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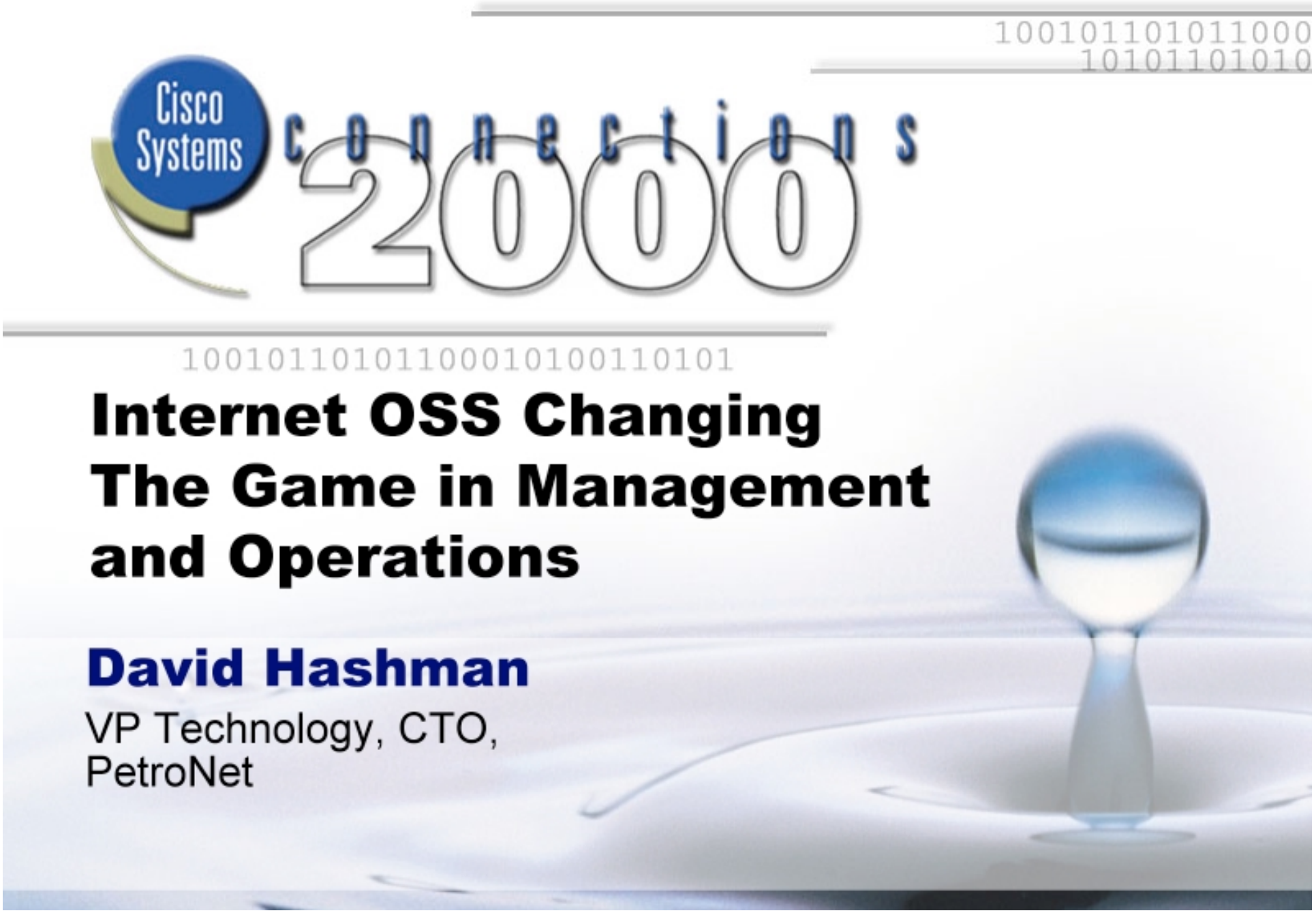
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Internet OSS Changing The Game in Management and Operations
David Hashman
VP Technology, CTO, PetroNet

PetroNet Corporation and the Cisco Ecosystem Partnership

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About PetroNet

- Providing wholesale Dynamic Bandwidth[sm] Services to the communications industry
- Building nationwide next generation long haul backbone, based on fiber optic mesh network
- Addressing rapidly growing market opportunity
  - Carriers, CLECs, ISPs, ASPs, Content Providers, etc.
- Selling innovative suite of dynamic, value-added services
- Supporting customers through fully integrated, web-based best-of-class OSS with flow-through provisioning
  - Fundamental service enabler of next generation network

Solution Requirements

- Best-in-class, leading edge solution
- Customer-centric interface
- Support for new service and pricing paradigms
  - QoS variable
  - Dynamic Bandwidth^{sm} on demand
  - Real-time ordering
  - Real-time service activation
- Minimal operating costs
- Integrated with technology infrastructure
- Web-based & Internet scaleable

