

Appendix C

Service	Lifecycle Services
Solution	OSS-BSS
Service Details	High-Level Service Plan
Version	Proposal Attachment, Dated July 2, 2010
Client	Datamatics Global Services
Market	North American Region

Goal Planning and Offer Management

Launch Goal

The goal will be to provide full-lifecycle support for Datamatics' BSS portfolio market positioning in the North America and create Market-Adoption resulting in NAM specific strategy development, sales forecasting, product management and launch, technology evangelism, go-to-market, customer acquisition and channel partner acquisition.

Ecosystem Analysis

Research will be conducted to perform due diligence on ecosystem-wide analysis including market analysis, customer analysis, competitive analysis, product assessments, channel analysis and technology assessments.

Offer Management

Datamatics' offers will be managed via offer analysis of existing and emerging offers in the NAM marketplace.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Launch Goal Planning	DATAMATICS	Global-i
Ecosystem Analysis	Global-i	DATAMATICS
Offer Management	Global-i	DATAMATICS

Strategy Development and Execution

The Datamatics' service goals and market opportunity will drive the strategy which will be developed from the Market Research conducted in the above phase.

Market Strategy

Strategy will be to develop a "map" of the market for Datamatics' products including the most attackable segments, size/outlook, sales and margin potential, product features and roadmap, buying behaviors and decision processes, needs and expectations, competitive dynamics and sourcing preferences.

Targeting Strategy

Current product features, roadmap, architecture and offer attributes will be mapped to the target audience attributes. The main targets for Datamatics products in the Communications Service Provider Industry Sector will be: 3G Wireless, 4G Wireless, Cable MSO, Telcos, IP, Broadband, Internet Services, Entertainment/Media, Utilities and Energy. New Business Models like MVNOs and MNOs will be targeted.

Positioning Strategy

Product positioning will be carefully analyzed across all competing positionings and positioned to represent the optimal positioning in the marketplace.

Product Strategy

Global-i will closely align its Go-to-Market plans with Datamatics' business and product strategy today, and Roadmap strategy in the next releases. Although, we believe that Datamatics' current product features and architecture is robust with a solid roadmap ahead, however, we will work closely with customers and channels in contributing towards localizing the product and the overall strategy for the North American markets even closely. We would like to embed ourselves in Product Planning and Release Planning of the products.

Product Features and Roadmap Strategy

Product features and roadmap strategy will be carefully analyzed across all product vision, strategy, feature sets and competing roadmaps, and positioned to represent the optimal feature set and roadmap in the marketplace.

Forecasts

Global-i will utilize both industry data and syndicated data, and collaborate with Datamatics teams to develop the most accurate and encouraging forecasts.

Business Case

Global-i will collaborate with customer teams to develop the most attractive and compelling business cases on a customer-by-customer basis. Global-i will utilize strong financial

justifications to gain a buy-in at the C and V-suite levels and provide validation at the mid-executive levels to tie in the investment case with organizational and enterprise objectives.

Offer Strategy

Product offerings will be carefully analyzed across all competing offers and positioned to represent the optimal offer in the marketplace.

Sales Strategy

Global-i has organizational structure that supports closely integrated Go-to-Market, Business Development and Sales under one group. The Go-to-Market team will be led by the Solution’s Leader and will have the full support on the market, product, technology and sales side from the Global-i GTM Practice Management Team.

Channel Strategy

Partner strategy will be carefully analyzed across all competing partnering opportunities and setup to represent the end-customers’ and client’s best interests.

Pricing Strategy

Product pricing will be carefully analyzed across all competing pricing and positioned to represent the optimal pricing in the marketplace.

