

# Network.Objects

*the Path to Excellence*

**Network Business Intelligence software** facilitates the dynamic management of telecom network resources while helping different entities of the organization to get full knowledge of the SDH, Ethernet, or WDM network.

The competitive pressure on carriers increases constantly. More than ever do carriers need to make optimum usage of their resources. Access to timely and accurate information and intelligence on their business has become critical. Knowledge and understanding about the network is an important part thereof.

Although information regarding network resources often exists, it is scattered over a collection of systems and tools on different platforms, owned by different departments and accessible only to the expert users.

Network Objects interfaces with network management systems and inventory management systems and unlocks the value of the data stored in your systems.

Network Objects makes the data available to a broad community of business users throughout your organization and supports them in their daily activities.



## Visualization

Network Objects is a network visualization and analysis software platform that includes powerful reporting and business intelligence tools for your fixed transport and aggregation networks or mobile back-haul network.

**“Get the most of your SDH or WDM optical transmission network”**

### ... and Analysis

Network Objects is a QRA (Query, Reporting & Analysis) tool for telecom network inventories. It is Data driven, web technology based, that provides with graphical representations of the physical and logical network resources.

Sources of information are carrier network databases, the inventory management systems, and NMS databases.



# The INRA

*(Intelligent Network Resource Analytic)*  
 We all agree the communications industry may have already become a commodity. Therefore it is fundamental first to have a large community of customers and increasing operational efficiency. The problem is that OPEX remains high, consuming up to 50% of revenues and network operation account up to the 40% of this percentage. This leads to higher operational expenditure costs and puts extra pressure on customer service.



Then companies are facing some costly questions:

- Is the network capacity optimized?
- Would you like to reduce locations?
- If you are leasing capacity, are you leasing too much?
- If you are a mobile operator, are your expensive backhaul costs optimized?

But decision makers lack first hand visibility of their existing network capacity, service and customer profitability information, and are forced to depend on secondary data provided by network or IT systems that are usually designed for operational users. Product marketing are faced with the following types of questions in terms of lost market opportunity and customers:

- Does your network have the capacity to support new product and services?
- If you wholesale capacity, can you price bids accurately and quickly?
- If you win a wholesale bid, do you know how it will impact existing capacity?

- How much new capacity is required and where?

New service announcements generally are not synchronized with network planning. Data needed by product marketing during product launch planning is often inadequate or not available to facilitate product rollouts and market campaigns.

## New Services

Additionally, sales departments don't usually have easy access to information to support wholesale or corporate network bids that require calculation of service profitability or knowledge of available network capacity. It does mean that network operations are faced situations that increase their operational complexity and cost money:

- Is your network over engineered?
- Can you to predict network congestion?
- Does your network fail due to lack of capacity?

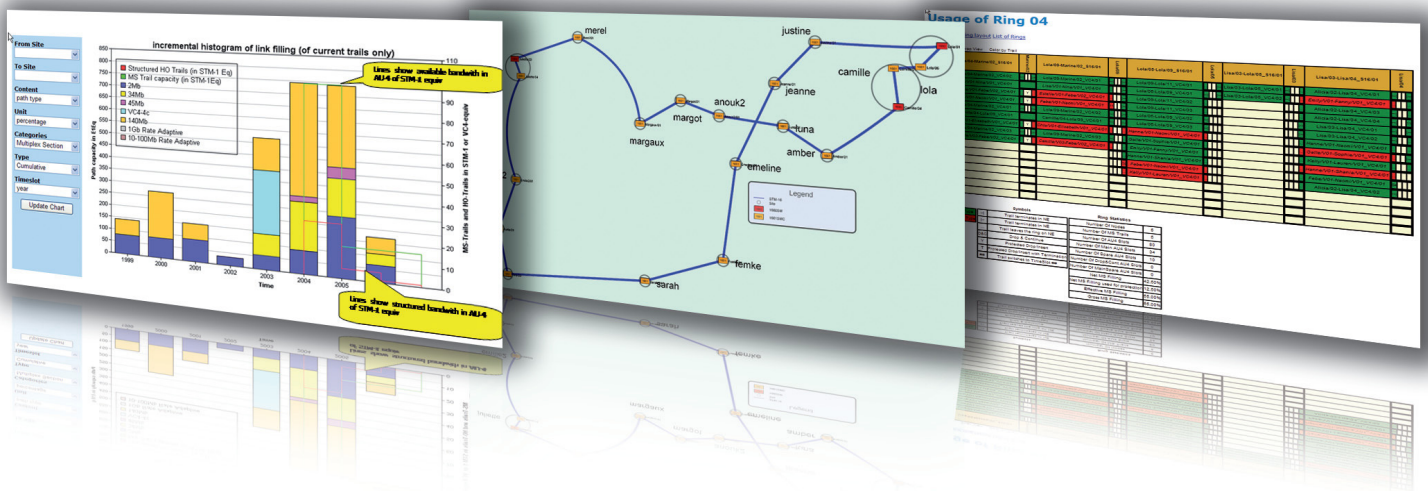
- Can you visualize and manage all your networks as if they were only one?

- Are you trying to migrate to a new technology while wishing to sweat your current network assets?

## Instant Access

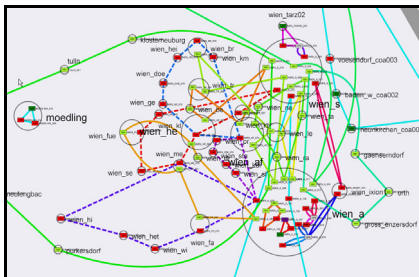
A common thread across all of these stakeholders is the need for instant access to relevant information that is critical to their decision-making process. Usually, the operational systems and tools available to network engineering are not designed to provide readable views for business users.

Moreover, the time lag between the receipt of the information request and delivery of the information often results in outdated. In light of these myriad operational requirements, we believe it is time for a new solution to evolve that understands network capacity utilization patterns, can forecast network trends and can interface with network inventory to optimise network resource utilization.



## USERS

- Network engineering
- Network planning
- Network operations
- Network maintenance
- Network field services
- Sales and pre-sales
- Customer support
- Business analysis
- Executive management



## KEY FEATURES

- Identify Unused bandwidth
- Identify Unused hardware
- Equipment consolidation
- Incident simulation
- Survivability audit
- Benchmarking
- Cost allocation

## BENEFITS

- Increase productivity
- Minimize OPEX
- Verify 100% customer SLA
- Low cost emulation of events
- Discover unused resources
- Visualize and manage all your networks
- Minimize investment risks
- Spread the knowledge

# Transmission Resources

Network Objects offers a comprehensive suite of intuitive, graphical reports about the configuration of your network. Network Objects supports multiple network technologies, including:

- Fiber/Cable,
- WDM,
- SDH/SONET,
- Ethernet.

Network Objects is based on open protocols and web technologies and can be used by anyone familiar with point and click browsing.

## Applications

Network Objects will help your organization to answer the following questions:

- when was the last time that a technical pre-sales engineer rounded up half of the engineering department to find out whether capacity was available between your POP in Milano and your POP in Frankfurt?
- When was the last time that your NOC engineers abandoned their screens in a critical situation to gather around a whiteboard to understand where this network fault was coming from?
- When was the last time that your boss called you to get an up-to-date map of network usage and growth for tomorrow's executive meeting?
- When was the last time that a customer lost connection during planned maintenance although she had bought a protected service?
- When was the last time you bought additional equipment to increase the capacity of your network although free capacity was available but you were not aware of it?
- How to transform your network without knowing what is still on your legacy platform?

If this sounds familiar to you, ALBEDO Telecom might have a solution for you.

