BSS/OSS integration for telecommunications:
Streamline operations to drive revenues.

> SPEED ORDER-TO-CASH CYCLE

> RAPIDLY INTRODUCE INNOVATIVE OFFERINGS

> OPTIMIZE COMMUNICATIONS

> FACILITATE UP- AND CROSS-SELLING

ON DEMAND BUSINESS™

Meeting the need to optimize order-to-cash cycle times

When one of your customers orders a new service — ordered online or over the phone — how long will it be before the order is completely filled? The order must be submitted and an electronic or paper request routed to your network departments so they can configure resources for the service. They, in turn, complete an electronic or paper instruction to signal to other professionals who eventually provision or activate the service. And finally, information is routed to the billing system so that you can begin to realize revenues from the customer's order.

In the meantime, how much money has your company made from the customer's order?

For more information on this solution, including demonstrations and customer case studies, visit **ibm.com/telecom/flexibility**
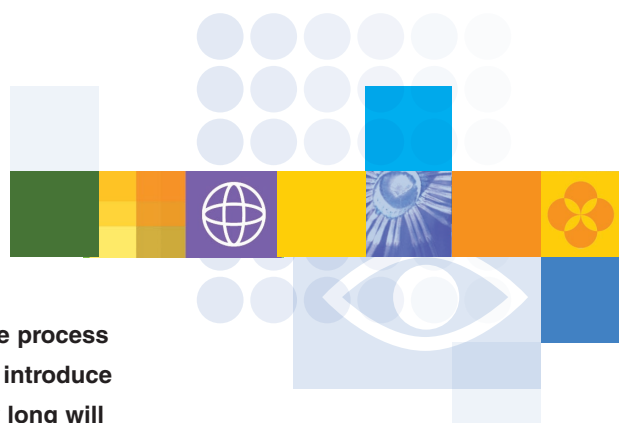
Now think about the process change required to introduce a new service. How long will that take?

You have to get a variety of groups within your organization — marketing, product development, IT and network staff — to understand the offering. Then those groups will have to make the necessary adjustments to your

wide range of business and operational support systems (BSS/OSS), such as customer relationship management (CRM), billing and network provisioning systems.

Without tools that help your staff speak a common language and automate time-consuming manual processes, you're a long way from bringing the new service to market quickly — and from exercising a competitive advantage.

> **Speed the order-to-cash cycle while leveraging existing IT investments.**

> **Improve revenue-producing service delivery capabilities to quickly introduce innovative offerings that address new market opportunities.**

> **Optimize communications between business and technical staff.**

> **Obtain a single view of the customer to facilitate up- and cross-selling.**

Your BSS and OSS applications were developed at different times, for different purposes, on different platforms and likely even for different operating companies. Dozens of disparate, back-end systems are the reality of service provisioning today, but how well do they communicate with each other? That's of particular concern in the wake of mergers and acquisitions, when a company might have dozens of overlapping systems running simultaneously.

To optimize the delivery of existing or new services, you must find a solution that enables you to minimize the time from service creation until billing can begin. You need a solution that:

- Facilitates communication and business workflows between internal organizations, suppliers and customers.
- Consistently helps you execute and even automate BSS/OSS work-flows — from ordering to activating the new service to billing.
- Helps you get a single view of your customers.

Further, the solution should leverage open standards and reusable building blocks to gain efficiencies, ease integration and drive value from existing IT investments.

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Leverage IBM's telecommunications industry expertise to transform your business and operational support systems

IBM solutions for the telecommunications industry bring together the extensive IBM portfolio of hardware, software and high-value services — and its wide network of Business Partners — to address the most prevalent challenges

for clients in the industry. IBM solutions and telecommunications industry experience help each client accelerate its progress in becoming an On Demand Business — so it can respond with flexibility and speed to virtually any customer demand, market opportunity or external threat.

Optimize delivery of new and existing services

Creating business processes with a *service orientation* has emerged as the best way to achieve that flexibility and speed, as well as agility and resilience. Service orientation takes everyday business applications and breaks them into individual business tasks, called services. These services can then be shared with other departments within your company, integrated with your trading partners and exposed directly to customers to create new or modified business processes. As a result, you have the flexibility to easily respond to changing market requirements. And because these services can tie together existing fulfillment, assurance, billing and other systems, there is no "rip and replace" required. Furthermore, these services can be used across multiple processes — rapidly, easily and consistently — to help drive improved time to value and reduced costs.

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IBM software, a key building block of the IBM solutions for the telecommunications industry, is vital to employing a service orientation strategy. It helps our clients achieve business flexibility by enabling them to model, assemble, deploy and manage business processes for today's on demand business environment.

IBM BSS/OSS integration for telecommunications helps you build a foundation for:

- Optimizing and rapidly delivering business services.
- Enabling business and technical staff to communicate effectively.
- Integrating disparate information about your customers into a powerful, single view.

Help improve revenue-producing service delivery capabilities

Nearly everyone in the telecommunications industry understands that bringing new services to market and fulfilling customer orders typically involves slow, repetitive and frequently manual processes. When you have some systems that are more than 20 years old and add new systems to that environment, there are many steps to take to integrate each system. Think, for example, about what it would take to make a new Internet Protocol Television (IPTV) offering work with an existing batch billing system.

