



Friendly Device and Home Management Product Portfolio

Friendly
BI Report
Generation

Friendly
TR-069 ACS
Platform

Friendly
Mobile Device
Management

Friendly Event
Management
System (FEMS)

Friendly
Provisioning
Portal

Friendly
Self Support
Portal

Friendly QoE
& Monitoring

Friendly Support
Center (CSR)

Improve subscribers' quality of experience and streamline the deployment of Data, Voice, Video & the Smart Home

Keep your customers...by keeping them happy!

Until recently, subscribers generally maintained a Desktop PC and a modem at home. In contrast, the average user today has a wireless router and a home network. In the near future, the subscriber will have a Connected Home; a typical home will be entirely connected.

The growing demand for broadband services is a challenge to xSPs, who need to provide an ever-growing range of services while simultaneously increasing revenues and reducing support costs. Furthermore, in order to face competition successfully, xSPs constantly strive to improve quality of experience and gain subscribers' loyalty.

Friendly Technologies provides innovative products for xSPs, and offers a carrier-class solution built on industry standards. It supports multiple technologies including TR-069, OMA-DM and SNMP, and various device types such as the xDSL modem, Home Gateway, Set-top Box, VoIP Phone, WiFi, Femto, M2M, ONT, WiMAX and LTE.

Friendly Technologies addresses the challenges of xSPs by simplifying the entire broadband service life cycle, enabling fixed and mobile operators to increase customer satisfaction while reducing operational costs.

Friendly TR-069 ACS Platform

A comprehensive, fully featured and robust solution, automating the deployment and support of Data, Voice and Video services.

Friendly's standards-based TR-069 ACS Platform supports various device types, including xDSL modems, Home Gateway, STB, WiFi AP, Femto, M2M, ONT, WiMAX and LTE.

Friendly's unique "TR-069 Smart Layer" Technology automates and shortens the process of introducing new types of TR-069 devices

Based on an open and modular design, Friendly's Platform supports various deployment scenarios, from entry-level single server to distributed and high-availability deployment.

Friendly's TR-069 ACS Platform covers the entire service lifecycle, from centralized remote provisioning of services to inventory management, group updates, monitoring, event triggering and support automation.



Friendly Support Center (CSR)

The Friendly Support Center Solution, also called the Friendly CSR, improves the Customer Support Representative (CSR) workflow by enabling efficient call handling, effective troubleshooting and successful call resolution – significantly reducing support costs and enabling cost-effective deployment of Data, VoIP and IPTV, services.

Designed especially for the Support Center environment, the Friendly CSR integrates service, device and customer information into a single, unified dashboard view. By using Quick-Fix and Single-Click diagnostic and troubleshooting options, the CSRs can quickly and efficiently resolve problems.

The Friendly CSR allows support representatives to shorten the average support call duration, facilitating higher levels of customer satisfaction, increased loyalty and reduced churn

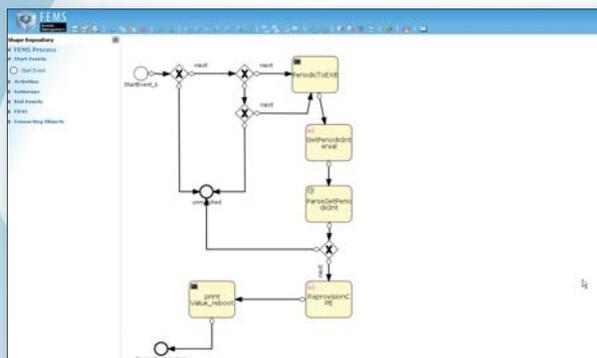
Friendly QoE & Monitoring

Friendly's Quality of Experience & Monitoring enables xSPs to increase subscriber satisfaction and reduce churn.

Using Friendly's QoE & Monitoring, the service provider can take proactive measures to analyze and resolve issues, before the subscriber even notices a degradation of service.

Friendly's QoE & Monitoring constantly monitors the quality levels and KPIs of the broadband connectivity and service. Once the system detects performance degradation or threshold violations the system sends an alarm notification, and appropriate preventative actions are taken.

Various Daily, Weekly, Monthly and TopN reports helps xSPs to compare QoE and performance measurements for all network devices, and enable them to focus on the most problematic devices or subscribers, which heavily load the network.



