

# Maximize efficiency and effectiveness of communications service provider processes with IBM Business Process Management.



Communications service providers (CSPs), including landline and wireless telecommunications, cable and other media organizations, face growing economic pressures as voice products become commoditized, new services are increasingly complex and costly to add, and subscriber loyalty becomes more scarce. At the same time:

- Demand for multimedia services and content has increased.
- The competitive field is expanding, with new players from other industries, including Internet and cable.
- Industry convergence is spawning a “telemedia” industry, in which communication technologies are delivered through a variety of mediums.
- The emergence of broadband and wireless technologies poses significant threats to carriers relying on aging infrastructures and outdated marketing strategies.

With all these challenges, CSPs need to defend marketshare while developing new revenue sources. You need to quickly and cost-effectively roll out new services and transition to lower-cost IP networks, while maintaining service quality, brand image and profitability.

## Enable better flexibility of business processes with IBM Business Process Management

IBM Business Process Management (BPM) can help CSPs streamline processes across disjointed systems, gain insight into process detail, and monitor and refine them as needed. Whether your processes are simple and localized or global and complex, IBM BPM can help address your greatest challenges as a CSP, including:

- **Service life cycle** — Enhance flexibility throughout service delivery processes from service innovation to creation, execution and promotion.
- **Business support systems/operations support systems (BSS/OSS)** — Simplify integration and automate outdated and siloed systems. Instill consistency in executing, minimizing and optimizing workflows — from ordering to billing.

## Industry accelerators help CSPs gain immediate business value

IBM BPM also offers industry accelerators designed to specifically help CSPs optimize business processes more rapidly and to maximize the business value that BPM offers. IBM industry accelerators can help you:

- Significantly cut provisioning time and decrease the order-to-cash service cycle.
- Attain greater customer marketshare and loyalty by providing end-to-end service quality to ensure customer satisfaction.
- Reduce time to market for new services.
- Streamline the IT infrastructure to consolidate BSS/OSS and leverage processes across multiple business units.
- Reduce risk by dynamically responding to business variability in the marketplace.



IBM CSP-focused industry offerings and accelerators include:

**IBM Service Provider Delivery Environment (SPDE) Framework** — Includes IBM Telecom Operations Content Pack (TOCP), which is the foundation of 150+ prebuilt business services for billing, fulfillment and assurance. SPDE accelerates delivery of revenue-generating services, supports evolving business models with your business partners and integrates service management with CSP business processes. Based on service oriented architecture (SOA), the SPDE telecom industry framework is focused on the telecom service life cycle, from creation to maintenance.

**IBM Business Value Assessments for BPM** — Available through IBM Software Group and IBM Global Services, you can use IBM Business Value Assessments to assess a business initiative and then use industry expertise and best-practices benchmarks to determine the best roadmap for completing that initiative successfully.

**American Productivity and Quality Center (APQC) and IBM BPM Process Classification Frameworks (PCFs) for Telecommunications** — PCFs deliver a common language and open standards for assessing activities from an industry-neutral viewpoint. APQC and IBM have worked together to develop industry-specific PCFs that enable fast, relevant usage and comparisons designed specifically for the CSP industry.

**The IBM Partner Ecosystem** — Draws on resources, skills and joint solutions from the broad range of IBM business partners in the CSP industry. A few joint solutions include:

- The Amdocs IBM Service Fulfillment Solution, which leverages accelerators and the SPDE framework, provides a standards-built blueprint for OSS that includes all functionality required to support rapid deployment of new service fulfillment processes and fits easily into an existing operations support systems environment.
- Progress® DataXtend™ Semantic Integrator (SI) (formerly known as Pantero), which leverages the SPDE framework, solves the problem of validating data exchanges between systems by focusing on the business integrity of data — not just ensuring that the data format is correct, but also ensuring that data is valid based on business rules for the users and applications that require the data.

### Begin your BPM journey with IBM

To learn more about our BPM offerings, contact your IBM representative, IBM BPM representative or IBM Business Partner, or visit [ibm.com/websphere/integration](http://ibm.com/websphere/integration)

“Establishing an SOA based on IBM WebSphere® software has allowed us to serve our customers more efficiently and effectively by enabling total integration between our multiple business systems.”

— Chen Gang, director, Shanxi Mobile Communications Company



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