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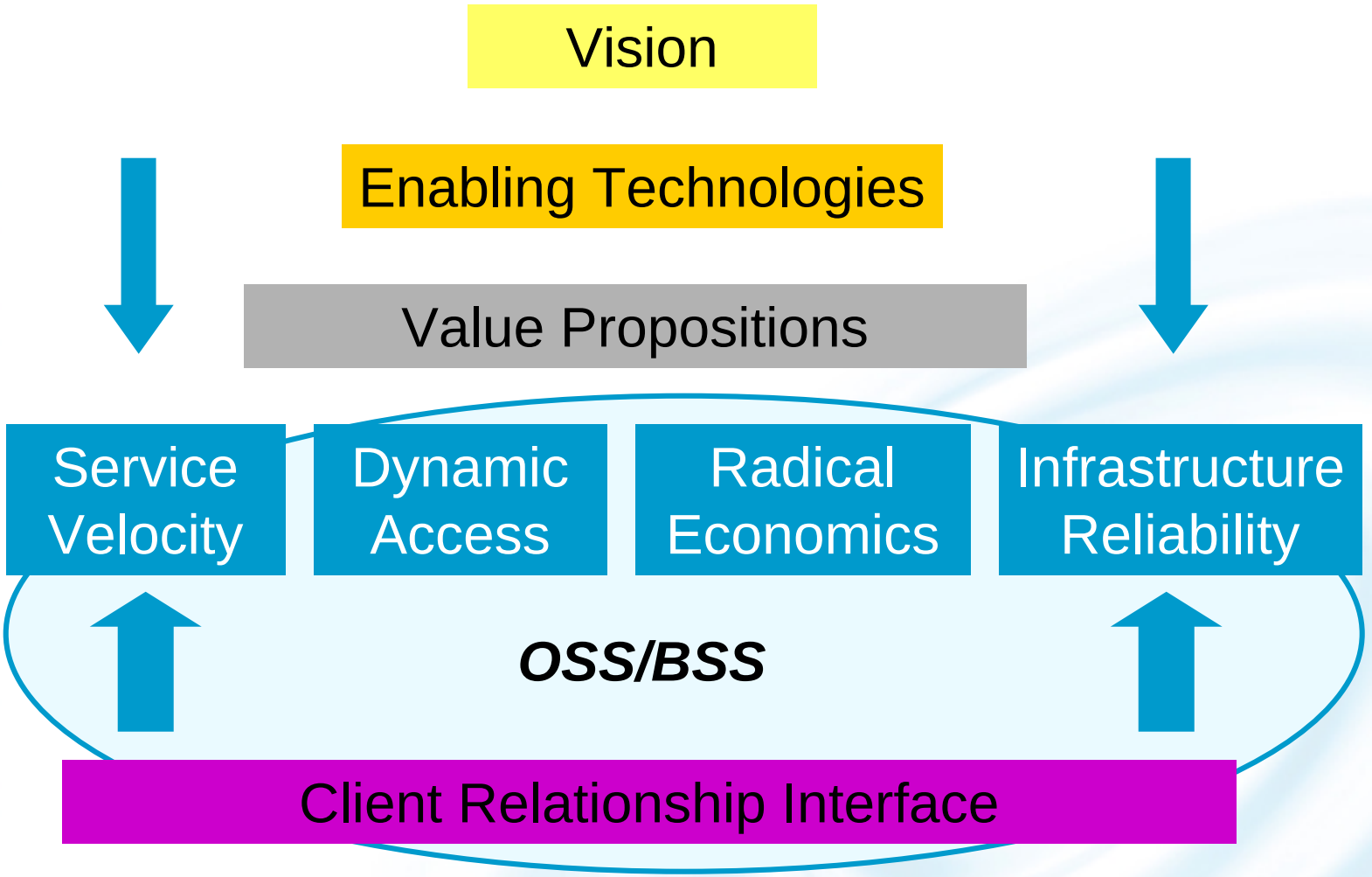
Solution Delivery Model



Solution Approach

- Identify key OSS/BSS applications to support requirements
- Compile short list of leading edge vendors per application from Cisco Ecopartner program
- Research and review each vendor
  - References, capabilities, SI preference/experience
- Design straw man architecture proposal
- Develop short list SI's for integration engagement
  - Based on ability and willingness to work with straw man architecture
- Finalize SI engagement and partnership business relationships

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New World Ecosystem of Partnerships

Cap Gemini Ernst & Young

TIBCO
The Power of Now™

SYNDESIS

Cisco Systems
New World Ecosystem

micro muse

PORTAL
Real Time No Limits

Non-Ecosystem Applications As Needed

PetroNet, CGEY, & Cisco Alliance

- PetroNet's architecture will be an integrated, comprehensive OSS/BSS solution
- It will support Cisco's next generation, high-capacity optical network technologies
- It will be enabled by the CGE&Y Advantage:
  - Pre-configured business model
  - Ability to "plug & play" applications
  - Flexible reference architecture
  - Common information model
  - Pre-built connectors

