



## Optimize Your Communications and Entertainment Experience by Leveraging Coscend's Software Service Factory

### Elevator Pitch

Coscend's flexible software solutions automate telecom operations and services. These software solutions help service providers optimize subscribers' communications and entertainment experience. Coscend's pioneering software development engine that enables telecommunications services is embodied as '**Software Service Factory**'. Proverbially, this innovative approach helps reduce your communications and entertainment 'bill to a tenth'!

### Customer impact

Software Service Factory's assets enable Coscend to:

- Accelerate **time to market** new and enriched telecom services at customers by up to 60%,
- Save **total cost of ownership** of these services by up to 40% and thereby gain operational efficiency as well as
- Architecturally position their software development organizations to meet the dynamically evolving consumer needs.

Software Service Factory enables customers to flexibly deploy products and devices at their own pace, without requiring them to replace their legacy systems.

### Industry validation

- Leading service providers are working with Coscend to secure these benefits achieved through risk mitigation and multi-fold differentiation.
- Industry analysts and trade organizations have:
  - Ranked Coscend as a '**pioneer**' alongside IBM, Motorola, Accenture, Oracle, Amdocs and Telcordia.
  - Recognized Coscend as **Best of Business, 2009** for being a Top 5% small business in the U.S.
  - Stated Coscend is creating this new industry segment (Software Service Factory) that is pioneering an evolution. This evolution is similar to what Microsoft achieved with the creation of office productivity software segment in the 1980s.
- **Marquis' Who's Who** has honored Coscend's leaders for notable, outstanding achievements and contributing significantly to the betterment of contemporary society.
- Non-profit research organizations and universities are collaborating with Coscend to evangelize and showcase Software Service Factory.

### What Industry Analysts Say

"Coscend Communications is ... intent on **pioneering a new approach** to ... software applications development, and systems integration."

**Light Reading Network**

December, 2007

"Coscend is at the **vanguard of a new evolution** in telco OSS/BSS systems integration."

**Caroline Chappell**

A leading authority in the communications services software industry

"There are **innovative ... tools** from ... **Coscend** bubbling up, which will help accelerate the data consolidation process and reduce its cost."

**Dennis Mendyk**

*Editor, Building a Telco Service Factory*

# Gain Operational Efficiency, Flexibly Deploy and Accelerate Time to Market Services

## Executive Summary

### Industry trends

Consumers are demanding immediate and convenient access to telecommunications and entertainment services from any device, from anywhere and at any time from service providers. The business value and intelligence in these services are being increasingly enabled by software in the network.

### Customers' challenges

The business systems at service providers have outpaced the growth of their enabling communications software systems. Due to this lag, the way software is created today adds 75% overhead costs and the way software is implemented makes these costs recur throughout the software lifecycle.

### Cost to customers

This has led to increased customer churn, longer time-to-market, longer order-to-cash cycle, not integrated diverse product launches and lack of one view of customer. Consequently, service providers take longer time to launch services and incur higher costs. Consumers' needs and expectations are not met in a timely and cost-effective manner.

### Coscend's solution

*Flexible products using process automation tools:* Coscend provides flexible software systems that automate telecom operations and services. These systems enable service providers to optimize consumers' experience. Coscend's patent-pending pioneering approach to enabling telecommunications services is embodied as '**Software Service Factory**'. Further, Coscend does not lock in its customers.

### Software Service Factory

Software Service Factory's processes and pre-built assets:

- Drive **flexibility** in software architecture, and
- Infuse **agility** and **reduce launch risks** in processes that convert these architectures into products and consumer services.

### Customer benefits

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### Software Service Factory

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From experienced needs at service providers, Coscend has extracted *portable, re-usable, technology-agnostic* structures that repeat across disparate telecom applications and processes and that can be automated. Then, Coscend has developed flexible and agile software systems that automate manual telecom processes. Nearly 1400 automation structures have been built into two categories of telecom products and platforms: 350 process automation tools and over 1000 network technology tools and revenue-generating applications.

These are ready for deployment and a few of these are generating revenue. These products are:

- Re-usable at a customer either three-five times per year or every two-three years.
- Portable across over 300 service providers.

