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## **Enabling Dynamic Enterprise Catalogs to Improve Customer Experience**

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### **The Current Service Provider Dilemma**

Next generation services in triple- and quad-play deployments represent an order-of-magnitude increase in back-office complexity, making it critical for communication service providers (CSPs) to incorporate service fulfillment and product lifecycle management across multiple networks and systems. To maximize revenue opportunities, service providers must rapidly introduce new products and optimize product launches to cash cycles.

As CSPs continue to face the challenges of converged service deliveries, there is an increasing need for a strategic approach to develop simplified, end-to-end order handling solutions to deliver new products and bundled services as quickly and cost-effectively as possible. With market requirements constantly changing, the rapid rate at which CSPs must keep pace with product lifecycle management places a tremendous amount of pressure on systems and customer sales representative (CSR) training. Adding, or even modifying, a new product can mean multiple changes and updates to product information across sales intranet, order entry, provisioning, biller, accounting, and trouble ticketing systems - just to name a few.

For CSPs to effectively plan and invest for the future, they must consider both demand and supply-side challenges. Meeting quickly evolving market demands mean addressing the different needs of both residential and commercial customers.

Residential customers want flexible and personalized product offerings with the ability to easily order through simple and secure self-service channels that are on par with e-Commerce storefronts. However, commercial customers are increasingly looking for turnkey, outsourced services that cover not only their communications needs, but also IT infrastructure and related services. Given that the cost of these services directly affects the total cost of doing business, these customers want it as

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inexpensive as possible and continuously assess the options offered by alternate providers.

On the supply-side, service providers are faced with the high cost of system upgrades and redesigns required to be able to offer more personalized offerings – while still struggling with the uncertainty of increased ARPU and the risk of churn. CSPs need a way to deliver better and more flexible bundled offerings on an ongoing basis to create customer stickiness. Meanwhile, the increasing demand for content and entertainment services within these bundled offerings requires CSPs to work with a new set of non-infrastructure suppliers that require additional system capabilities to automate the supply chain with these third party providers.

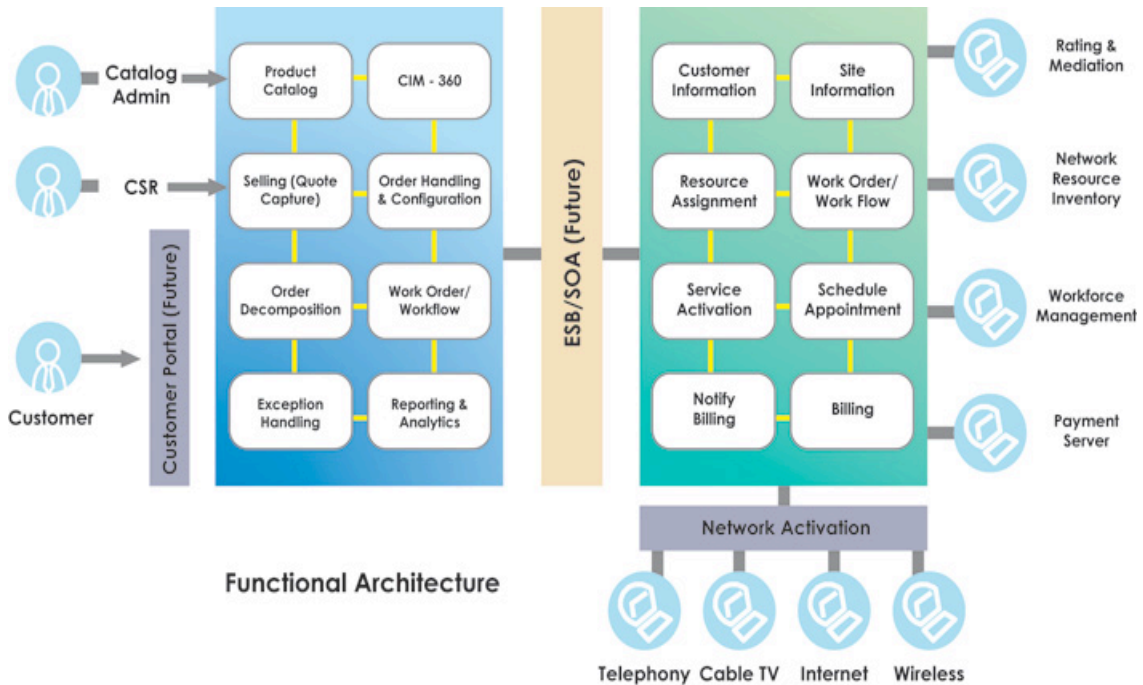
For effective demand and supply-side management, service providers require better visibility into the sales channel to optimize service bundles and capture critical information for better analysis and decision-making. Forward-looking CSPs are implementing a product lifecycle management platform seamlessly integrated with their sales and order handling systems. By focusing on CAPEX and OPEX reduction through systems consolidation, increased automation, and efficient workforce utilization, CSPs can secure and retain top-line revenues and increase market share by improving the customer experience.

