

Two words set Strategic Imperatives apart...
Innovation & Vision

Strategic Imperatives is the pioneer in Openreach interoperability and virtual network solutions enabling WLR3, LLU and NGA integration for many of the UK's largest communication providers. Our award winning Elevate Platform is the mostly widely used provisioning interface to Openreach EMP managing over 50% of the national WLR estate and millions of LLU and FTTx lines.

Elevate WLR3 is the most advanced and complete WLR3 solution delivering new levels of functionality that streamlines, optimises and transforms your service delivery capability.

WLR3 is now easy



imperatives
fresh thinking



Elevate VNE platform for WLR3

WLR3: The Opportunity

With a greater choice of communication providers (CPs), customers will not tolerate sub-standard levels of service. Maintaining satisfaction and reducing customer churn means improving the quality of service and satisfying the demands of an increasingly sophisticated customer base.

Wholesale Line Rental 3 enables CPs to deliver a level of service unheard of previously with improved automation, integrated processes, real time access to critical information, order status updates and 24/7 order processing. As well as improving the quality of service it also opens up new revenue channels and removes the restrictions imposed by forecasting which until now has been a considerable barrier to expansion.

The technology behind WLR3 provides equivalent access to the Openreach network through the Equivalence Management Platform (EMP). How this technology is leveraged will determine whether a communication provider has the capability to be a market leader or is left behind, unable to compete effectively.

Competition is fiercer than ever with more new providers entering the market – but with the right WLR3 solution, it is possible to differentiate, gain an edge and win market share.

Elevate WLR3

With an unparalleled track record in successfully enabling customers to launch WLR3 and delivering carrier grade EMP solutions to the UK's largest CPs, Strategic Imperatives is uniquely able to provide the most comprehensive, powerful and cost effective WLR3 solution.

Elevate WLR3 is a feature rich WLR3 solution available as a web based portal, high level Application Programming Interface (API) or a combination of both. It supports the full array of assurance and fulfilment functionality from Openreach, combined with an extensive toolset designed to streamline and enhance service delivery and reduce operational costs.

The rich feature set includes composite services such as Like for Like transfer, bulk order management, assurance & reseller self-service portals, process wizards, inventory services, MIS reporting and task management amongst others.

At the core of Strategic Imperatives' WLR3 solution is our dedicated EMP gateway and the Elevate platform, a highly modular service delivery framework ensuring the ultimate combination of functionality, reliability and performance.

A fully managed service

The fully managed WLR3 service enables CPs to take advantage of the enhanced communication services offered by the Elevate VNE platform with minimal risk and upfront capital investment. Customers will also benefit from specialist EMP support, faster time to market, rapid product establishment with Openreach and the ability to focus on core competencies.

Strategic Imperatives is committed to providing a high quality service and to continuously enhancing Elevate WLR3 in line with changes from Openreach and the changing operational dynamics of CPs.

