

ISCC 2000

Dr. Hanafy Meleis
President & CEO



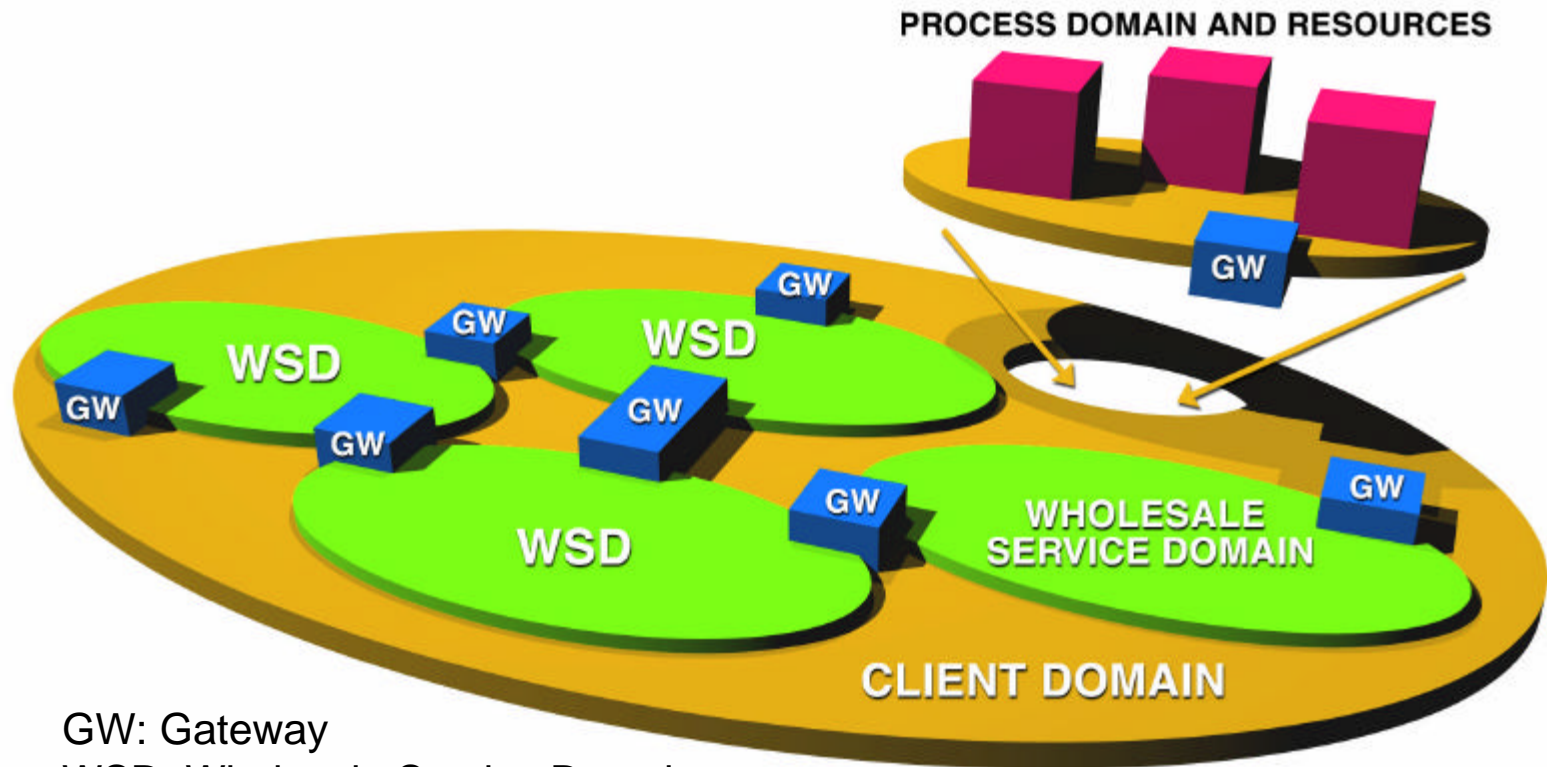
July 5, 2000



An Explosion of Opportunity And the Challenge of Change

- *Creation of "Information Society" mandates universal broadband access*
- *Regulatory forces are breaking down barriers to make broadband networks universally available in a competitive environment*
- *Exploding bandwidth is driven by fiber optic core deployment*
- Customers are demanding higher quality and customized Services
- Network technology will not converge, it will diverge
- No "Worldwide Network" is owned by a single administration and obeys a single technology discipline
- Emerging service providers need to differentiate their service offering with profitable value-added services
- Network services have to be provided to the customer in a uniform way no matter how diverse the infrastructure