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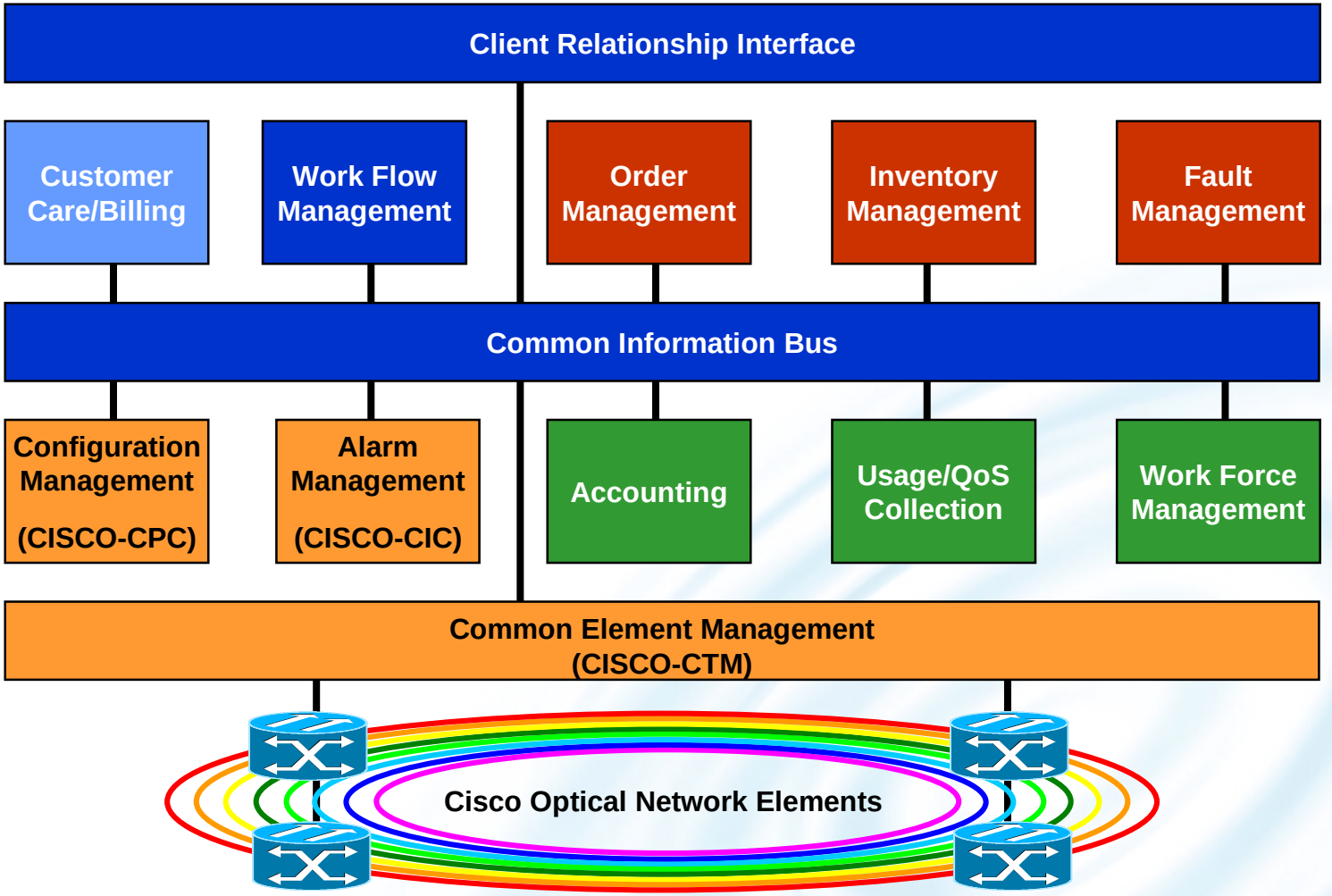
PetroNet's Architecture



Solution Benefits

- Fully integrated solution set from CGEY
  - Leverages existing solution set experience
  - Customized, but reusable optical network integration
- Built-in scalability to support network growth
  - 1000s of Network Elements
  - 100s of transactions/day
- Touch-free B2B environment
  - Flow through service activation, rearrangement
  - Service status, reporting provided via Web on-line
  - Electronic bill presentment and payment

Summary

- Cisco New World Ecosystem Partnership Solution advantages:
  - Meets time to market requirements
  - Enables differentiation
  - Builds client loyalty
  - Minimizes operating costs
- Helping PetroNet to win the race!

The Dynamic Bandwidth[sm] Network

PetroNet®