

COMARCH



**STREAMLINING KPN'S CUSTOMER EXPERIENCE
WITH COMARCH BSS
KPN, THE NETHERLANDS**

THE BUSINESS NEED

KPN launched the project in order to build a solution able to support higher order intake, improve customer satisfaction, reduce churn, shorten the time needed for customer implementation, reduce the number of KPN internal activities and cut costs. KPN's vision is based on the assumption, that at some point all customers, including both end users and partners / integrators are able to perform self-setup in the most efficient and convenient way, and manage all telecom-related activities, as well as have an insight into detailed financial and customer data. The latter should be made possible through Web Services and B2B interfaces available across Europe, networks and technologies, and delivering services in a largely automated and monitored way, using a workflow management system.

THE CONCEPT

KPN decided to face the challenge together with Comarch, using its billing and reporting solution, based on Comarch BSS Suite modules (see specific products named in the orange frame on the right). The solution has been delivered in a Software-as-a-Service (SaaS) model, where Comarch is responsible for full hosting and housing activities, as well as for all daily activities, necessary to keep the whole solution up and running.

The following areas are being streamlined by Comarch's solution at KPN MMS:

- **Portfolio management** – as Online Portfolio Management from KPN's corporate users' perspective and Central Portfolio Management from KPN MMS perspective
- **Online implementation support** – support for self-setup for end users and partners / integrators, supported by Comarch Managed Services
- **Online Cost Center management** – ability to self-manage of Customer Cost Center hierarchy, including a reporting feature able to split telecom-related cost across different levels of customer hierarchy
- **Online financial controlling** – access to all financial documents, created for customers
- **Central price list management** – CRUD of all price lists and elements done in a single place, automatically synchronized with other modules

CLIENT:

KPN

INDUSTRY:

TELECOMMUNICATIONS

KPN is the leading telecommunications and ICT service provider in the Netherlands, offering wireline and wireless telephony, internet and TV to consumers, end-to-end telecommunications and ICT services to customers. KPN's subsidiary, Getronics, operates a global ICT services company with a market-leading position in the Benelux, offering end-to-end solutions in infrastructure and network-related IT. In Germany and Belgium, KPN pursues a multibrand strategy in its mobile operations, and holds number three market positions through E-Plus and BASE. KPN provides wholesale network services to third parties and operates an efficient IPbased infrastructure with global scale in international wholesale through iBasis.

IMPLEMENTED SOLUTION:

- Comarch Convergent Billing
 - Comarch Corporate SelfCare
 - Comarch Billing Mediation
 - Comarch Reporting Tool
 - Comarch Enterprise Service Bus
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- **Single Customer Contact and Discounts management** – a single point of customer management, with deep insight into customer structure, contracted services and discounts
 - **Support for Fulfillment Automation processes** – simplification of service management, easy integration with KPN's own fulfillment platform
 - **Pro-active service level management (SLM)** – part of Software-as-a-Service (SaaS)



WHY COMARCH?

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The components of KPN's previous BSS system required vast amounts of manual work being carried out by its users. Finally, a decision was made to purchase a new, integrated solution, and Comarch matched our requirements perfectly.

Cees Versteeg, Director IT and Operations
KPN

THE RESULTS

Cost reduction:

- CAPEX and OPEX reduction thanks to the employment of a SaaS model
- Automation of the service activation processes and mass processes (orders, changes) and assuring high quality

Minimized investment risks:

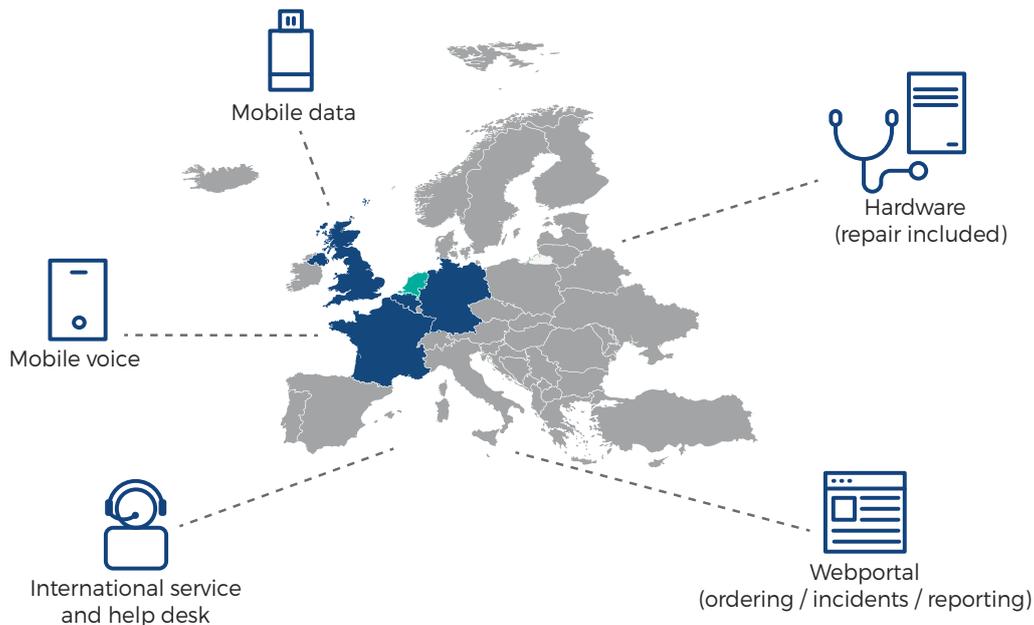
- Comarch shared the business risk of the project and was highly motivated to achieve the KPN MMS' business goal
- The Managed Services model meant adjusting the equipment to the needs of assuring the service's efficiency

Improved Customer Experience:

- Full control over the order to cash process
- Fast verification of the invoiced charges and tariff optimization

Flexibility:

- A comprehensive offer of services and equipment – flexibly joining services, terminals and accessories
- Flexible approach



ABOUT COMARCH

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 wide range of services. The company's flexible approach to projects 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.

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