WebSphere software

IBM WebSphere Business Integration for Telecommunications

Highlights

■ *Provides sophisticated business support systems (BSS) and operations support systems (OSS) integration capabilities that reduce total cost of operations by streamlining business integration and processes*

■ *Allows rapid provisioning of new services and accelerates their time to market*

■ *Allows fast integration of best-of-breed or legacy applications, automates individual process steps and streamlines processes for competitive advantage*

■ *Enables the offering of a single Web channel interface for all users, regardless of access method*

Telecommunications service providers today face multiple challenges, including competitive pressures due to deregulation and building new networks to address changing customer needs. Competition has significantly increased and traditional revenue-generating services such as local and long distance have been reduced to commodities. The result is diminished margins and decreasing average revenue-per-customer (ARPU) along with increased customer churn.

To succeed … even to survive … in this difficult business environment, providers need to integrate their business support systems (BSS) and operations support systems (OSS) to grow and run their businesses more

profitably. For maximum efficiency and speed, core business processes should connect seamlessly across functions, such as customer portal, commerce, customer relationship management (CRM), enterprise resource planning (ERP), billing and so on. Most importantly, they must integrate processes and information to enable integrated customer care and billing.

Integration for a unified view of data and processes

To attract and retain their most profitable customers, most providers need to improve the quality of their services. To manage BSS and OSS complexity, providers need a unified view of corporate data and processes, which they can achieve

WebSphere Business Integration utilizes an optimized "hub-and-spoke" design
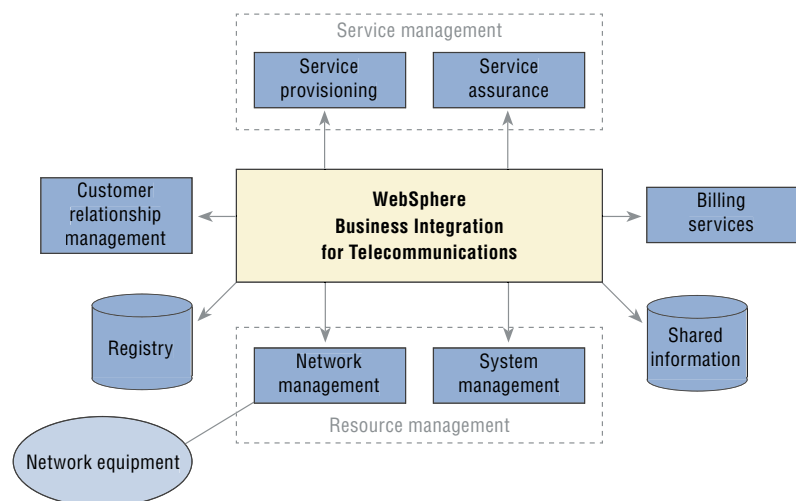
The unique WebSphere "hub-and-spoke" design helps solve many BSS and OSS problems.

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by integrating their best-of-breed and legacy applications. To do business within their own enterprise and with other partners, providers need to integrate, develop and support systems and business processes that leverage industry standards like the TeleManagement Forum's eTOM (enhanced Telecom Operations Map).

Flexible, cost-effective integration
The IBM WebSphere® Business Integration for Telecommunications offering provides great flexibility on demand while helping reduce costs and time to market.

WebSphere Business Integration for Telecommunications can help to:

- *Provide sophisticated BSS and OSS integration capabilities that reduce operation expenses by streamlining and integrating business processes*
- *Provision new services rapidly and accelerate their time to market*
- *Integrate best-of-breed and legacy applications quickly and easily.*
- *Automate and integrate individual process steps to streamline processes for competitive advantage*
- *Enable a single Web-channel interface for all users, regardless of the access method*

IBM has the technical expertise and is familiar with business issues and key business processes in the telecommunications industry. IBM integration products are designed to work with industry-specific applications, data standards and business processes. This can translate into faster, easier and dramatically more efficient results from integration projects with less risk.

Software packages specifically tailored to telecommunications
IBM offers several packages created specifically for the telecommunications industry, all of which are compliant with the IBM Service Provider Delivery Environment (SPDE) Integration Hub reference architecture.

With many providers experiencing customer churn rates of 30% or more, a provider with a 5 million subscriber base will need to acquire 1.5 million new customers. This translates into 1.5 million provisioning requests for activating new customers (and 1.5 million to deactivate lost customers). The number of provisioning requests continues to grow as you add more services to the mix, deliver new services mandated by regulatory agencies like Wireless Number Portability (WNP) and Local Number Portability (LNP).

