

# Own the customer, own the market

## Subscriber Data Management



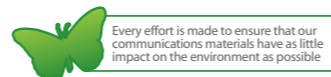
Nokia Siemens Networks  
P.O. Box 1  
FI-02022 NOKIA SIEMENS NETWORKS  
Finland

Visiting address:  
Karaportti 3, ESPOO, Finland

Switchboard +358 71 400 4000 (Finland)  
Switchboard +49 89 5159 01 (Germany)

[www.nokiasiemensnetworks.com/sdm](http://www.nokiasiemensnetworks.com/sdm)

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## Broadband with no boundaries

With services in Internet, communications and entertainment converging, Communication Service Providers (CSPs) must prepare themselves for a world where broadband has no boundaries and where consumers expect personalized services to be delivered to them – wherever they are and however they are connected.

But competition is fierce. CSPs, ISPs, search and software providers are all vying to be the gateway to this new connected world.

Indeed, in the Apertio (now part of Nokia Siemens Networks) Subscriber Intelligence Survey 2008, 74% of the global CSPs surveyed said they had moved to a more subscriber-based delivery model in the past twelve months. In addition, 76% said that customer profiling was the most important issue for their organization.

Therein lies the dilemma. CSPs are not short of information. They have vast amounts of it locked away in network elements and services, which has huge potential for driving increased user value. And CSPs clearly understand its importance: In the same survey, over 80% of respondents considered real-time data as either important or very important for improving marketing services and customer satisfaction. The problem is how to unlock its value.

Today, information about subscriber behavior and preferences is sitting in multiple, proprietary applications, such as Home Location Registers (HLRs) and Authenticate, Authorize and Accounting (AAA) systems. These closed, vendor-specific applications stifle the operations of the CSPs, making it difficult and costly to gain a single view of the customer and impossible to do so in real-time.

A new approach to subscriber data management systems is needed. One that enables CSPs to take off to a customer-centric world, fuelled by open systems and real-time, dynamic information that delivers detailed customer insights. One that enables them to proactively deliver new, relevant and personalized services that drive increased revenue at lower cost.

The company that owns the customer will own the market. CSPs can only succeed by putting the customer at the heart of their business.



# Next generation Subscriber Data Management

Nokia Siemens Networks has the answer. Our Subscriber Data Management (SDM) solution is a result of the company's acquisition of Apertio. As a start-up company focused on the unique needs of the communication industry, Apertio led the market in pioneering open, real-time subscriber data platforms and applications built specifically for broadband without boundaries.

Now, Apertio's revolutionary technology and innovative philosophy, integrated with Nokia Siemens Networks' proven product portfolio and global presence, puts CSPs back in control of their data. Our SDM solution sets CSPs free by enabling them to evolve their networks to an open, converged services infrastructure. With this solution, CSPs can break down the barriers stopping them from becoming subscriber-centric.

By unifying profile data, CSPs can dynamically personalize services based on customer behavior, delivering a more relevant and familiar user experience. By bringing together customer identity, charging and preference information, users can roam across disparate network environments with different devices and maintain a consistent personalized experience.

As well as facilitating faster and easier adoption of new services, the Nokia Siemens Networks SDM solution also significantly reduces OPEX and CAPEX. This is achieved by taking advantage of commodity hardware and operating systems to reduce capital and administration costs which are lower than traditional proprietary network equipment.

This SDM solution also enables CSPs to achieve these benefits by unifying subscriber data on a common database, having a single, open repository of data for all applications and, as a result, being more agile and innovative.

"By unifying subscriber data in a single repository, application complexity and integration issues are eliminated. CSPs can then take advantage of the expanded ecosystem of application and service developers open to them. Such moves will provide the catalyst for the creation and delivery of a new generation of innovative, relevant and personalized services."

Dr. Ray Barghi, Chairman of the Subscriber Profile User Group

## Unify

Imagine having one source of complete, accurate, de-duplicated data for the entire network. How powerful would that be? Our SDM solution delivers just that, eliminating the need for multiple application databases that are complex and costly to maintain, different for every application and require separate and lengthy provisioning cycles.