New Trendium Service Model

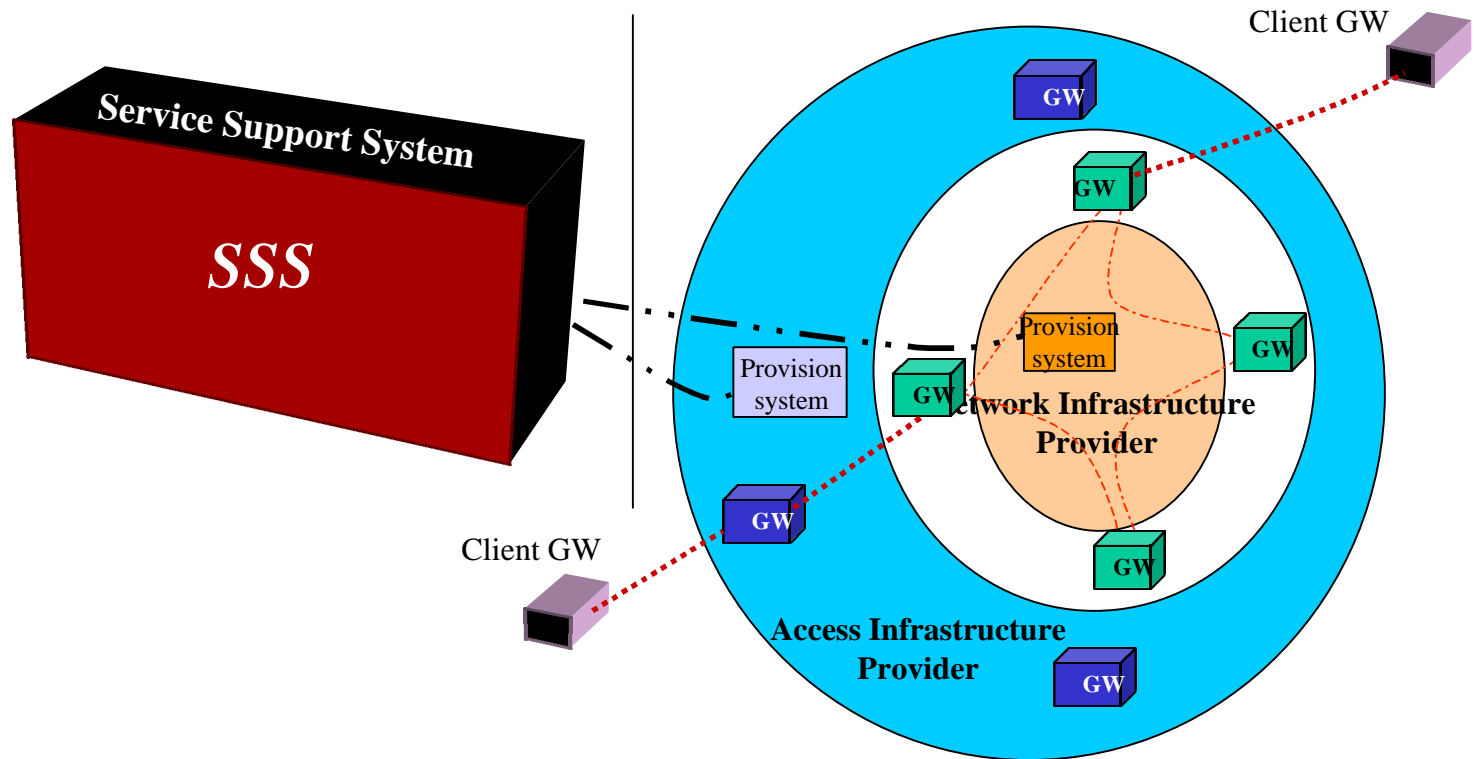


GW: Gateway

WSD: Wholesale Service Domain

- Extends over a wide-range of services and network technology
- Remove the constraints of Network behavior from the service definition

