



## IBM Rational Communications Animation

Communications Service Providers of all sizes face a variety of obstacles: more competitors, subscriber expectations, and economic pressures – not to mention needing to grow new revenues.



Having made considerable investments in next generation networks and IT, the CEO of Clarity Communications needs to bring innovative, converged products to the market and quickly realize revenue streams from them.



The newest product is MobileDispatch, a solution for business customers with a mobile workforce utilizing GPS location and voice calling technologies.

The CEO has tasked his VP of New Product Development and the CIO to implement new practices and supporting tools to get to market faster...without sacrificing quality.



The VP has already started building new products on their emerging Next Generation Network, and the CIO wants to leverage his ongoing investment in SOA to rationalize the unwieldy OSS/BSS infrastructure.

They feel the same pain – it takes too much time and money to deliver new products.

Together, they enlist IBM Rational to perform a Health Assessment for Software Delivery, part of the IBM Measured Capability Improvement Framework, designed to map business value to software delivery best practices.

Clarity identifies reduced cycle times, improved quality and lower costs as operational goals. Measurable improvements in these areas will give Clarity the Product Delivery Performance Improvement they need.

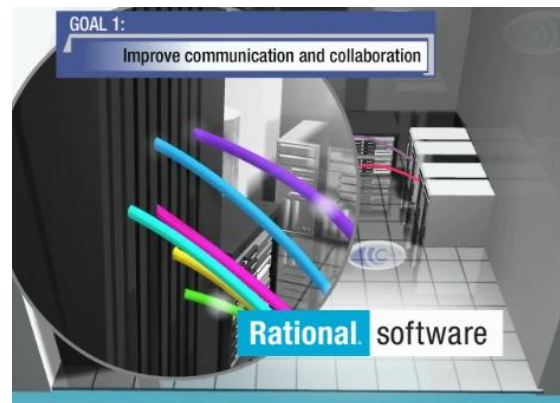
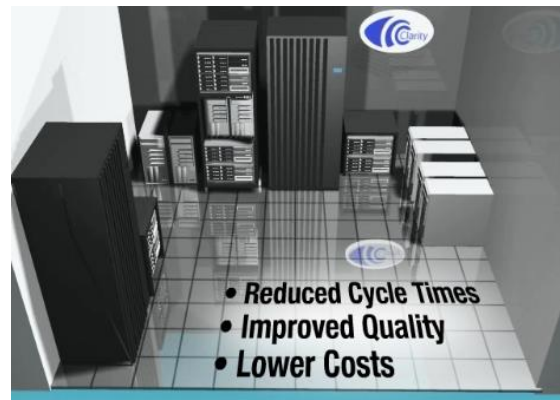
The assessment reveals three key practice areas to achieve PDPI:

The first goal is improved collaboration and communication between the Line-of-Business and Delivery teams.

Several factors, including ambiguous business requirements, inadequate traceability and impossibly complex software architecture contribute to the problem.

Using Rational, Clarity is able to optimize their processes and tools. By aligning business requirements and software product portfolios, they can deliver the right products for the right market, at the right time.

The second area identified by the assessment is the ability to quickly deliver new converged services like MobileDispatch, without a corresponding drop in quality.



These exciting new products are assembled using the building block enablers found in vendor software. At Clarity, the IBM Rational Unified Service Creation Environment allows the delivery team to combine Application Lifecycle Management with service creation toolkits from NEP and ISV vendors. The USCE supports a variety of standards and protocols, enabling Clarity to bring high quality converged services to market in less time.

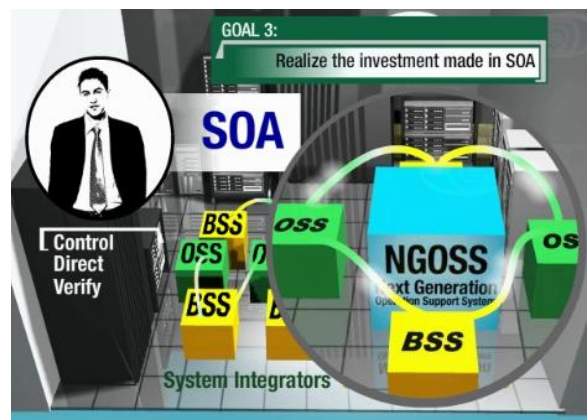


The third goal is to realize the investment made in SOA. The Clarity CIO invested in SOA to deliver the business flexibility and reduced time to market needed from the previously siloed OSS/BSS. The SOA implementation is split between two external system integrators: one handled the OSS and the other was responsible for the BSS.



For the new architecture to fully succeed, the Clarity service planners and enterprise architects need SOA governance and lifecycle management.

The IBM Rational solution incorporates support for modeling the major components of TMForum NGOSS. This enables the CIO to control, direct and verify the SOA services being created by the systems integrators, ensuring compliance with the Clarity vision for the OSS/BSS architecture.



By meeting these operational goals, strides have been made across the organization. Improved communication and collaboration have enabled a high trust relationship between line-of-business and delivery team stakeholders. Converged services are easier to create and deploy, and effective governance of the SOA implementation breaks down the silos between OSS and BSS systems.



IBM Rational has positioned the VP of New Product Development, CIO and CEO to succeed with Mobile Dispatch and future services to come. With increased collaboration, quick deployment and effective SOA governance, Clarity Communications is on the path to Product Delivery Performance Improvement.

Click the link to discover what IBM Rational can do for your business.

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