COMARCH

Multi-market transformation improves time to market and the cost of service delivery in the business customer segment
European Tier 1 Operator

The Challenge

With the ultimate goal of improving the experience of its business customers, a European Tier 1 operator decided to undertake an ambitious multi-market transformation comprising three different markets.

The challenge was to deliver new services to business customers on all of these markets faster and cheaper, while providing a market specific and individualized offering approach and thus delivering real added value for enterprises. Additionally, as digital services delivered to enterprises are composed of elements provided both by the operator and third parties, the solution needed to ensure that partners' capabilities can easily be added to the operator's own product catalog.

To face these challenges, the operator needed to introduce a solution that would best fit the requirements of the project, one that would provide the flexibility required to manage everything from one place:

- **Three mature markets** – 3 languages, 3 currencies, 3 tax regimes
- **Three mature organizations** with own processes and IT architectures – operations in sophisticated, heterogeneous IT environments resulted in fragmented information
- **Three different networks** and local partners supporting the business

The Business Need

- To shorten **time to market** of new services for business customers
- To address the unique **requirements of each business customer**, thus providing more value for this segment
- To pave the way for **digital services** – as the services are based on complex value chains, the operator needed to be able to smoothly incorporate partners' products into its own product catalog
- To be able to cooperate with **local and cross-country partners**
- To **unify the product/service portfolio** across three countries, while being able to cater to market-specific needs and to deliver customization capabilities as an option
- To perform the **transformation smoothly** and ensure undisrupted work of the existing systems and processes
- To have **all IT systems driven by business** requirements and to eliminate systems which constrain business operations
- To increase the precision of **order capturing and delivery processes**, while significantly reducing their cost
- To **eliminate the gap** between the design of the commercial solution and the technical processes required to implement it

The Approach

In order to improve offering management processes and time to market, and enable marketing and product managers to build new services quickly and easily, Comarch assumed an approach that would lead to increased service reusability and automation of product management processes.

COMARCH

To support this approach, Comarch proposed an IT architecture built around a centralized and pre-integrated product and service catalogs, placed at the heart of the BSS/OSS ecosystem. The expectation was to enable to smoothly align the business and technical aspects of the offerings and lead to the entire IT ecosystem being driven by the defined business needs. It will enable a fast reaction to the changing market conditions – by making any modifications in the existing offerings more efficient (easier, faster and cheaper).

The Solution

The operator was looking to introduce an umbrella BSS/OSS Solution serving three different markets (countries) with their own product offerings for business customers.

To support the operator's goals the implemented system included the following functionalities:

- **Product Catalog Management** with flexible product/offer creation and lifecycle orchestration/shortening – enabling shorter time to market for new products/product bundles targeted towards business customers
- **Consistent order management & service fulfillment** across the entire organization
- **Dedicated CRM with a single, 360° customer view** – one system for all three countries – ensuring complete information concerning business customers gathered in one place

Flexible business customer billing covers negotiable offer pricing, as well as custom and split billing and is flexible enough to enable tailoring the offers to the specific needs of customers. The catalog-driven approach of the project encompassed a range of highly reusable service components that are used to automate fulfillment processes. It is forecasted that additional time-to-market savings and operational benefits will be attained thanks to this.

The introduction of **catalog-driven fulfillment** (with an integrated product and service catalog) turned out to be a critical success factor for aligning business and technical aspects of product design. Furthermore, the ability to utilize selected capabilities of the existing legacy systems, while bypassing others, allowed the transformation to be executed in a phased approach, avoiding high up-front costs and the risks that go hand in hand with a revolutionary approach.

The solution architecture is centered on two elements, which drive all processes:

Comarch Product Catalog Management (PCM – product catalog) is a central source of product and offering information. It ensures the rapid deployment of new products and offerings and their publication through sales channels, without the need for any extra configuration to support the new offers in the IT systems. PCM drives the operations of the entire core BSS, including Order Capture, Order Management, Product Inventory and Billing.

- **Comarch Next Generation Service Fulfillment** increases service delivery automation, thanks to decomposing the services in its service catalog and dynamically constructs the required delivery flows from service factories defined at the service component level.
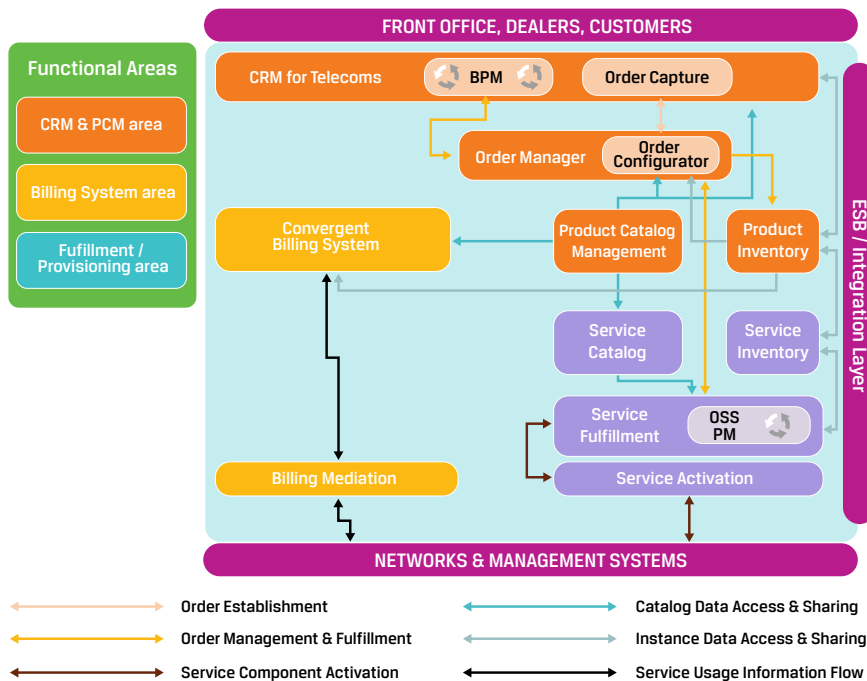
COMARCH

Solution architecture built around centralized product and service catalogs

COMARCH'S PRODUCTS & SERVICES:

- **Next Generation Service Fulfillment (NGSF):**
  - Service Order Management
  - Service Fulfillment
  - Service Catalog
  - Service Inventory
  - Service Activation
- Convergent Billing
- CRM
- Product Catalog Management

The Result

Efficiency gains in the overall order-to-delivery process (B2B market)

- 87% to 91% overall reduction of human time required for order-to-delivery processes
- Figures measured in the new production deployment against the legacy stack

Automation gains in B2B broadband service orders

- Full (100%) automation in service order handling (order fulfillment)
- Removal of manual work in service order handling
- Entire catalog-driven order decomposition and orchestration

Common IT operations thanks to a single multi-country solution instance

- Single consolidated BSS/OSS solution (from CRM to fulfillment)
- Supporting the delivery of the same products through different networks

ABOUT COMARCH:

Comarch BSS/OSS – the flexibility you need in the digital era

Comarch is a provider of complete IT solutions for telecoms. Since 1993 the company has helped CSPs on 4 continents optimize costs, increase business efficiency and transform BSS/OSS operations. Comarch solutions combine rich out-of-the-box functionalities with high configurability and are complemented with a range of services. The company's flexible project approach and a variety of deployment models help telecoms make networks smarter, improve customer experience and quickly launch digital services, such as cloud and M2M. This strategy has earned Comarch the trust and loyalty of its clients, including the world's leading CSPs: Vodafone, T-Mobile, Telefónica, E-Plus, KPN and MTS.

More information at:
telecoms.comarch.com