

# Cellex Virtual Subscriber

## FOR NETWORK OPERATIONS CENTERS

Cellex Virtual Subscriber provides Network Operators with a window into their subscriber's experience. The Virtual Subscriber uses services constantly, presenting operators with direct and immediate information about services availability and quality.

By emulating subscribers' activities, the Virtual Subscriber detects and reports service problems before they affect actual subscribers. The virtual subscriber helps operators monitor the full subscriber experience: from the Voice, Data & Video services that a subscriber uses, through service billing, customer care and self service.

### Virtual Subscriber Benefits

- Provides real time detection and analysis of service incidents
- Ensures quality and success of new services
- Modular, designed-for-monitoring architecture ensures solution relevance through network and architecture upgrades
- Quality of Experience monitoring from the subscriber's point of view

In today's complex network and service delivery environments, monitoring network elements is no longer sufficient for guaranteeing the availability and quality of services. To ensure successful services delivery, operators need to observe them from the most important perspective – the subscriber's.

The Virtual Subscriber is based on full implementation of the intricate protocol stack of services. Cellex combines network, handset and content validation technologies to ensure that Operators are able to view and analyze full service drill down information.

By using this drill down information, operators actively manage their subscribers' Quality of Experience. This information enables them to shorten time to repair and even prevent problems by foreseeing them before they occur.

Service examples: Voice, Video, Data Applications, IVVR, Video Calls, WAP, content download

a window  
into your  
Subscriber's Experience



# The Network Operations Centers In Times Of Change

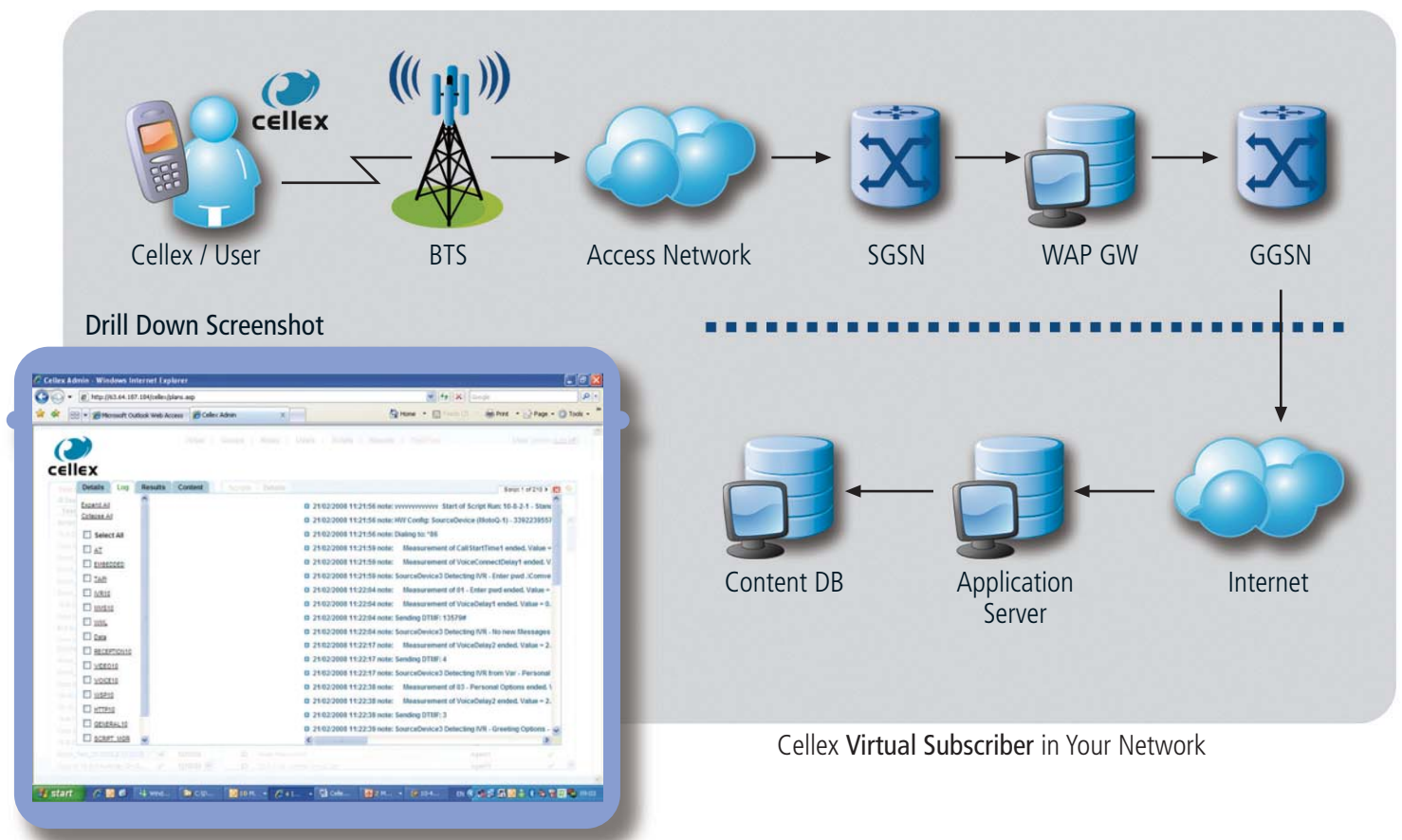
Network operation centers are continuously facing growing challenges:

- Migration from Network Centric to Customer Centric management
- Proliferation of the number and variety of services
- Rapid Changes in network and service technologies
- Growing complexity of networks and services in a triple or quadruple-play environment
- Split service ownership and responsibility between network, content and service providers
- Limited or faulty reporting by network elements

The result of these challenges is an increased difficulty in measuring and monitoring service delivery and quality by relying only on network-specific monitoring tools.

