



## *Boss Portal Company Profile*

*We've always been a little different*

In the world of Telecommunications and IT success is not a function of technology alone. Success is only possible through a delicate marriage of technology, people and process.

Boss Portal is a telecommunication software company that specialises in Business (BSS) and Operations Support Systems (OSS), and has a solid track record of delivering tangible business benefits in a range of network and customer operations.

We understand the unique needs of B/OSS in these domains and we know B/OSS like the back of our hands.

We've always been a little different. From our very first day of business we began rewriting the rules for tackling network and customer operational challenges.

Our field proven solution was conceived and built from the ground up for and with telecom network operators. It enables us to offer highly relevant capability 'out of the box' today.

It solves the predicament of isolated point solutions and its flexible architecture allows us to rapidly adapt to the changing needs of our customers.

Combined with a proven set of methodologies, delivered by some of the smartest and most experienced professionals in the B/OSS industry make for a game changing value proposition that is the Boss Portal difference.

### *Company Highlights*

- An innovative framework that covers the majority of the B/OSS functions required by telecom network operators to both operate and differentiate their services in a single integrated solution.
- A proven operational transformation model that facilitates a low risk evolutionary path for B/OSS systems.
- A proposition that reduces both capital and operational expenditures for OSS.
- Delivered and supported by a team of experts renowned in their respective fields.

**b**OSS  
PORTAL

## *The Business Challenge*

For too long, BSS and OSS initiatives have been hit-and-miss affairs for network operators.

They often cost too much, take too long, are too complicated, and, above all, fail to deliver the expected returns.

They have often become bottlenecks to better customer experience. Outages and service level violations due to inaccurate or inaccessible information have become more commonplace.

Now with the ever growing demand for bandwidth, successive and increasingly frequent network upgrades have left many network operators with a plethora of Network (NMS) and Element Management Systems (EMS).

The task of maintaining the network has become more complex and resource intensive.

For mobile operators, the perceived Quality of Experience (QoE) and improved customer management can be the single biggest differentiator in the prevention against churn and competition for new business. In many cases, whole accounts can be won or lost based on the perceived QoE of a single customer VIP.

Network operators know the B/OSS systems hold the key to overcoming these new challenges. But who can they turn to for help with this enormous challenge of transforming their operational processes and underlying systems?

That is where Boss Portal and our solutions come in...

## *A New Breed of Solution*

We, at Boss Portal, have heard the voice of the customer and we understand that they 'just need a system that works. And after many years of careful research and development that is exactly what we have delivered.

The result is a unified B/OSS framework, which we call Boss Operations Navigator, where functional components, such as customer and process, inventory and fault management are all pre-integrated and work together as one.

It not only closes the chasm between systems within the OSS domain, but also extends the OSS capabilities into the BSS domain, transforming routine operational data into business critical information.

We are strong advocates of the idea that 'information is power' and that 'with information, the total is always greater than the sum of its parts'.

This is why Boss Portal has engineered its solution framework with 'integration' at its core, in order to avoid problems with isolated pockets of information that plague conventional solutions where disparate systems are used.

## *Our People*

The Boss Portal team represents the cream of the industry in B/OSS.

All of our team members are seasoned professionals in their respective area of expertise, and have solid track records in the industry.

It is this collective experience that makes Boss Portal what it is today an industry niche player with an outstanding value proposition.

Headquartered in Auckland, the Boss Portal team have recently gone global with new offices in Australia and France and field partners across Asia and the EMEA.

Now we can extend our value proposition to the majority of wholesale networks in the world.

Boss Portal is privately owned and operated by those who have worked and excelled in the industry. This puts us in a better position than many other software vendors to stay in tune with our customers' needs.

## *Innovation at our Core*

From our very first day of business, we have been rewriting the rules for tackling network and customer operational challenges.

With the Boss Operations Navigator, we came up with a B/OSS framework and applications suite that can not only be used as the cornerstone of a global network operation but also to support the front line business teams managing the customer conversation.

But we understand well that a technically superior system in its own right serves no benefits if it is disjointed from business objectives.

This is why our approach is very much driven by the required business outcomes and the business processes that support these outcomes.

Once again Boss Portal broke new ground with an industry first operational transformation model specifically tuned to the needs of the wholesale operator.

Now we can help operators get the results without the risks often attributed to OSS projects.

We are always looking for new ways to help improve our customers' operations.