WebSphere Business Integration can help providers address these specific BSS and OSS business challenges and can help create a truly next-generation service-delivery environment. The packaged offerings include:

- *DSL Broadband provisioning enables a provider to automate the provisioning of new digital subscriber line (DSL) services without requiring a customer support representative or network engineer to intervene in the order. The automated process can prequalify the local loop, ensure that the customer site is within distance limitations from the central office (CO), set up billing information, perform a customer credit check and perform various other functions.*
- *Wireless provisioning allows wireless devices and services to be provisioned and activated quickly. This automated process handles the logistics of assigning phone numbers, establishing billing information and activating service across the various cells and cell networks. In addition, wireless provisioning process integration can address suspension of service due to a stolen phone or code, late payments and service processes.*
- *IDC provisioning enables the establishment of new Internet services and applications such as Virtual Private Networks (VPNs) or new hosting servers.*

- *Integrated Customer Care & Billing addresses an extremely important bundling of services (for example, long distance, DSL and wireless). Allowing seamless information sharing between these multiple functions can result in increased ARPU and reduced customer churn.*

The WebSphere Business Integration for Telecom offering is enabled by the following IBM software portfolio:

- *WebSphere Business Integration Server is the process integration hub that helps organizations automate and integrate business processes using secure and scalable technology to accelerate e-business initiatives.*
- *WebSphere Business Integration Adapters help customers achieve business responsiveness by rapidly integrating applications, technologies, industry standards, data sources, and partner systems. Adapters are integral to a scalable, secure integration infrastructure that improves business performance and supports e-business goals.*
- *WebSphere Business Integration Collaborations are pre-built process templates that help accelerate the integration of common business processes that span multiple applications.*

- *WebSphere MQSeries® Workflow aligns and integrates an organization's resources and capabilities with its business and e-business strategies. MQ Workflow drives accelerated Business Process Management and enhances business responsiveness, service-level management and the reuse of business services.*
- *WebSphere Business Integration Message Broker is a powerful information broker that routes, transforms and enriches in-flight messages between applications. It is able to handle multiple transports, such as WebSphere MQ messaging, WebSphere MQ Everyplace for pervasive devices and telemetry integration for remote sensory and control devices.*
- *WebSphere Business Integration Modeler is used to define, model, analyze, simulate and report business processes extending IBM WebSphere Business Integration MQSeries Workflow with business tooling to visualize process impact for today's competitive global marketplace.*
- *WebSphere Business Integration Monitor provides a real-time quantified view of business processes and output, allowing you to track automated business processes and displaying key metrics via convenient dashboards to check the pulse of company performance.*

WebSphere Business Integration leverages the IBM middleware portfolio to provide a comprehensive approach that allows for message transformation, message routing and assured message delivery. It manages workflows for closed-loop and secures business processes. The WebSphere Business Integration offering also provides back-end and legacy integration for true business process management without having to write changes to existing data and application environments.

WebSphere Business Integration for Telecom offers connectivity to major applications providers such as:

- *Ariba*
- *Cisco*
- *Clarify (Amdocs)*
- *Convergys*
- *i2*
- *MDSI*
- *Metasolv*
- *Nightfire*
- *PeopleSoft*
- *Portal Software (Infranet)*
- *SAP*
- *Siebel*
- *Sodalia*
- *Spirent (Hekimian)*
- *Syndesis*
- *Telcordia*
- *Tivoli® Software Distribution*
- *TTI*
- *Vantive (PeopleSoft)*
- *Zvolve*

Supported operating systems
WebSphere Business integration for Telecom supports the following operating systems:

- *Microsoft® Windows®*
- *IBM AIX®*
- *HP-UX®*
- *Sun® Solaris®*

A winning combination for your company
Integrating your BSS and OSS systems with IBM can help you reduce operational costs, improve existing services and accelerate time to market for new services while helping you retain and acquire new customers. Connected systems, departments and processes help boost your operational efficiency. It's easy to see the impact to your bottom line when your application delivery platform supports business processes and services — for example, provisioning and billing for new DSL services. IBM integration architecture is business driven and based on open standards.

For more information
To learn more about IBM business integration solutions for the telecommunications industry, call your IBM customer service representative, or visit:

ibm.com/websphere/integration/telecom