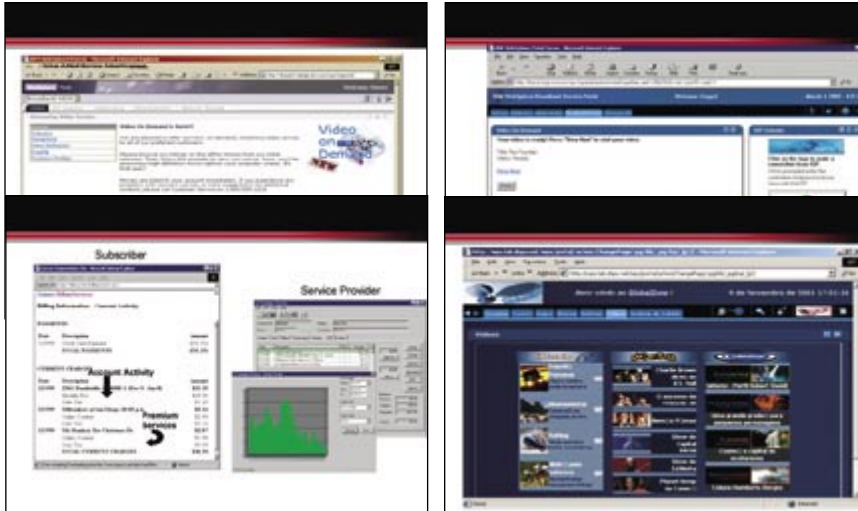


**WebSphere** software

## IBM delivers next-generation subscriber self-management



### The competitive edge

In today's Internet world, consumers are continuously being offered more choices for more services from a growing variety of carriers. This level of competition has left SPs looking for additional ways to enroll their customers and deliver content, while creating new revenue streams.

By providing value-added broadband services, SPs can capture new subscribers with access to information on virtually any device, over a broad range of networks. IBM pervasive computing software helps manage this information and reduce complexity. As SPs are realizing the importance of this accessibility, IBM is helping them deliver a subscriber management infrastructure with self-service features that allows for Web-based self-enrollment and account management.

### Highlights

- **Delivers a mature, industry-proven infrastructure targeted at broadband and dial-up Service Providers (SPs) for creating and managing services**
- **Enables the rapid deployment of service delivery portals by extending the capabilities of WebSphere® Portal**
- **Scalable solution with a high performance subscriber database that can support tens of millions of subscribers**
- **New services are easily defined through administrative user interface and provisioning plug-in capability**
- **Customer Care, Self-Enrollment and Self Care applications are easily customized and branded for integration into existing business environments**
- **Integrated with leading Internet billing products, Lightweight Directory Access Protocol (LDAP) directories and Tivoli® Access Manager**

The IBM WebSphere Everyplace™ Subscription Manager V4.1 offers a mature, industry-proven subscriber management infrastructure. With its ability to implement value-added fee-based services, WebSphere Everyplace Subscription Manager provides the infrastructure for SPs to increase efficiency, improve customer service and increase revenue streams while lowering support costs. IBM is enabling this competitive edge by delivering a scalable and customizable infrastructure that allows

for integration into the WebSphere Portal, as well as integration into external and legacy applications.

### Flexible and scalable subscriber management

WebSphere Everyplace Subscription Manager is designed to collect and store fully customizable subscriber data, associate subscribers with their chosen services, and initiate the provisioning process to enable service delivery. For example, to support usage billing, WebSphere Everyplace Subscription Manager

can record session usage based on time used and data delivered via the port or network access server. And it's flexible service provisioning features easily support customer-defined new or existing service delivery models.

### Key features

WebSphere Everyplace Subscription Manager delivers fundamental subscriber and service management features, independent of their business model or delivery architecture, including:

