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The Service Lifecycle Model (SLM)

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Problem Statement

There is increasing competitive pressure for service providers to quickly turn up complex telephony and web enabled services. This paper discusses a technique for modeling services that enables complex service creation and reduces time to market and thereby time to revenue for a service.

Making the Case for SLM

Current service catalogs only model a service from the composition and fulfillment points of view. These catalogs typically have an attached service creation environment (SCE) that allows services to be composed and may include the ability to create or specify orchestrations to use for fulfillment of the services. The catalog of service specifications and the ability to create the fulfillment view is helpful but does not encompass all of the work that must be done to create a new service.

Every service has to be specified, fulfilled, assured, executed, composed into products, charged, managed and analyzed. A service catalog and SCE that does not take into account all of the ways a service provider needs to work with a service cannot solve the time to market problem.

Network Cadence has created a Service Lifecycle Model (SLM) to enable service catalogs and service creation environments to fully specify a service specification, and to facilitate more rapid creation and turning up of services in the network.

What is a Service Specification?

A service specification is a definition of a service. This specification is held and managed as part of a service catalog. The service creation environment is a graphical tool that creates and updates service specifications.

Who Uses Service Specifications?

A service specification as defined in SLM is used to fully specify a service. Each service specification is modeled from many points of view as in Figure 1.

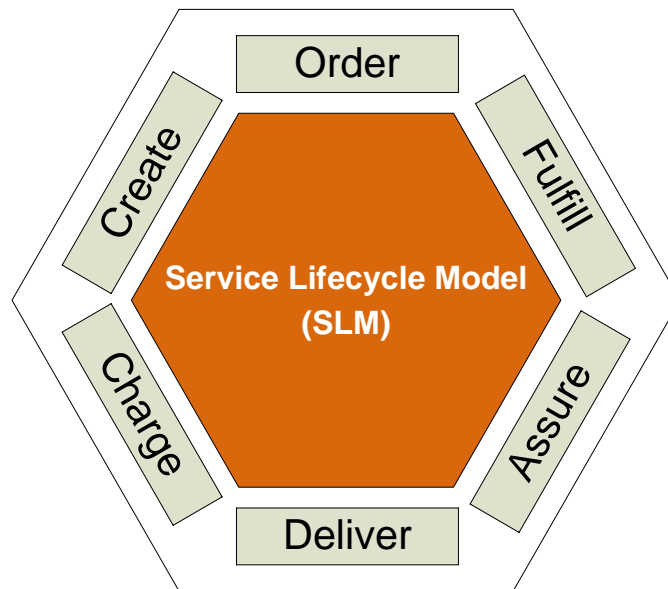


Figure 1: Service Specification Viewpoints

Each of these viewpoints contains information about the service required to either configure or execute different business processes, e.g.: the service fulfillment view contains information required to provision a service. This can be in the form of process definitions, business rules or configurations. This information can be consumed by a fulfillment system that understands SLM. An adapter would be used to integrate this definition with a non-SLM fulfillment system.

Who uses SLM service specification? Any OSS/BSS or service delivery system that needs the definition of a service during its configuration or execution of its particular function will use SLM.

What is a Service?

To a telecommunications service provider, the term service implies the use of telecom network resources for some specified purpose such as voice service. In the Service Lifecycle Model (SLM) it is useful to broaden the definition of “service” to include anything with a service level agreement (SLA).

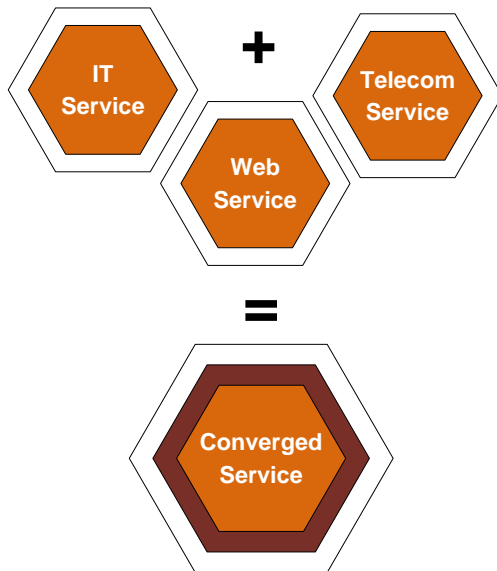


Figure 2: Assembly of Varying Types of Services: The SLM method is expanded to include IT services from the OSS/BSS domain and Web. With a complete and standard definition of all types of services, communications service providers are in a position to have a service creation environment that is right for today’s market.

Just as a voice service implies an SLA, an IT service such as “createCustomerAccount,” “submitOrder” or “mapRoute” has an SLA. Both IT and telephony services have SLAs as they have service providers and service consumers. The differences between the two types of services are meaningless for the purposes of using SLM. Each service has dependencies and exclusions, and each type supports all of the service viewpoints in SLM. Given these common traits, SLM can treat these different types of services exactly the same from a modeling point of view.

With SLM, a complex converged product offering can be assembled readily. For instance, an SMS service with a talk group management service and a map service is combined to create a service that allows a user to see a friend who is within a certain radius on a map. By pointing to the friend’s icon on the map, an SMS can be initiated.

How Can a Service Provider Gain the Benefits of SLM?

Network Cadence has experienced the significant problems associated with the partial modeling of services within a CSP organization and the resulting inability to roll-out services quickly and cost effectively. The implementation of SLM fundamentally addresses complex integration challenges facing every CSP as it retools its business models to support the dynamic service demands of its customers. This holistic approach to interoperability issues is being promoted within key standards bodies, such as TMForum and ATIS SON to address the strategic competitive position for all CSPs. SLM leverages these works substantially throughout the definition of a service.

Contact Network Cadence to learn how to become SLM.

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