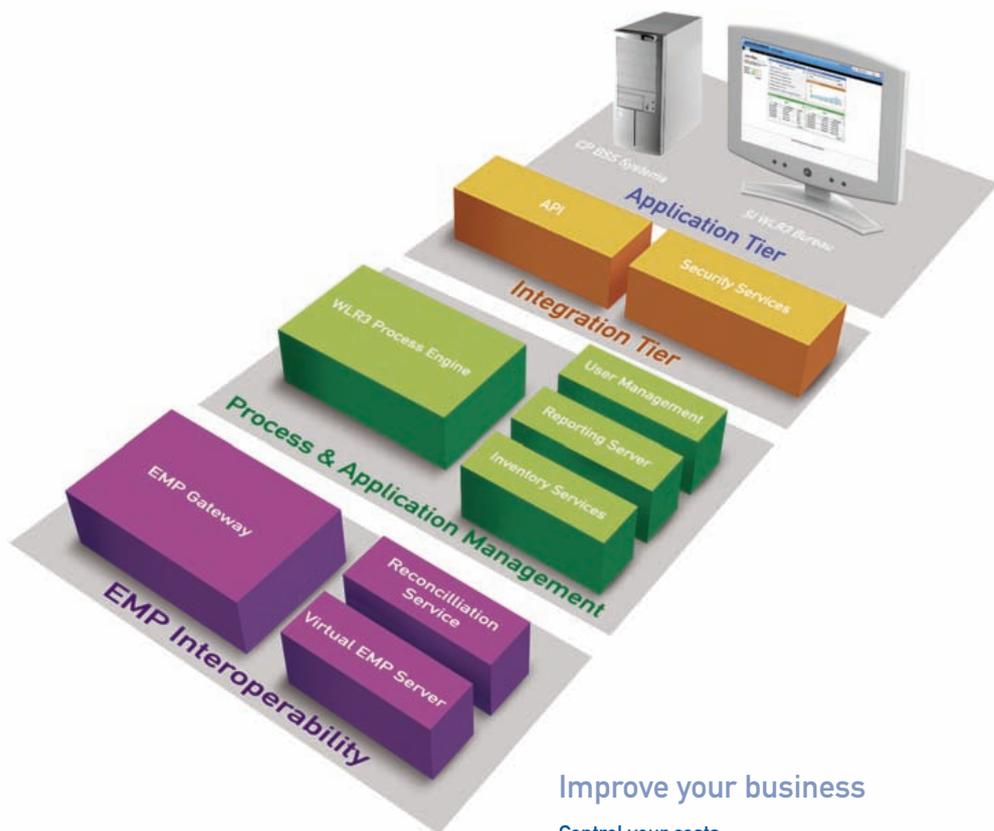
Future-proof access architecture

Leveraging Strategic Imperatives extensive industry experience, the Elevate Virtual Network Enabler (VNE) platform is an integrated services platform for next generation operators who wish to provide convergent services over wireless, fixed line and broadband networks. It enables the rapid delivery of telecommunication services and incorporates a carrier grade enterprise order management suite, process management engine and multiple service provider gateways.

The Elevate Platform already integrates with a number of Network Providers for broadband, MPF and CPS provisioning with new services and providers continuously being added.



The next generation WLR service delivery platform



Strategic Imperatives is not just about technology, It's about business, your business, and how to streamline, optimise and transform it.

Improve your business

Control your costs

- Faster, and intuitive order entry
- Stop agents from creating invalid orders
- Limit Time Related and Construction Charges
- Real time alerts to reduce revenue leakage
- High level of automation via API
- Pushes operational control down to resellers

Gain new customers

- Serve hot site and non served premises
- Provide and recover lines to temporary sites

Service highlights

Order management

- Manage, cancel or amend in-flight orders
- Change or cease an existing service
- React to unsolicited ceases
- Number portability and reservation

Fault management

- Raise new faults
- Cancel, track or amend an existing fault
- Perform line testing
- Real-time appointing service

Task management

- Respond to tasks created for order rejections, appointments, faults & time related charges
- Assign tasks to different groups or agents

Role based access

- Controlled access to designated agents
- Assurance only access modes



Provide better customer service

- Provide realistic time scales
- Keep customers informed
- Only commit to services you can deliver
- Rapidly respond to order rejections
- Book appointments in real time
- Get Notifications of delays to repair schedule
- Process orders and manage faults 24/7
- Automatically notify customers of cleared faults
- Instantly find out what services are on a line
- Full integration with Openreach Fault & Order Tracker

Alerts and notifications

- Openreach & network outages
- Third party trouble reports
- Late orders and faults
- SLA breaches
- Subscribe to order progress notification by email

Usability and order integrity

- Intelligent defaulting
- Upfront order validation
- Process wizards to assist agents
- Fully integrated Dialogue Services
- Context sensitive help
- Bulk & value added services (Like4Like)

MIS reporting

- Activity Reporting
- Detailed reporting down to agent level
- Trend based historical reporting
- Openreach SLA reporting

Elevate WLR3 Service Bureau

- Highly intuitive web based front-end
- Wizard based process navigation
- Reseller self serve extension
- Assurance only portal
- Batch order handling capability
- Order pre-validation and integrated Dialogue services
- Comprehensive reporting, CP dashboards and SLA monitoring
- To Do lists and task management
- Manage orders created through the API
- Role based Configuration
- Full integration with Openreach Fault & Order Tracker



Elevate WLR3 API

- Business rather than technology driven interface
- Hides the complexity of the Openreach B2B interface
- Manages and protects from change to the Openreach B2B interface.
- Provides high level services to rapidly integrate high volume transactions
- Support for virtually all popular programming languages and environments.
- API and Portal can be used simultaneously allowing an incremental approach to integration
- Exposes task and role based capabilities
- Reuse the base API to provision broadband from multiple Network Providers

Strategic Imperatives, your partner for WLR3

Strategic Imperatives provides a range of technology solutions and consulting services to telecommunications service providers, helping them establish, provision and manage their business. Strategic Imperatives enables its clients to gain cost savings, decrease their time to market and quickly respond to new opportunities in today's rapidly changing environment.

Using its enabling Elevate VNE Platform, Strategic Imperatives works with clients to rapidly deliver proven solutions in a variety of domains including carrier grade convergent OSS/BSS solutions, value added services, local loop unbundling, wholesale line rental integration and business process automation.