Features	Specifications	Benefits
Host multiple Internet Service Providers (ISPs) simultaneously	<ul style="list-style-type: none"> <li>Point-to-Point Protocol over Ethernet (PPPoE) with Equal Access capabilities</li> <li>HURL protocol</li> </ul>	<ul style="list-style-type: none"> <li>Provides the infrastructure for unique services, branding and marketing</li> <li>Supports multiple logon profiles</li> <li>Sends a specific URL to the subscriber's browser at session start up allowing SPs to set a specific Web page view every time a subscriber logs in</li> </ul>
Flexible service provisioning	<ul style="list-style-type: none"> <li>Java™-based provisioning engine with IBM provided provisioning agents or customer written agents</li> </ul>	<ul style="list-style-type: none"> <li>Easily supports customer-defined new or existing service delivery models</li> </ul>
Subscriber self-enrollment and management	<ul style="list-style-type: none"> <li>Subscriber Self Care and increases revenue stream</li> </ul>	<ul style="list-style-type: none"> <li>Improves customer retention, lowers support costs</li> </ul>
Integration with Redback	<ul style="list-style-type: none"> <li>Broadband DSL extensions of aggregation hardware</li> </ul>	<ul style="list-style-type: none"> <li>Allows for integration with industry leading supplier</li> </ul>
Integration with WebSphere Portal	<ul style="list-style-type: none"> <li>Infranet billing</li> <li>CyberSource credit card authorization</li> <li>Supports multiple methods of single sign-on</li> </ul>	<ul style="list-style-type: none"> <li>Allows access to automated features and functions required for subscriber management</li> <li>Allows subscriber to access WebSphere Everyplace Subscription Manager and WebSphere Portal with a single user name and address</li> </ul>
SP and subscriber personalization of portal page	<ul style="list-style-type: none"> <li>Integration with WebSphere Portal</li> </ul>	<ul style="list-style-type: none"> <li>Provides ability to conduct customized marketing and improved user experience and loyalty</li> </ul>
Built-in integration protocols	<ul style="list-style-type: none"> <li>LDAP</li> <li>Remote Authentication Dial-In User Service (RADIUS) with two-way proxy capability and user definable authentication exits</li> </ul>	<ul style="list-style-type: none"> <li>Enables integration with external and legacy applications</li> <li>Enables SPs to integrate custom business procedures in the RADIUS process flow</li> </ul>
Flexible programming toolkits	<ul style="list-style-type: none"> <li>All components built in Java and documented APIs, compatible with WebSphere Application Development and WebSphere tooling</li> </ul>	<ul style="list-style-type: none"> <li>Enables extension and integration with existing systems and processes</li> </ul>
Support for value-added services	<ul style="list-style-type: none"> <li>Integration with leading Internet billing products</li> </ul>	<ul style="list-style-type: none"> <li>Allows subscribers to add value-added services such as network storage, Web hosting, streaming video and online gaming</li> </ul>
Security features	<ul style="list-style-type: none"> <li>IBM Tivoli Access Manager</li> </ul>	<ul style="list-style-type: none"> <li>Enables SPs to provide authorization, confidentiality and data integrity in messages</li> </ul>

### Self-service and support

To retain and respond to customer needs, WebSphere Everyplace Subscription Manager offers Subscriber Self Care—a complete Web-based guided self-service environment application. From online enrollment to order status and service history, subscribers are enabled to manage their own accounts. Empowered to try out new services in realtime, subscribers can add or remove a variety of services seamlessly. Subscribers can change their network access, subscribe to monthly services, or they can order on demand services such as streaming video or online gaming.

WebSphere Everyplace Subscription Manager helps you streamline the production and rollout of applications that generate new revenue streams. WebSphere Everyplace

Subscription Manager enables SPs to bundle their service offerings and differentiate products with innovative service packages.

### Integration with the WebSphere Portal

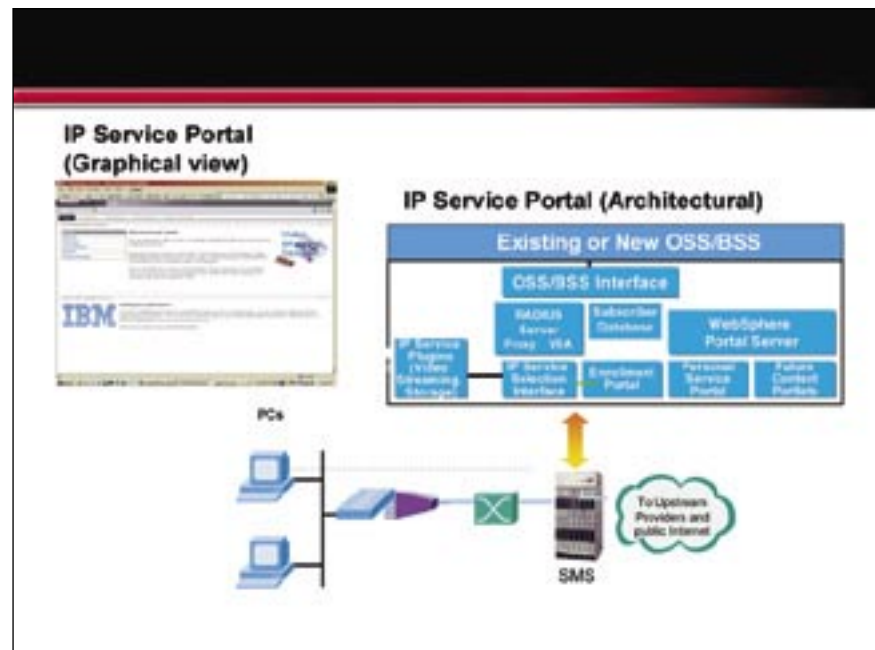
WebSphere Everyplace Subscription Manager enhances the WebSphere Portal by fully integrating its services management infrastructure with the powerful personalization and aggregation functions of the portal. Orders for on demand services can be placed using custom designed portlets that communicate with the WebSphere Everyplace Subscription Manager provisioning subsystem to help ensure realtime service delivery, authorization and billing transactions.

### IBM stands ready to help

At IBM, we have built lasting relationships with industry leaders in telecommunications, network services and Internet services. We understand your business and can provide custom solutions to expand your portfolio of services and speed your time to return on investment. With worldwide resources and an extensive Business Partner network, IBM stands ready to help.

### For more information

To learn more about IBM pervasive computing software solutions visit [ibm.com/pvc](http://ibm.com/pvc) or call your local IBM representative.





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