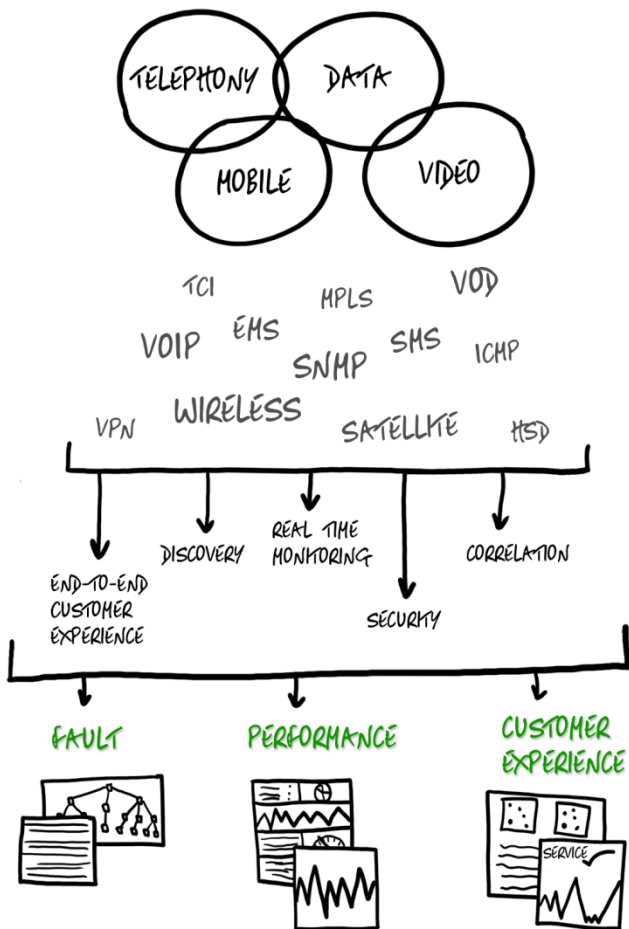


## Converged Management for Converged Services

In the highly competitive world of Service Providers service convergence strategies are everywhere. The variety of offerings in a “triple play” world and the underlying infrastructure supporting those product sets are diverse and often times originally managed by separate business units within a larger parent company. The emergence of mobile technologies such as SMS and mobile content complicate the landscape further.

At Softential we are able to draw upon over a decade of focused experience in managing complex environments, with longstanding relationships with clients in the telecommunications and service provider sectors. This experience allows our architects to work with our customers to leverage strong point solutions and cull vestigial applications, all under the unifying presence of IBM Tivoli Netcool’s “Manager of Managers” umbrella.



One challenge that service providers moving towards or already offering converged services must overcome is the remnants of decentralized service management. Softential has a mature model based on past successes designed to help our customers move their management efforts to a proactive service-based strategy more suited for interdependent services. Using IBM's innovative VCA (visibility, control, automation) approach we help customers realize their goals:

### Visualization and Presentation

- Single pane of glass dashboards
- Standard format of collected data
- Easy navigation to relevant raw data

### Service Oriented Architecture concepts

- Measuring impact on business units
- Measuring impact on lateral services
- Pro-active Service Management
- Cost-effective unified Service Management

### Collaboration, Education and Enablement

- Customer involvement at every turn
- Extensive knowledge transfer
- Dedicated training sessions
- Application communities and communication

### Softential Best Practices and Solution Features

- Fully redundant, centralized management
- Historical performance data
- Intelligent trending analyses



We **partner** with customers and prime integrators throughout engagements, **architect** best-of-breed turnkey solutions during the initial phase, **deploy** using best-in-class products based on a flexible cost pricing model and **maintain and enhance accounts over time** by providing superior care.

Tivoli/Netcool partners since 2000

Headquartered in Herndon, VA (DC Metro)  
Offices in New York City  
Philadelphia PA  
Atlanta GA  
Greenville, SC

40+ US-based engineers and consultants

Proven architect and delivery teams

Business Service Management and  
IT Infrastructure Management solution experts,  
with 155+ deployments

Unparalleled Tivoli Product knowledge

Premiere AAA Accredited IBM partner

Authorized IBM Support Partner : Tier 1 and Tier 2

24x7 Helpdesk with Tier 1 and Tier 2 support

Over 55 current Netcool customers

Depth of expertise

Breadth of experience

Critical Mass of resources

Ability to scale for projects

Responsiveness and sense of urgency

**GSA Contract**

GS-35F-0202V

**CAGE CODE**

1VU45

**SIC Codes**

7371, 7373,  
7376, 7379

**DUNS**

059632153

**TIN**

54-2009032

**NAICS Codes**

541511, 541512,  
541513, 541519

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