With one central data repository, CSPs no longer have to build numerous, complex and costly interfaces to consolidate data from multiple network functions. Data is updated and made available in real-time.

Unified data management can optimize and simplify system dimensioning as only one storage and server system needs to be dimensioned, instead of many silo systems.

In addition, because the Nokia Siemens Networks SDM solution was specifically built with the needs of CSPs in mind, it is highly resilient, scalable and powerful. Based on standard Solaris or Linux platforms, it can scale from 1,000 to over 250 million subscribers, with access times of 1-3 milliseconds.

"Providing a personal experience to our customers is a top priority. Implementing the new database, coupled with our dedicated customer service, will enable Sprint to achieve this goal and help to further position our services at the forefront of the industry."

John Daley, VP Customer Management, Sprint XOHM business unit

## Open

Who will own the customer in the future? The answer is not yet clear, but one thing is certain: ISPs, search and software providers are all positioning themselves to be the point through which consumers will access a vast range of next generation services.

Their rationale is simple. If they can become the first choice starting point for consumers' electronic journeys, they open up a new world of revenue-generating opportunities.

Our SDM solution enables CSPs to compete effectively in two ways. Firstly, as it unlocks the power of their data, it allows them to use it as a key bargaining point to attract third-party application providers. Secondly, as it is an open architecture, it accelerates time to market by enabling those applications to be integrated into the network rapidly and with minimum effort.

"With our legacy infrastructure being 'end-of-life' and a desire to increase competitive advantage, Apertio (now part of Nokia Siemens Networks) delivered an open, scalable architecture which, for the first time, placed us in complete control of the subscriber data of over 50 million customers across Europe."

Joachim Horn,  
CTO, T-Mobile International

## Innovate

"Apertio (now part of Nokia Siemens Networks) has given us a powerful control point for all new services – a single point of access to subscriber data through Apertio One-NDS – and the ability to develop new services in the most timely and efficient manner. We are now in the perfect position to utilize the talent in our business to deliver the revenue-generating services our customers are demanding, safe in the knowledge that the open standards environment provides a solid platform for AIS' new generation service creation architecture."

Arakin Rakchittapoke, Telecom and IT  
Application Development Manager, AIS

With consolidated data available as a shared, real-time asset and running on an open flexible platform, CSPs have a greater capacity to innovate. A complete ecosystem of voice and data applications, including internal and third party services, can be rapidly built, deployed, modified and extended across multiple devices.

The result will be richer, more rewarding customer experiences that increase loyalty, drive greater ARPU and enable CSPs to stay one step ahead of the competition.

As customer profiling is available in real time, deep insights can be gained into customers' behavior – where they go, what they do, what they are interested in and how they buy – enabling services to be highly targeted and personalized.



## We're here to help you

Nokia Siemens Networks Subscriber Data Management brings significant benefits, but there is still the question of the best way to implement it.

Our consultants know our solutions inside out and have extensive customer data management expertise. They also combine in-depth telecommunications industry systems integration skills with extensive experience and best practice methodologies. As a result, no one else is better positioned to help you move to our Subscriber Data Management solution.

Our consultants work together with you to establish your vision, the scope of the work needed, how the project will be organized and who will be responsible for delivering the various elements. As every network is unique, it is vitally important to ensure that the technical design of the solution is optimized for and fine tuned to your specific environment and data strategy. Consequently the Nokia Siemens Networks consultants carefully define and document the application, system architecture, SS7 routing and IP network design that best suits you.

With this done, the solution can be installed and configured in the network environment. The solution is integrated with the target applications, together with the enabling environment such as provisioning, mediation, alarm and statistics collection systems.

Once commissioning and testing has been successfully completed, the migration of data from legacy systems is undertaken according to procedures decided at the technical design stage. In this way, our consultants ensure a fast but orderly transition to centralized subscriber data management, with no disruption to your business.

## Contact us

To get more in-depth information on how the Nokia Siemens Networks SDM solution can help you develop your business, contact us!  
[www.nokiasiemensnetworks.com/sdm](http://www.nokiasiemensnetworks.com/sdm)