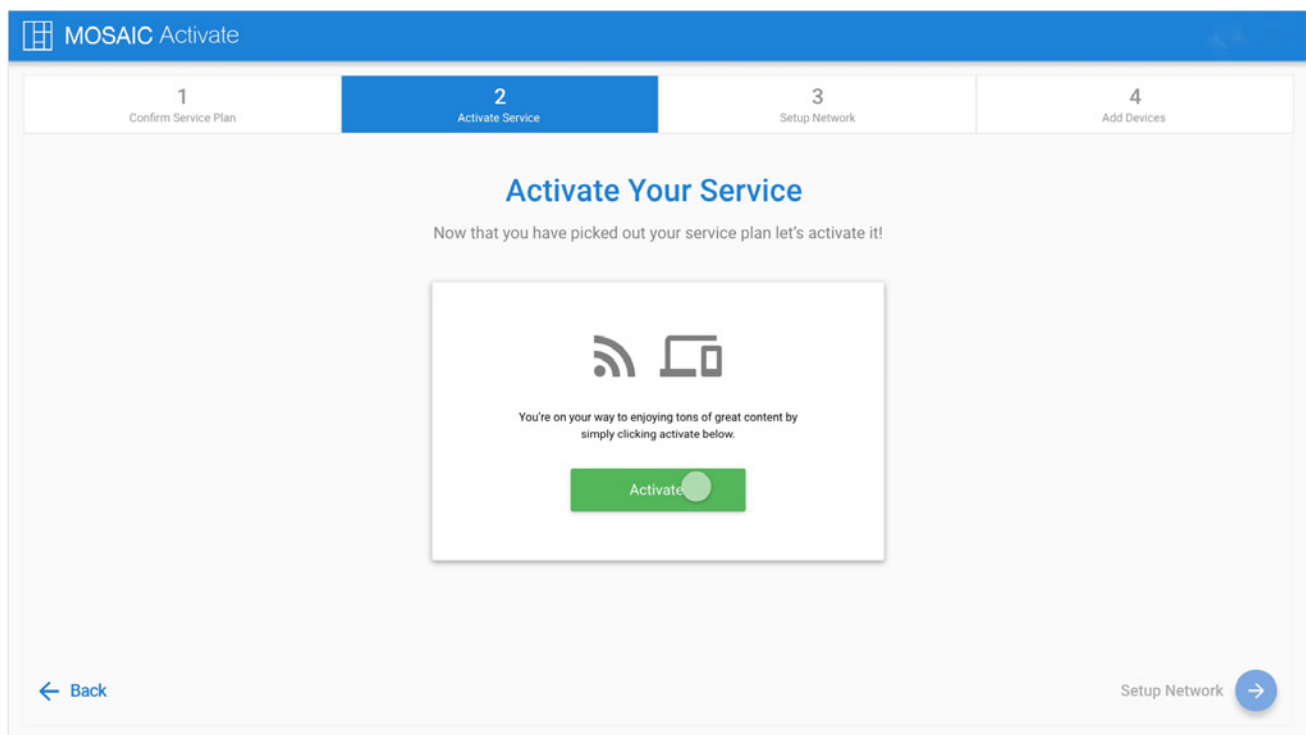
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The ADTRAN Difference

ADTRAN has implemented Mosaic Activate with extremely positive results. Service providers have realised substantial back-office op-ex savings, faster time to revenue and op-ex savings at the home or business.

- Pre-provisioning tasks greatly reduced or eliminated
- Vast reduction in network engineers required to activate customers
- Less training required
- Improved time to revenue; faster installation using contract or non-technical labour
- 100 percent accuracy for service and equipment inventory
- Establishment of an “open” automation environment— vendor agnostic and supports technology implementation or substitution

The ADTRAN Mosaic Subscriber Experience Suite provides the components and solutions service providers need to be successful in emerging programmable and cloud-driven telecommunication networks. It is the next step in the evolution of broadband ecosystems and techniques for virtualising the subscriber experience.



Provisioning end-to-end service from the Mosaic Activate portal with the click of a button.



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