### **ConceptWave Order Care®: Helping Service Providers Curb the Competition – and Pave the Way for the Future**

As CSPs look to simplify product design, product management, supplier management, ordering and fulfillment, they are forced to re-evaluate operations support infrastructure. However, the industry is very apprehensive of traditional migration approaches consisting of a “big bang” type of transformation that frequently result in colossal disruptions to business and, ultimately, failure in capturing the expected ROI. With order fallouts at an all-time high, and mounting pressure to lower fulfillment and service delivery costs, operators must find a solution for flexible and automated orchestration of the end-to-end process to better manage the customer experience.

To make cost-effective investments, forward-looking CSPs are executing next generation OSS strategies based on frameworks including TeleManagement Forum (TMF) NGOSS architecture, service oriented architecture (SOA) principles, and best of breed application vendors, to revamp their back-office systems for next-generation needs. A key enabler of this is a flexible ordering and fulfillment platform powered by a dynamic enterprise catalog. Formulating a dynamic enterprise catalog strategy to drive order fulfillment and orchestration across multiple networks and

systems is a critical first step that ensures seamless migration to a next generation architecture.



A dynamic enterprise catalog should enable the federation of underlying catalogs, whether located within the catalog manager itself, in other OSS/BSS CSP systems, or within supplier-provided catalogs. As a highly configurable management solution, ConceptWave Order Care<sup>®</sup> is a fully-featured catalog manager handling promotions, up-sell/cross-sell functionality and lifecycle management through a fully-integrated Web 2.0 enabled platform. By applying a complex set of business rules to ensure the selected configuration is workable, ConceptWave<sup>®</sup> enables an improved customer experience by permitting the end-user to pick-and-choose the services and features desired. The enterprise catalog can then present a customized bundle back to the client as a unique offering, specifically tailored to their needs.

ConceptWave Order Care's metadata driven catalog model supports the definition of virtually any type of product and service as well as innovative combinations and bundles, with the ability to centrally define the relationship among products, features, availability and pricing rules. Utilizing a user-friendly administration, ConceptWave Order Care<sup>®</sup> facilitates rapid deployment of product bundles and price promotions to enable up-selling and cross-selling through targeted, personalized offers and promotions to increase ARPU. With ConceptWave's dynamic enterprise

catalog, CSPs can leverage a flexible data model that can be used either as a product catalog, service catalog or, if required, both to achieve unparalleled, centralized customer order and service order management.

A configuration driven rules engine that enforces product availability and eligibility is key to a powerful dynamic enterprise catalog. ConceptWave Order Care's extendable framework provides comprehensive customization capabilities, enabling the rapid implementation of complex service provider-specific business rules. By enabling an offer directed order entry process, CSR applications and self-service portals can be transformed from simple order capture tools to a sophisticated, tailored product browsing and ordering experience, resulting in improved order to cash cycles.