Friendly Event Management System (FEMS)

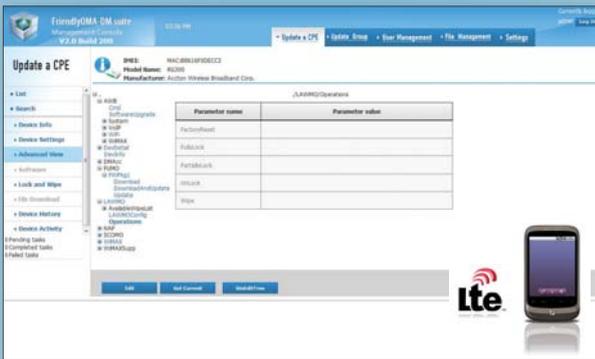
The Friendly Events Management System (FEMS) is an event-driven solution that receives events triggered by the Friendly TR-069 ACS Platform, and executes scripts with scenarios to resolve problems automatically, notify external systems or execute additional applications.

The FEMS system includes a workflow editor to enable easy creation of "What-If" scenarios on-screen.

Friendly Self Support Portal

Friendly's Self Support Portal is designed for the service provider's end-users, enabling them to monitor and manage devices on the home network whether at home or remotely. The end-user can access the Friendly Self-Support portal via any desktop, laptop, tablet or smart phone.

The Friendly Self-Support Portal enables the subscriber to view online cameras, see who is connected to the home network, set wireless security, assist the family via remote problem solving, and manage home appliances – by turning air conditioning on or off, turning lights on or off, and more.



Friendly Mobile Device Management (MDM)

Optimized for 4G LTE and WiMAX networks, the Friendly MDM provides complete service life cycle management for 4G devices over the OMA-DM management protocol.

Today, the mobile industry is dynamic and exciting. New applications, services and mobile handsets are being launched on a daily basis, enabling service providers to offer attractive packages. However, the variety of applications and services require new levels of complexity in provisioning, support and maintenance of the services. In many cases, xSPs suffer from high churn rate due to lack of quality, inadequate support and inadequate problem resolution.

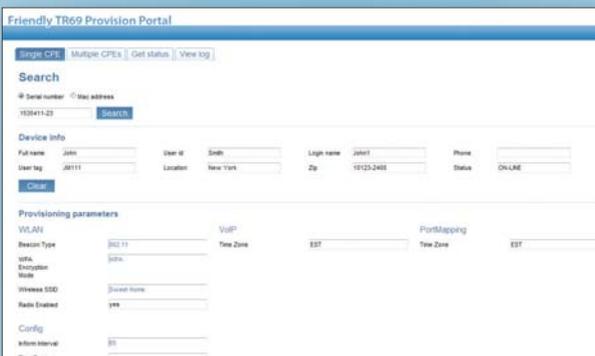
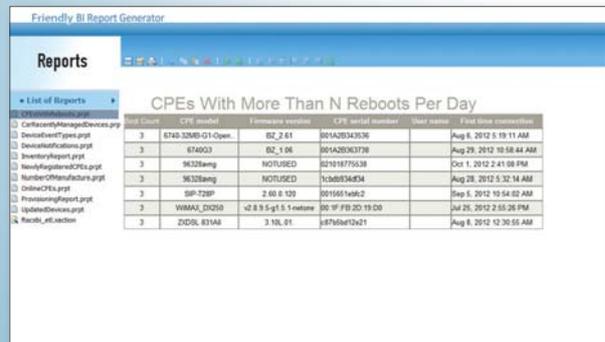
The Friendly MDM offers mobile operators the ability to handle larger numbers of support calls efficiently, resolving problems quickly and managing complex services – significantly reducing support costs, increasing customer satisfaction and reducing churn.

Friendly BI Report Generation

The Friendly Business Intelligence (BI) Report Generator enables quick and reliable generation of reports related to the status of managed devices and their activities.

The Friendly BI Report Generator includes a set of pre-defined reports covering different aspects of device properties, device activities, events, inventory and user information. In addition to the pre-defined reports, operators can also create additional customized reports.

The Friendly BI Report Generator's engine is based on the powerful open-source Pentaho Business Intelligence module. It was carefully designed to avoid any deterioration in TR-069 system performance.



Friendly Provisioning Portal

Service Providers are looking for a fully automated, Zero Touch provisioning process, eliminating the need for user's manual intervention.

Friendly Provisioning Portal enables ease creation of pre-defined configurations and service templates for groups of CPEs or specific CPEs.

When the CPE is registered to the ACS for the first time, the Provisioning Portal identifies the CPE and an auto provisioning process is activated. The CPE is provisioned and activated according to pre-defined settings, without end-user intervention.

Higher Level OSS/BSS integration can be performed with Friendly's Web Services SOAP/XML Northbound Interface (NBI).

