



PRITHVI



Prithvi - Telecom Capability



Telecom Capability

“ Prithvi’s business model reflect our spirit of flexibility in the Telecom solutions domain and allow our clients to choose the model that best suits their requirements. ”

Top Business Drivers

Network Expansions

- ❖ Growing subscribers in emerging markets
- ❖ 3G rollouts in developed world
- ❖ Growth of mobile (data) services

Managing Customer Loyalty

- ❖ Quality of service
- ❖ Managing customer expectations
- ❖ Introducing and managing new services

Fixed Mobile Convergence

- ❖ Integration of fixed and mobile services
- ❖ Business model innovations as MVNOs, & MVNEs
- ❖ IMS, SIP, and UMA

Managed and Hosted Services

- ❖ Reduction in OPEX
- ❖ Efficient use of CAPEX
- ❖ Flexible outsourcing models

The Changing Landscape

Commoditization of voice and reduced entry barriers

- ❖ Increasing industry competition
- ❖ Strong motivations for minimizing OPEX and improving service quality
- ❖ Complex organization structure

Increased focus on future growth

- ❖ Challenges with resources and competence
- ❖ Increasing network complexity
- ❖ Strategic partnerships
- ❖ Complex supply chain
- ❖ New services development
- ❖ Competitive threats of new business models and technologies

Delivering customer value

with blend of functional and technology knowledge

Experience in delivering solutions

- ❖ End to end network rollout
- ❖ Managed services
- ❖ In-building solutions
- ❖ Mobile WiMax solution
- ❖ Revenue assurance
- ❖ Network management systems

Industry and technology know-how

- ❖ GSM ,CDMA, and iDEN
- ❖ UMTS, WCDMA, and WiMax
- ❖ Network management systems
- ❖ Billing and mediation
- ❖ Switching
- ❖ Location based services
- ❖ CRM
- ❖ DWDM
- ❖ IT- enterprise and technology solutions

Process competencies

- ❖ Consulting
- ❖ Project management
- ❖ System integration
- ❖ Network planning, design and optimization
- ❖ Application development
- ❖ Platform development
- ❖ Software and system testing
- ❖ Manufacturing

Telecom industry strength

People

- ❖ Associates aligned with telecom services from joining
- ❖ Continuous learning and development programs for associates
- ❖ Right mix of telecom industry and technology associates
- ❖ Experienced leadership team/project managers
- ❖ Contribution from leadership team to telecom knowledge base
- ❖ Knowledge repository of projects executed across telecom industry

Assets

- ❖ Global delivery centers
- ❖ Trained and experienced workforce
- ❖ iTOPS modules
- ❖ Ability to offer mix of onsite and offshore delivery capabilities
- ❖ References from successful delivery of projects
- ❖ Manufacturing capability for telecom products

Partnerships

- ❖ Billing mediation
- ❖ Mobile WiMax
- ❖ High performance database

Telecom product portfolio

iTOPS – Architecture highlights

- ❖ Fully integrated network management solution
- ❖ Framework driven architecture
- ❖ SOA based
- ❖ Common mediation layer
- ❖ Common data model
- ❖ Modular/Multi tier
- ❖ Common UI and reporting

iTOPS – Benefits

- ❖ Lower TCO by 20% to 40%
- ❖ Low integration costs
- ❖ Consistent UI enables faster learning curve
- ❖ No manual correlation
- ❖ Context sensitive data analysis