With ConceptWave Order Care<sup>®</sup>, CSPs can optimize each customer interaction to improve customer loyalty as well as increase ARPU through geographic, demographic and other subscriber targeted up-sell and cross-sell promotions. To protect the CSP's investment from future changes to the back-office technology and application architecture, ConceptWave Order Care's enterprise catalog is compliant with the TM Forum SID model, and provides both SID based API access or optimized proprietary API access for CRM, billing and provisioning systems ensuring a seamless migration path with current and future investments.

### **Seamless Migration Solutions – Closer To Being Within Your Grasp Than You Think**

For CSPs to continue delivering the most progressive communications solutions to its customers, a partner that can strategically align with its objectives in the sense that they understand how to transform commercial off-the-shelf (COTS) software technology into practical and usable solutions is imperative.

By working closely with service providers to leverage existing OSS investments, ConceptWave Order Care<sup>®</sup> suite of order management solutions delivers business transformation to seamlessly integrate product lifecycle management, sales, order handling and order fulfillment. As a dynamic product catalog for both current and future needs, ConceptWave Order Care<sup>®</sup> is a flexible, configurable, extendable order management framework that is metadata driven. Consider the following features:

1. **Agile, High-performance Workflow Infrastructure** – ConceptWave Order Care<sup>®</sup> is powered by a BPM/BPEL based process engine with advanced order management capabilities such as order decomposition, order supplements and cancels, sophisticated jeopardy and exception handling. With a metadata driven configuration mechanism for operator specific rules and controls through powerful, easy to use tools, ConceptWave Order Care<sup>®</sup>

provides CSPs with a highly scalable, high-performance infrastructure to build customer and service order management processes. Its agile, out-of-the-box support for various interface technologies enables rapid integration to legacy and next-generation applications.

2. **Rapid Product Lifecycle Management & Service Velocity** – With the service landscape changing rapidly, CSPs need the ability to enable rapid product introduction and configuration to monetize offerings with short shelf lives. ConceptWave Order Care<sup>®</sup> is a flexible, extendable product catalogue application enabling rapid introduction and retirement of offerings across product lines, domains, and network/access technologies to create tailored, targeted offerings for various subscriber segments. ConceptWave Order Care<sup>®</sup> dynamic enterprise catalog enables CSPs to rapidly configure offers and promotions supporting seasonal, product launch and other market segment targeted campaigns. With the ability to quickly configure specific rules and controls, ConceptWave Order Care<sup>®</sup> ensures that selected configurations are workable to decrease time to market for offerings and services.
3. **Flexible, unified channel management and order capture approach** – With many CSPs having a history of previous acquisitions, the ability to manage various sales channels to get a consistent set of offers and products is imperative to providing a common and consistent experience to customers. This includes call center representatives, partner sales representatives via a 3<sup>rd</sup> party application and a customer self service channel. By improving workflow management, CSPs can better capture metrics as customers are browsing through product catalogues to more easily increase conversion rates and turn casual browsing into purchases.
4. **Highly automated, integrated service order management architecture.** Automating the entire customer fulfillment process is paramount to cost-effectiveness for service providers. ConceptWave Order Care's automation capability provides real-time provisioning orchestration of orders by integrating with legacy platforms as well as next generation OSS/BSS platforms to fulfill multi-play customer orders. With an end-to-end view of the order status and proactive, automated management of order exceptions & order jeopardy, ConceptWave's powerful, rules-aszswqabased routing of orders for handling manual provisioning activities can scale based on the operator's needs.

Last but certainly not least, standards alignment is essential. ConceptWave Order Care<sup>®</sup> protects CSPs by aligning with industry-standard SOA, TM Forum and Web

2.0 methods to ensure a transparent, standards-based migration and consolidation of legacy OSS systems to protect CSPs' ongoing investment in the order management platform.

As an ongoing practice in its deployments, ConceptWave® utilizes the published SID models as a basis of accelerating deployment of products and services in order to fully configure to CSP needs. As a result of incorporating SID based order interfaces, ConceptWave Order Care® integrates easily within service providers' current system architectures to achieve transparent integration with existing processes and applications as well as provide an evolving platform for future enhancements.