Customers use Coscend in three phases that leverage Coscend's four capabilities:

### What Coscend offers:

### How customers utilize Coscend

Offering	What customers get	Capabilities	Customer benefits
1. <b>Telecom strategy</b>	A roadmap for P&L owners of businesses	Leaders with combined expertise in <ul style="list-style-type: none"> <li>• <i>Communications industry,</i></li> <li>• <i>Software engineering,</i> and</li> <li>• <i>Management consulting</i></li> </ul>	<ul style="list-style-type: none"> <li>• Uncover the business problem</li> <li>• Business and software solution creation</li> </ul>
2. <b>Network technology tools</b>	For technology owners: Deploy portable, re-usable, and technology-agnostic tools	Software engineers that have expertise in	Creation of roadmap and solution architecture for cost-effective development and

Offering	What customers get	Capabilities	Customer benefits
3. <b>Software products</b>	For software operations owners: (i). Deploy <b>software solutions</b> and test new services in customer-dedicated <b>Innovation Lab</b> —‘try before buy’ (ii). Manage the above	<ul style="list-style-type: none"> <li>The communications industry,</li> <li><i>Multi-shore software operations</i>, and</li> <li><i>Technology consulting</i></li> </ul>	delivery of services on tap and features on the fly
		Integrated multi-shore delivery	Design, develop and deploy portable, re-usable and technology-agnostic software

### How Coscend implements:

Your competitive differentiation by utilizing Coscend

Industry validation

### Customer impact

### Impact on eco-system

Service providers secure the above-said benefits by leveraging Coscend’s following multi-fold differentiation:

- **Uncommon expertise** (leadership and program management team): Provides communications products *utilizing industry leaders with uncommon combined expertise* in telecom business leadership, network hardware engineering and software engineering—a difficult combination to find in the industry.  
Since its inception, Coscend has been led by industry leaders from **Nortel Networks, Perot Systems, Verizon, Avantel, AT&T, British Telecom, T-Mobile, Liberty Global, COLT Telecom, PCCW Global, Wipro, Cap Gemini, Infineon Technologies, France Telecom-Equant, Thomson Multimedia, NEC America, Channel 7 TV, Alcatel-Lucent, Ericsson, Wireless Facilities, IBM (Micromuse), EDS, Convergys, EMC and Motorola.**
- **Atypical enabling processes:** Aligns with customers’ interests *using atypical enabling initiatives* supported by **\$15 million** benchmarked and uncommon processes.  
Atypical and benchmarked program management, uncommon five-pronged sales strategy, project approach, innovative Architects’ Guild and HR initiatives have helped create 35 software service solutions (Software Service Factories) including 2000 software service components.
- **Empowering assets: Enable freedom of choice** *during product implementations* using Coscend’s **\$35 million** software tools and components that have been built from experienced needs.
  - Leading service providers are working with Coscend to secure these benefits through risk mitigation and multi-fold differentiation.
  - Industry analysts and trade associations have:
    - Ranked Coscend as a **‘pioneer’** alongside **Accenture, Amdocs, Oracle, IBM, Motorola and Telcordia.**
    - Stated that Coscend is at the **‘vanguard of a new telco evolution’.**
    - Recognized Coscend as **Best of Business, 2009** for being a Top 5% small business in the U.S.

Software Service Factory’s benchmarked processes (from services business model) and pre-built software assets (from product business model) operating in one organization enable Coscend to help you realize:

- Up to **60% less time to market** new and enriched services, since customization cycles are shorter with the existing software assets in Coscend’s portfolio.
- Software solutions delivery at up to **40% lower development and integration cost**, since component-based development joins existing software building blocks with new.
- **Increased flexibility**, i.e., customers can make changes quickly and at their own pace, since open architecture and software service components can be quickly adapted, and since they receive source code.
- **Lower maintenance cost**, since software service components can be separately upgraded or debugged, and since there is no license and usage fees.

Subscribers’ communications and entertainment experience is optimized by Coscend’s Factory that:

1. Equips and super-charges service providers’ ability to rapidly offer compelling real-time services to their subscribers;
2. Helps COTS vendors monetize their investments; and
3. Helps mobile applications platform vendors profitably extend their reach.

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### **About Coscend Communications Solutions**

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