

**Complete management.  
Automated. Instant. Easy.  
Wherever you are.**



# ROSA Network Management System

## ROSA at a Glance

Interactive services such as on-demand TV, pay TV and Internet access demand a lot of your networks – and your network management system. Uptime becomes more important than ever to your subscribers and proactive management becomes critical. Scientific-Atlanta's powerful ROSA™ monitoring and management platform can help you:

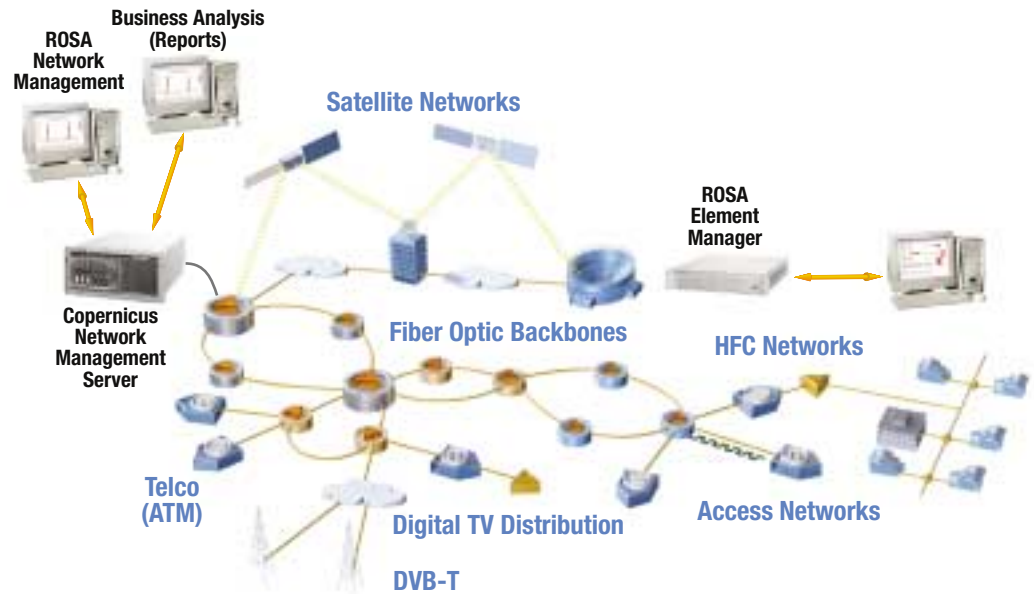
- ▶ Keep your customers happy with increased availability
- ▶ Keep up with the new applications and service offerings
- ▶ Reduce operational costs
- ▶ Enjoy the freedom to choose your supplier
- ▶ Assure your income with meeting Service Level Agreements (SLAs)

## The ROSA Monitoring and Management Platform:

- ▶ Knows broadband and broadcast applications
- ▶ Reacts instantly
- ▶ Manages the complexity
- ▶ Acts proactively
- ▶ Protects your network
- ▶ Large list of off-the-shelf driver
- ▶ Integrates any equipment – including third party
- ▶ Enables you to prove your service availability

## Rediscover Why You Like Your Job - Take Control of Your Networks

The heart of ROSA is its control center, which provides effective tools for fault management, configuration management, performance management and security network modeling. And all of it is especially designed to manage complete broadband and broadcast networks.



## ROSA is Designed for Your Broadband and Broadcast Applications

ROSA manages your entire network from headend to the home, from contribution to distribution. A large portfolio of application modules is available to support:

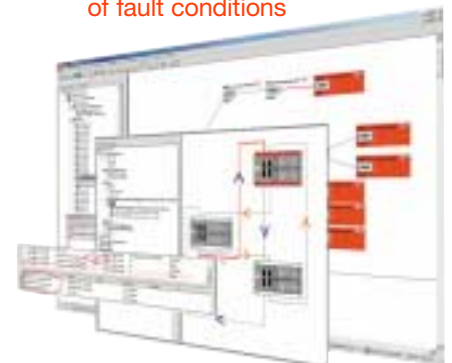
- ▶ Cable headends and hubs
- ▶ HFC Networks
- ▶ Satellite uplink stations (e.g. DTH)
- ▶ Transmitter sites
- ▶ Transport and VOD backbones (SDH/OC, ATM, Gigabit Ethernet, IP)
- ▶ Contribution networks and Broadcast playout centers

## React Instantly - Fault Management

ROSA's fault management functions include automated redundancy switching and management of back up power supplies and automated back-up tasks, to provide a high level of service uptime with many key benefits:

- ▶ Builds a reliable, self-healing system that can secure the integrity of the data on your network – including the data you transport as well as network configurations and reports.
- ▶ Immediately pinpoints critical issues with powerful alarm logging, alarm filtering, repetitive alarm suppression and intelligent root-cause alarm correlation functions.
- ▶ Provides an instant view of your entire network and services status.
- ▶ Automates recurring tasks, giving your staff the performance of your operations.
- ▶ Eliminates the need for 24-hour staffing at central and remote sites by automatically notifying technicians and operators when alarm conditions occur.