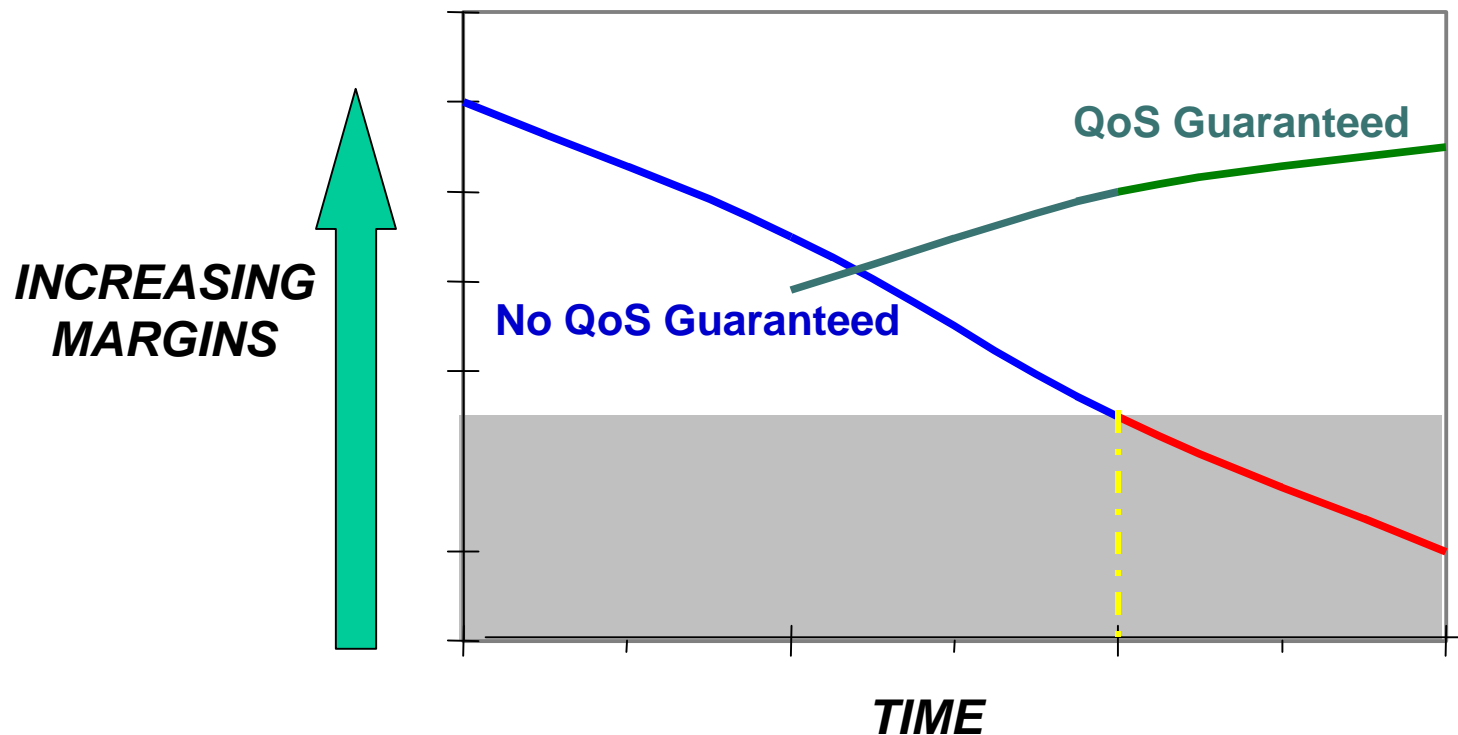
Creation and Management of Services



SSS:

- Implements a flexible concept of service creation based on a logical model of a "service" that is "network independent"
- Breaks the connection between service and network infrastructure
- Enables the creation of revenue generating services