With IBM BSS/OSS integration for telecommunications, you can establish efficient workflows for these complicated processes. The workflows can reflect the best practices of both the telecommunications industry and your particular organization. IBM BSS/OSS integration also enables you to automate many tasks within the workflows. The end result? You can complete orders and get new services to market more rapidly. Help realize revenues more quickly. And help minimize the amount of time staff spend taking orders.

IBM BSS/OSS integration for telecommunications includes the IBM WebSphere® Integration Developer toolkit that helps you automate tasks in every phase:

- From order through execution and return to billing for existing services.
- From marketing through fulfillment and network engineering to billing and other systems for new services.

A major mobile operator in Europe used IBM BSS/OSS integration for telecommunications to build an integrated solution for developing and deploying new services faster. IBM helped the operator become more responsive to its market.

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Optimize communications between business and technical staff

Imagine a company that wants to introduce ringback tones. Different parts of its organization may have difficulty communicating their requirements to one another. Marketing may define processes around the different business partners who provide ringback tones. Required functions frequently get lost in the translation to product development, IT and network staff who are responsible for updating BSS/OSS systems.

But because IBM BSS/OSS integration is based on the IBM WebSphere platform and development toolkit, it can facilitate the translation between business and IT requirements. As a result, your entire enterprise can move more quickly and effectively toward delivering the new service. For example, most telecommunications companies currently have to write a billing process for each new service. In contrast, with a standards-based, service-oriented approach, you establish reusable billing processes that marketing staff can choose from — options that IBM software can automatically translate into C++ for your BSS systems, Java™ for your online applications and COBOL for older systems.

To adopt a service-oriented approach, it's important to team with a company that can provide both leading business integration tools and telecommunications-specific resources. IBM BSS/OSS integration for telecommunications includes robust IBM WebSphere Business Integration software, which helps you manage business processes that engage heterogeneous resources across your enter-prise. Furthermore, you can leverage industry-leading, telecommunications-specific adapters and collaborations to take advantage of the best practices in the industry.

IBM BSS/OSS integration fully supports the enhanced Telecom Operations Map (eTOM) from TeleManagement Forum (TM Forum) — a leading component business model that helps service providers organize their business processes. And IBM Business Consulting Services have extended eTOM processes even further, based on industry best practices.

Obtain a single view of customers

Telecommunications providers are offering a broader and broader range of services — wireless and wireline, digital subscriber lines (DSL), satel-lite services, gaming, fiber optic television and so on. Consequently, having a single view of your customers across these services is of critical importance. When you can integrate information about your customers that currently lies in systems across the enterprise, you can:

- Offer bundles of services that attract customers and build loyalty among existing customers.
- Perform more detailed market research by leveraging information that you already have.
- Deliver personalized, consistent customer service.
- Up- and cross-sell services to your customers.
- Market services proactively.

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A leading United States telecommunications company needed to speed the provisioning of products for its customers and improve employee productivity by integrating disparate systems and automating processes. The company achieved these goals by implementing a comprehensive IBM BSS/OSS integration solution.

IBM BSS/OSS integration for telecommunications includes IBM WebSphere Information Integrator software and IBM DB2® Information Management software to give you a centralized way to collect and model data from across your enterprise.

In conclusion, IBM BSS/OSS integration for telecommunications helps your organization:

- Adopt a service orientation to facilitate communication and business workflows between internal organizations, suppliers and customers.

- Consistently execute and even automate BSS/OSS workflows — from order to billing.

- Obtain a single view of your customers to facilitate up- and cross-selling.

Ultimately, these capabilities combine to make it cost-efficient for you and easy for your customers to purchase new services.

Thoroughly plan process changes — and adjust implementation as needed

When you use a service oriented approach to optimize the business processes involved in BSS/OSS integration for telecommunications, you can obtain the flexibility and responsiveness needed to bring innovative products, services and strategies to market. But successfully improving your processes depends on having a good plan and diligently tracking your progress. As many as two thirds of process implementations fail to produce the expected benefits because their true impact is not known prior to execution.*

That's why IBM offers industry-leading tools to help your staff plan, monitor and adjust the implementation of process changes. Leverage easy-to-use tools that help your teams:

- Easily reuse, create, modify and collaborate on process models.

- Simulate and analyze the impact of processes before implementation.

- Enable your IT team to quickly create supporting applications by leveraging your process models.

- Monitor and optimize processes by specifying key performance indicators during process design.

Business Partners help further leverage IBM software capabilities

IBM BSS/OSS integration for telecommunications is complemented by applications and services provided by our IBM Business Partners — including the hundreds of Business Partners specializing in service orientation — helping to make this solution a world-class foundation for streamlining operations and optimizing the speed with which you can derive revenue from existing and new services. Working together with our clients, IBM and IBM Business Partners can help meet the needs of today's telecommunications companies.

For more information

IBM is unique in its combination of unmatched telecommunications industry experience, deep service orientation skills, unparalleled Business Partner network, and software and technology product excellence — and as a result is a clear leader in service orientation. We can help you get started with service orientation, whether for the enterprise, a departmental initiative or a single project. IBM is the ideal resource for telecommunications companies seeking to meet the challenges of bringing new services to the market faster, lowering network operating costs, improving subscriber retention and profitability, and driving to next-generation networks.

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