Comprehensive visualization of fault conditions



## Manage Complexity - Configuration Management

When you go digital or focus on new interactive services, you need a partner who can help you manage your increasingly complex networks. ROSA's user-friendly configuration system means that new devices or services can be added in virtually no time at all. You can display and remotely configure your equipment, network and services. And it's easy to set hardware device parameters or map the logical structure of your network, no matter which supplier you have chosen.

- ▶ Content Distribution
- ▶ **Transmission Networks**
- ▶ Consumer Products
- ▶ Interactive Applications
- ▶ Professional Services

### ROSA's Open System Reduces Costs

Scientific-Atlanta's open-standards based monitoring (including, SNMP, SQL, DVB, IP, HTTP and Telnet) is the key to scalable, higher-quality solutions and easy integration of the widest possible range of network equipment. With features as automatic device detection and mapping, configuration of groups of equipment, user-friendly configuration menus, extensive off-the-shelf equipment drivers and support for SNMP, ROSA enables full management of your entire network in days instead of months. ROSA also interfaces to other SNMP management systems, integrating both Scientific-Atlanta and third party products, without software development.

**Bottom line:** You install your system and/or new services extremely cost-effectively. You can maximize your investment in existing equipment. You do not need to buy multiple management systems to control the entire network (but if you wish, you can interface with any other SNMP management system, without custom software development). You get outstanding capabilities, flexibility and value.



ROSA Profile Managers allow you to cost-effectively integrate any third party SNMP/HMS and contact closure controlled equipment (I/O) without software development

## Act Proactively - Performance Management

ROSA's powerful reporting tools give you the information you need, where and when you need it. So, you can analyze your network performance and service availability and address issues before they cause problems for your customers. Specifically, you can:

- ▶ Respond quickly and proactively with management and configuration information that is instantly available from remote locations.
- ▶ Lower costs and reduce downtime with graphical and textual reports that you can customize specifically to fit your needs
- ▶ Minimize database management costs with automated compression and intelligent deletion of data at scheduled times.
- ▶ See the availability of all services throughout the network and rapidly generate graphical and textual reports to prove compliance with service level agreements (SLAs)



Proactive maintenance with ROSA's performance logging, comparison and trend analysis tools

## Protect Access to Your Network - Security Management

Today's networks contain more valuable information, content and customer data than ever before, which makes network access control critical. ROSA provides your system administrators with fine-grained access control for each ROSA function, as well as event logging and tracing capability. In other words, you define who has authority to access any element within your network, and protect your data from outsiders.

# ROSA Network Management System

## ROSA Grows with Your Needs

ROSA's client-server architecture is the key to the scalability of your network system. You can choose the Single User, Client Server or Client Server Large System version, depending on the scale of your network and investment. Additionally, our modular architectural approach allows plug-and-play installation of new ROSA components as your network expands.

Off-the-shelf ROSA extensions enable a variety of automated monitoring, modeling and management functions.

## ROSA Hardware Products

### Copernicus™ NMS Server

- ▶ Central network management server
- ▶ Reliable server technology
- ▶ Software pre-installed
- ▶ Scheduled and automated server and database backup



### ROSA Element Manager

- ▶ Manage entire sites remotely, cost-effectively and reliably
- ▶ SNMP proxy for all equipment
- ▶ Powerful automation engine
- ▶ Web interface
- ▶ Reports back to ROSA NMS or operates as a stand-alone application
- ▶ All-in-one-box solution with serial ports and I/O contact closures



### LM 860™ RF Monitor

- ▶ Monitors RF line-ups
- ▶ Channel backup trigger for ROSA
- ▶ Reports RF alarms
- ▶ Executes scheduled quality measurements



## All the Support You Need

Wherever you are, whatever plans you have for the future, our SciCare™ Broadband Services group is there to support you. Our powerful management tools and extensive broadband integration expertise makes it easy to launch and support new services for consumers at a variety of price points. The services we offer continually evolve, based on our customers' business models, to help you:

- ▶ Launch networks and services
- ▶ Expand, upgrade and build networks
- ▶ Integrate Scientific-Atlanta technology with third party and legacy products
- ▶ Manage key projects
- ▶ Plan, design, test, certify, operate and maintain network systems
- ▶ Train staff members on the latest broadband technologies and techniques

**We look forward to working with you.**

**For the latest information on the ROSA Management System, visit**

**[www.scientificatlanta.com/rosa](http://www.scientificatlanta.com/rosa)**

Scientific-Atlanta, Inc.  
North American Headquarters  
T: 800.433.6222  
+1.770.236.5092  
F: +1.770.236.4617

Europe/Middle East/Africa  
Region Headquarters  
Kortrijk  
T: +32 56 445 445  
F: +32 56 445 025

Latin America  
Region Headquarters  
Atlanta  
T: +1.770.236.5515  
F: +1.770.236.6777

Asia Pacific  
Region Headquarters  
Hong Kong  
T: +852.2522.5059  
F: +852.2522.5624

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