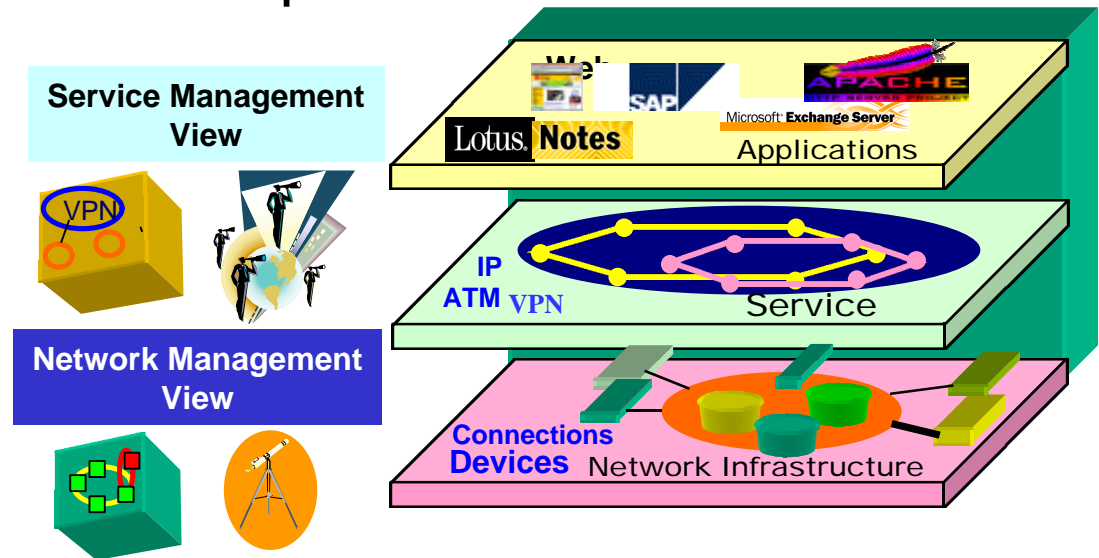
Market Evolution



- Competitive pressures drive lower service prices
- Enhanced value-added services enable new offering and **higher margins**

Service Quality Management (SQM) Value Proposition to Service Providers

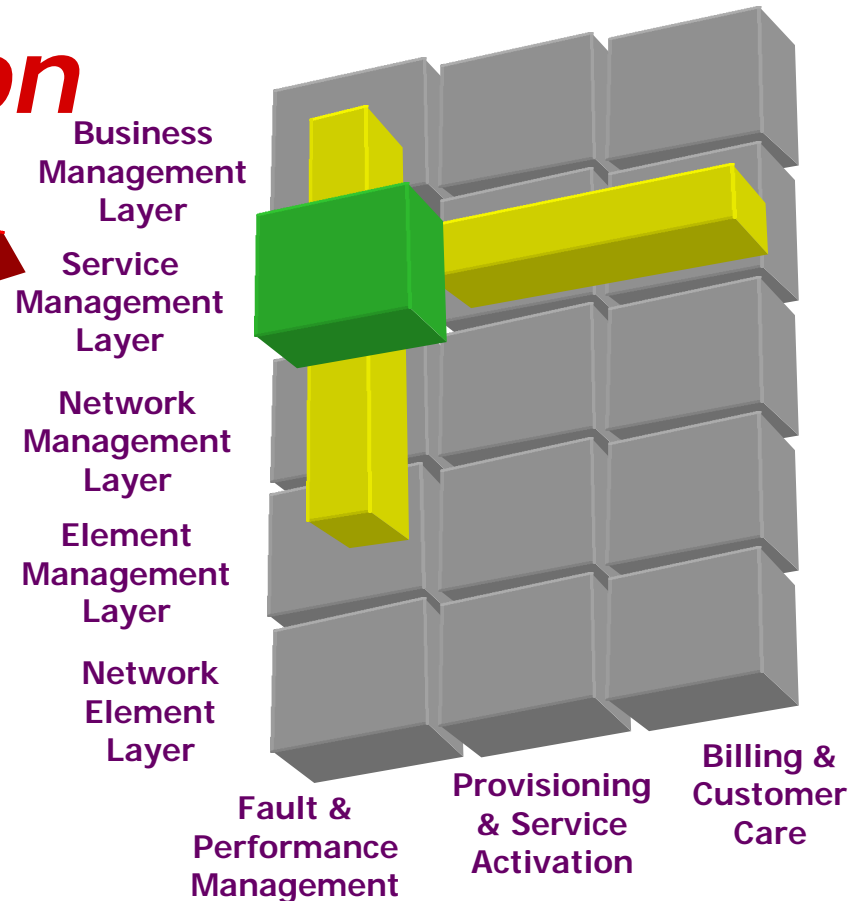
- ➔ Enable new Services creating business opportunities for new application services and Tele-computing
- ➔ Optimize the use of Network resources
- ➔ Differentiation from competition