## *Lets Collaborate*

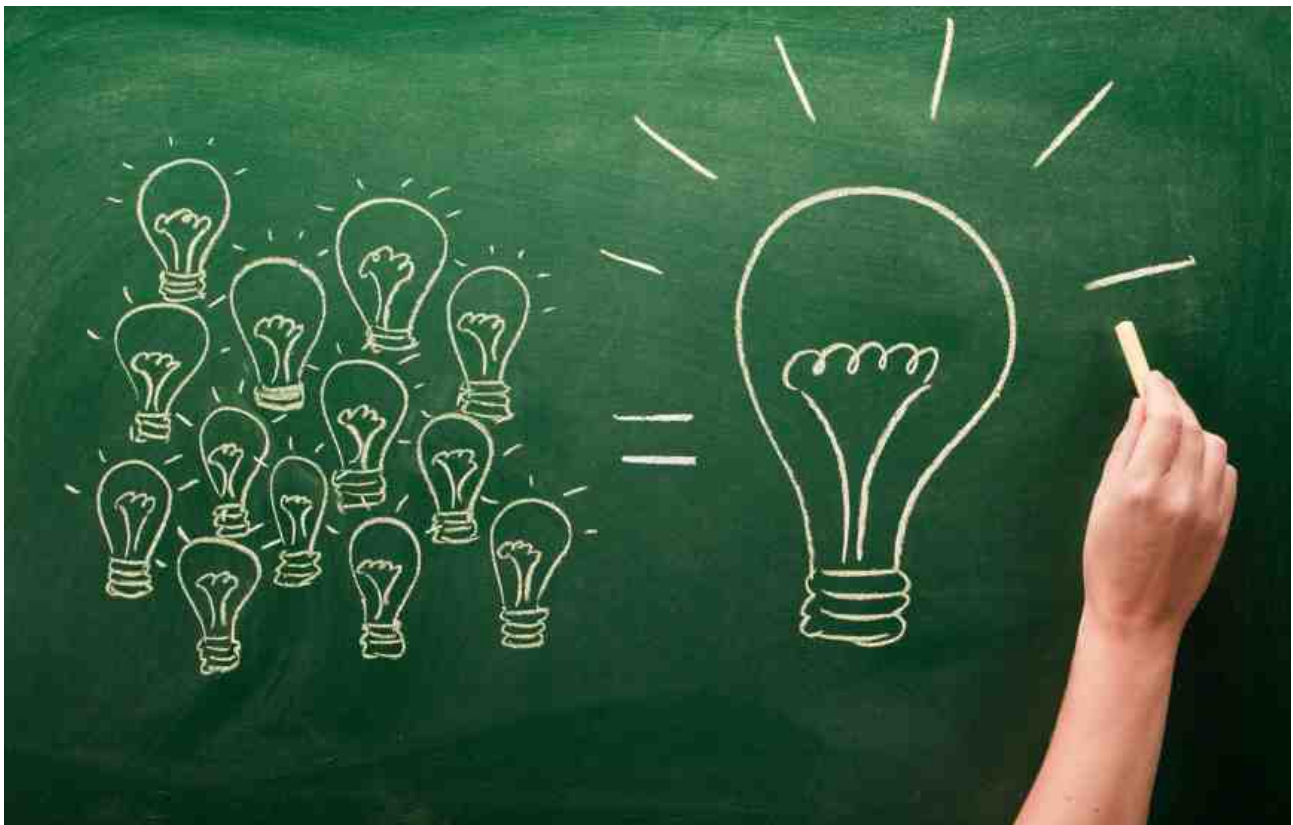
Having consistently delivered the promised results for our customers to challenges that most vendors would deem 'too hard' to approach, we have built a solid reputation in the industry.

We have successfully integrated with many major network suppliers.

We find great synergies from such collaborations where the value of the network suppliers' platforms is enhanced and better appreciated by network operators as we transform the data provided by those platforms into business critical information and integrate them into the operators' business process.

These synergies extend to our delivery and system integration partners who find working with our solutions a low risk high value proposition.

We are always interested in working with innovative suppliers, so we can solve more of our customers' problems and develop mutually beneficial value propositions.





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*Boss Portal is a telecommunications software specialist with a breakthrough solution framework that is fundamentally redefining the industry assumptions for B/OSS implementations. Our unified solution is the answer to the predicament of isolated point solutions. Its flexible architecture allows us to rapidly adapt to your evolving needs. We have been nicknamed by our customers the 'Panadol of OSS' for our ability to provide fast pain relief to their 'OSS headache'*