Support Strategy

Product support will be carefully analyzed across all competing support offers and positioned to represent the optimal support in the marketplace.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Market Strategy	Global-i	DATAMATICS
Targeting Strategy	Global-i	DATAMATICS
Positioning Strategy	Global-i	DATAMATICS
Product Strategy	Global-i	DATAMATICS
Product Features and Roadmap Strategy	Global-i	DATAMATICS
Forecasts	Global-i	DATAMATICS
Business Case	Global-i	DATAMATICS
Offer Strategy	Global-i	DATAMATICS
Sales Strategy	Global-i	DATAMATICS
Channel Strategy	Global-i	DATAMATICS
Pricing Strategy	Global-i	DATAMATICS
Support Strategy	Global-i	DATAMATICS

Product and Service Planning

Datamatics product strategy will drive the product planning phase.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Product Plan	Global-i	DATAMATICS
Requirements Gathering	Global-i	DATAMATICS
Requirements Management	Global-i	DATAMATICS
Core Teaming	Global-i	DATAMATICS
Joint Application Development	Global-i	DATAMATICS
Architecture-Design and Roadmap	DATAMATICS	Global-i
Requirements Document	Global-i	DATAMATICS
Product Committee Sign-off	Global-i	DATAMATICS

Product Development

Datamatics product strategy will drive the product planning phase.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Product Feature Development	DATAMATICS	Global
Product Platform Development	DATAMATICS	Global
Product Interface Development for O/BSS	DATAMATICS	Global
Service Deployment	Global-i	DATAMATICS

Product Testing

Datamatic’s product development will drive the product testing phase.

Testing

Both Global-i and Datamatics will contribute actively to assisting customer teams to perform lab testing and field trials.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Lab Testing (In-house)	DATAMATICS	Global-i
Field Trials	Global-i	DATAMATICS

Product Launch and Go-to-Market Activities

Datamatics’ market strategy will drive the product launch.

Marketing and Communications Plan

Global-i will develop and execute a marketing and communications plan. The existing marketing material on the Datamatics products will be a component of the marketing plan and initial sales kit. Variations of these materials will be made based on customer needs and feedback.

Demand Creation

Global-i will develop and execute a comprehensive and targeted demand creation plan, based on the strategies formulated earlier. High emphasis will be put on developing and delivering starter packages for trial systems which will be placed in the labs of the prospects. Also, critical efforts will be made towards promoting the Datamatics platforms for implementing new service initiatives and not so much on migrating legacy services and customers on the Datamatics platforms.

Marketing Collateral Support

Both Global-i and Datamatics will contribute actively to all necessary collaterals needed to support marketing and customer engaging activities.

Sales Support

Global-i will contribute actively to proposal, pitch preparation, sales campaigns and sales tools for prospective client requirements.

Training

Both Global-i and Datamatics will contribute actively to demo and training for a given client requirement.

Operations and Fulfillment

Both Global-i and Datamatics will contribute actively towards product and overall solution related fulfillment.

Customer Experience & Satisfaction

Both Global-i and Datamatics will contribute actively to enhance Customer Experience and Satisfaction.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Marketing and Communications Plan/Press Release	Global-i	DATAMATICS
Demand Creation	Global-i	DATAMATICS
Marketing Collateral Support	Global-i	DATAMATICS
Sales Support	Global-i	DATAMATICS
Training	Global-i	DATAMATICS

Operations and Fulfillment	Global-i	DATAMATICS
Customer Experience & Satisfaction	Global-i	DATAMATICS
Other Go-to-Market Activities (Marketing Campaigns)	Global-i	DATAMATICS

Post-Launch Sustaining and Deployment Support

Business Process Integration

Needs Assessment

Based on customer requirements and scope Global-i will conduct customer assessments, service readiness, solution architecture, solution design, requirements gathering/management, program/project management, solution development, proposal generation, contract development, contract execution, procurement and solution deployment.

Sales Process

Based on product capabilities and customer needs, we will determine the potential client list. Groups within a service provider organization that are most likely to buy OSS/BSS solutions will be targeted and Datamatics' strengths will lead to successful sales strategies to those groups. We will make contact at the appropriate level for each potential client using current and past contacts. Then we will obtain Scope and Requirements for each of the potential clients, which will lead to a joint development with Datamatics of proposals (RFPs).

Order Process

Based on customer procurement and Datamatic ordering process Global-i will drive customer activities for trial and full-blown system deployments.

Implementation Process

Global-i will work closely with the customer and the Datamatic teams to ensure all modules are implemented properly meeting all customer requirements.