Flow Through Automation OSS Integration

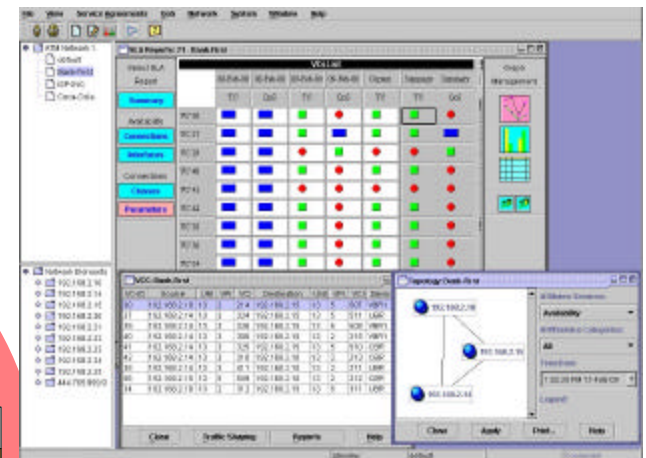
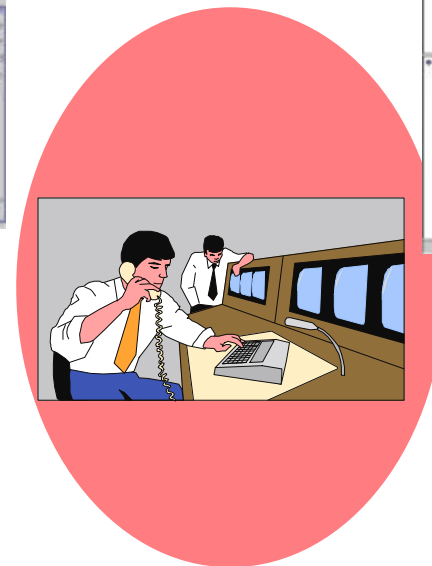
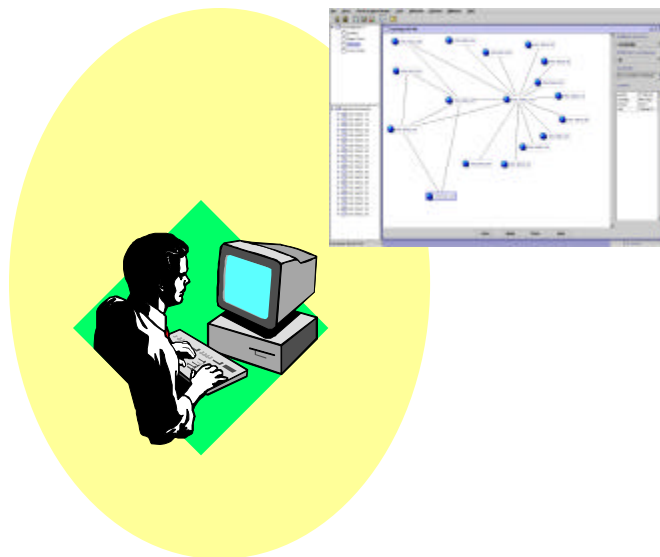


- Enable Service Management Layer
- Integration with OSS via API / XML
- Enable Communication of Performance Analysis and Reporting of SLAs



Browser-Based Client

- Browser Based GUI Client - for operations, product marketing, sales and customers
 - Java and Web-Enabled
 - Multiple Security Access Privileges
 - Customizable
 - Distributable





Thank You