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### **Channel Management: A Recipe for Success- Videotron**

Consider Videotron, a Canadian integrated communications service provider with a growing base of more than 1.7 million subscribers in an increasingly competitive environment. Videotron's services target residential, small office/home office, small and medium businesses, and multi-dwelling unit customers. Videotron worked to consolidate fulfillment and service processes to accelerate roll-out of residential broadband services.

Prior to engaging with ConceptWave®, Videotron's customers were burdened with having to understand the many service options and choices available. At the same time, CSRs were struggling to match customers' specific needs with Videotron's many service options, packages, and promotions based upon location as well as seasonality. As a result, CSRs were filling orders but not doing enough in the way of proactive selling to meet Videotron's goals to support its quad-play offerings.

The company turned to the ConceptWave Order Care<sup>®</sup> suite for a consolidated ordering platform to manage all products and services in a single exchange between subscribers and customer service representatives. To do this, ConceptWave utilized metadata-configurable templates and a business rules editor to model Videotron-specific business requirements and accelerate deployment. The solution combines web-based order entry at the front-end with a sophisticated product catalog and order management engine that enables Videotron to model and fulfill all products and market offers from a single, tightly integrated system. The solution is integrated within Videotron's current BSS/OSS system architecture to achieve a transparent, end-to-end order handling experience for Videotron personnel and their customers.

ConceptWave's solution enables Videotron's CSRs to up-sell their subscribers on both new and existing services. With the new ability to focus on new customer additions, Videotron's CSRs can now engage the company's customers with their most current offers. New offerings are ready to go-to-market and support the CSRs' new intuitive processes without fear of fallout following introduction. Manual errors are also a thing of the past.

ConceptWave<sup>®</sup> is now in the process of adding self-serve capabilities, enabling Videotron's customers to order services directly from the company's e-Commerce web portal. With ConceptWave Order Care<sup>®</sup>, Videotron now delivers a more intuitive and informative experience for users and the ability to introduce products to market faster. Its CSRs are now fluent in the new system in three days or less, an important factor given the company's CSR staff has experienced as much as fifty percent turnover on an annual basis in the past.

## **Conclusion – Get closer to Serving Your Customer's Future Demands – Now**

No matter what stage you're at in transforming OSS and BSS systems, ConceptWave Order Care<sup>®</sup> comprehensive portfolio can support your near-term and long-term business objectives. ConceptWave's user-friendly tools and leading-edge metadata approach simplifies the configuration effort, reducing project costs. Built to interwork and complement legacy systems, ConceptWave's suite is powered by an interface engine built into a next-generation infrastructure. This architecture is conditioned with the ability to future-proof your investments with a scalable and high-performing platform utilizing commodity hardware and 3<sup>rd</sup> party software.

With service velocity and operational efficiency paramount for CSP success, the central management of products is as important as ever. ConceptWave Order Care<sup>®</sup> offers a centralized dynamic catalog strategy linking both OSS and BSS that

integrates to a customer-centric system to help operators come out ahead of the competition.

In this economy, investing in any capital expenditures can be difficult. However, in order to compete effectively, CSPs need to introduce next generation product offerings and capabilities and monetize these in a cost-effective manner. Being able to offer differentiated products and services that are accessible to your customers and enabling self-service to improve the customer experience is key to customer retention and profitability. Whether you're considering revamping your infrastructure, service offering or strategy, ConceptWave can help with enabling to move through stages seamlessly.

Industry-leading CSPs leverage ConceptWave Order Care<sup>®</sup> to manage, launch, and offer new products and achieve shorter ROI delivery timeframes, with better time-to-market results for residential, wholesale and business services. To learn more about ConceptWave Order Care<sup>®</sup>, visit [www.conceptwave.com](http://www.conceptwave.com).

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### **About ConceptWave**

ConceptWave<sup>®</sup>, a leading provider of telecom product catalog and order automation solutions, improves operations and facilitates multi-service product offering delivery. By working with communications service providers (CSPs) to leverage existing OSS investments, ConceptWave Order Care<sup>®</sup> suite of order management solutions delivers business transformation to seamlessly integrate offers and order fulfillment. For more information, visit [www.conceptwave.com](http://www.conceptwave.com)

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