Maintenance & Monitoring & Care

Global-i will work closely with the customer and the Datamatic teams to ensure all modules are under proper maintenance and monitoring.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Needs Assessment	Global-i	DATAMATICS
Sales Process	Global-i	DATAMATICS
Order Process	Global-i	DATAMATICS
Implementation Process	Global-i	DATAMATICS
Maintenance & Monitoring & Care	Global-i	DATAMATICS
Solution Deployment	DATAMATICS	Global-i

Program/Project Management

Datamatics' lifecycle solution will be program and project managed through all phases.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Program and Project Management	Global-i	DATAMATICS

Case Studies

SK C&C
Goal
Client contracted for Consulting Services to perform full-lifecycle development and management of their current OSS-BSS solutions portfolio.
Solution
Global-i provided a Consulting Solution which included Dedicated-Consulting Resources (Consultants) who were subject-matter experts under its OSS-BSS Consulting Practice. Dedicated Consulting resources requirements were carefully understood and assembled utilizing our deep domain in this area. Subsequently resource acquisition, delivery and resource management was performed. Global-i's O/BSS Industry Specific Practice also supported and guided Global-i Dedicated Consulting Team throughout the engagement.
Challenge Met
Global-i's Dedicated Consultants coming with deep domain experience in similar projects quickly learned the relevant ecosystem related to the goal on hand and performed end-to-end lifecycle phases tied to solutions portfolio management. Global-i team identified and collaborated closely with the entire client team and the relevant extended teams (customer, partners, etc) in order to meet the challenges of the goal on hand and produced the necessary deliverables for attainment of total project success. Global-i team generated phase by phase deliverables of the initial and early lifecycle specific to the North American marketplace.
Advantages
Client was quickly able to line up Best-in-Class consulting resources and deploy them per their needs. Client focused on their core activities of planning and management of their deliverables and left the Outsourced Solution to work independently yet in a cohesive fashion. Several metrics were achieved successfully: Time to Project Completion was at 100% achievement, Domain-Specific Project Resources Engagement was at 100% attainment, Annual Savings via Project Productivity Gains was at 10 Fold versus Completely Omitted Project and at 5 Fold versus Project done Internally.
Terrestar
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Solution

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<p>Inverca Telecomunicaciones</p>
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Team Bios

Senior Consultant

Senior-level Lifecycle Management Leader for IT Infrastructure and Services, including Communications-based OSS-BSS Systems, Processes, Technology and Services. Project leader with combined experience in strategy formulation, investment case development, product planning, product development, product management, product launch, go-to-market, product sustaining and deployment activities support for next-generation and enhancement infrastructure including software, hardware, support and services products. Achieved time and over again across multiple product and release cycles, time-to-market metrics ranging from accurate product forecasts to market-centric product development to meaningful business cases to impactful product launches and go-to-market efforts. Ensured effective completion and attainment of product programs and business objectives projects on time and within budget.

Senior Consultant

Senior-level Lifecycle Executive Management Leader with clear record of success in launching and re-launching of new and existing offerings, turnaround of troubled operations and solid improvements in market and service coverage in the communications industry across multiple IT infrastructure and services areas, including OSS-BSS solutions portfolios. Consistent record of growing market share, revenues and profits while implementing strong brand recognition, financial controls and reporting standards. Broad knowledge of technology, regulatory structures and telecommunications markets across North America and key global markets. Recognized expert in technology, applications, services, products, platforms, suppliers, marketing and sales distribution channels.

Global-i OSS-BSS Consulting Practice

Global-i OSS-BSS Consulting Practice Team guides and advises Global-i Consulting Team engaged with clients. Utilizing our complete Portfolio of Full-Lifecycle and Implementation Consulting we help clients make Business Process, Technology Process, Technology Systems, Service Development, Service Delivery and Service Management Improvements for OSS and BSS Systems and Processes across end-to-end areas tied to Order-to-Cash Cycle. We provide Best-Practices and Industry-Standards based Assessments, Audits, Readiness, Strategy Development, IT and Operations Planning, Service Development and Integration/Deployment Consulting Services across all Solution areas for Critical and Next-Generation Products and Services Planning and Delivery.