



## Navigating the Road to Convergence



Today Service Providers are faced with a number of options when determining how to migrate existing or build out new applications for growing NG/IMS networks. Whether building out a new IMS infrastructure or looking for ways to leverage existing applications across multiple networks like TDM and IP the path can be costly in terms of time, money and lost revenue.

### The AppTrigger Advantage™

The AppTrigger Advantage is an integrated program that provides a construct for evaluating your current application business models and goals. Through a customized workshop, the program will identify the cost reducing and revenue enhancing opportunities that are possible through efficient, effective use and extended reach of current and new applications via the Service Broker.

AppTrigger unlocks a Service Providers competitive advantage through the Ignite™ Service Broker. The AppTrigger Advantage™ provides a framework for applying the innovative application connectivity and interworking capabilities of the Service Broker. The advantage of the Service Broker and the goal of the AppTrigger Advantage is to identify new revenue opportunities for existing applications while introducing new applications launched on NG networks to a larger customer base on legacy networks. In essence, extending the reach of existing IN applications by porting them to NG networks and taking new NGN apps and making them available to customers on legacy networks.

The AppTrigger process brings the critical decision criteria into focus by detailing the costs and benefits that can be realized by efficient and effective use of application and network resources. A hard look at the operational and capital costs, along with expected associated revenue streams, uncovers opportunities to leverage both existing and new investment to positively effect the bottom line.

Until now, the decision of costly re-writes and repurchase of applications for new networks has been a cost of doing business. With the realities of a competitive marketplace, challenging business case justification for IMS and the ongoing need to retain customers and increase ARPU, the AppTrigger Advantage™ provides a means to assess how best to tackle these core business issues.

### The AppTrigger Advantage™ Workshop

A customized session used to uncover the cost reducing and revenue enhancing opportunities that are possible through efficient, effective use of current and new applications and network reach.

The program is focused on finding ways to unlock your current applications to increase the attainable reach and associated revenue. In the same vain, the program examines new applications and the ability to further leverage their reach and attractive new features into untapped yet existing customer base on legacy networks.

[www.apptrigger.com](http://www.apptrigger.com)

### The AppTrigger Advantage™ workshop will bring you:

- An introduction to the cost and revenue benefits of extending legacy applications to and new applications from next generation networks.
- Hands on TCO and ROI analysis tools that capture the appropriate granularity of business driver dynamics
- Case Studies and application specific ROI examples
- Results and feedback with actionable plans to lower costs and increase revenue

The AppTrigger logo features the word "APPTRIGGER" in a bold, blue, sans-serif font. A horizontal line with a small orange circle at its right end is positioned above the letters "P" and "T".