Cellex Virtual Subscriber complements your OSS by providing you with a subscriber-centric view of your network and services condition.

## Cellex Virtual Subscriber The Subscriber That Works For You



# How It Works

Service scenarios are created using Cellex Service Modeler®. Using the Cellex Virtual Subscriber Manager, the scenarios can be run at anytime on any Virtual Subscriber. During their run, information and measurements are collected and recorded. In case of a problem, an alarm is sent to a network management system or any other predefined destination. The information that was collected is used for success and quality reports.

Adding services to the Virtual Subscriber is quick and simple, allowing operators to use it as part of any service launch.

The Virtual Subscriber can be set to use any type of network, anywhere. Network upgrades and architecture changes do not require changes in the service scenario scripts and monitoring plan of the Virtual Subscriber.

The virtual subscriber can use fixed, mobile or converged networks, providing information services using either, some or all networks.

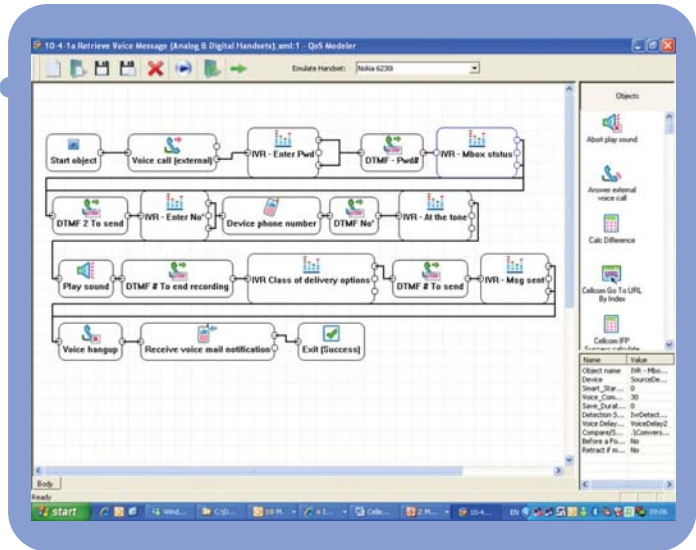
Used stationary or as part of drive-tests to provide full examination of quality and performance for a variety of usage patterns and potential failure points.

Want to benchmark your services against the competitors'? Using strategically placed Virtual Subscribers, operators can monitor the quality of experience in various parts of their network and their competitors' networks.

The Virtual Subscriber offers state-of-the-art modular design with open interfaces, for easy integration with existing OSS and testing solutions.

Extensive drill down information provides root cause analysis and shortens Time to Repair.

Service Modeler Screenshot



## Cellex Service Modeler

With Cellex Service Modeler you can create services and usage scenarios in a fast and simple way.

The Cellex Service Modeler is a cutting edge tool that provides an easy-to-use intuitive graphical environment for the creation of new services and scenarios for the Cellex Virtual Subscriber.

With the Cellex Service Modeler, creating new service scenarios for the Virtual Subscriber becomes as quick and as easy as choosing and connecting predefined subscriber activities and network events.

The Service Modeler is flexible and modular, and can be easily expanded to include and support new technologies. These new building blocks instantaneously become part of the Service Modeler and enable the immediate creation of new scenarios.

# Cellex Virtual Subscriber

## A Family of Products

The Cellex Virtual Subscriber product family provides operators with comprehensive Quality of Experience information throughout the service life cycle: pre-launch lab testing, NOC monitoring, and service and network upgrades.

### Cellex Virtual Subscriber for **Pre-Launch Testing**

The challenge of testing new or upgraded services and systems increases with the growing complexity of network and service delivery environments. To ensure good quality of experience from the first day of service, operators need to test services from the subscribers' point of view before the launch. Cellex Virtual Subscriber enables rapid creation of service scenarios, for quick and comprehensive testing of new services.

### Cellex Virtual Subscriber for **Network Operations Centers**

Operators experience increased difficulty in measuring and monitoring service delivery and quality by relying only on network-specific monitoring tools. To ensure successful services delivery, operators need to monitor them from the most important perspective – the subscriber's. The extensive drill down information provided by the Virtual Subscriber enables operators to foresee service problems before they occur and to shorten time to repair.

### Cellex Virtual Subscriber for **Field Testing**

With the rapid introduction of new services and constant changes in infrastructure, Field Testing has become a significant bottleneck. Cellex Virtual Subscriber enables the creation of service scenarios, for complete and rapid testing of new services and network upgrades. Remote testing and shorter testing times significantly reduce in-field effort.



For more about Cellex,  
please visit us at:  
[www.cellexnetworks.com](http://www.cellexnetworks.com)

