

# **Siemens CMT**

## **Communications, Media and Technology**

### **RODOD – Rapid Offer Design and Order Delivery**

**Boris Bajtl**

**16th Conference – HrOUG**  
Rovinj, Croatia – October 18<sup>th</sup> - 22<sup>nd</sup> 2011

Version 2.1  
19th of October 2011.

# Today's Challenges

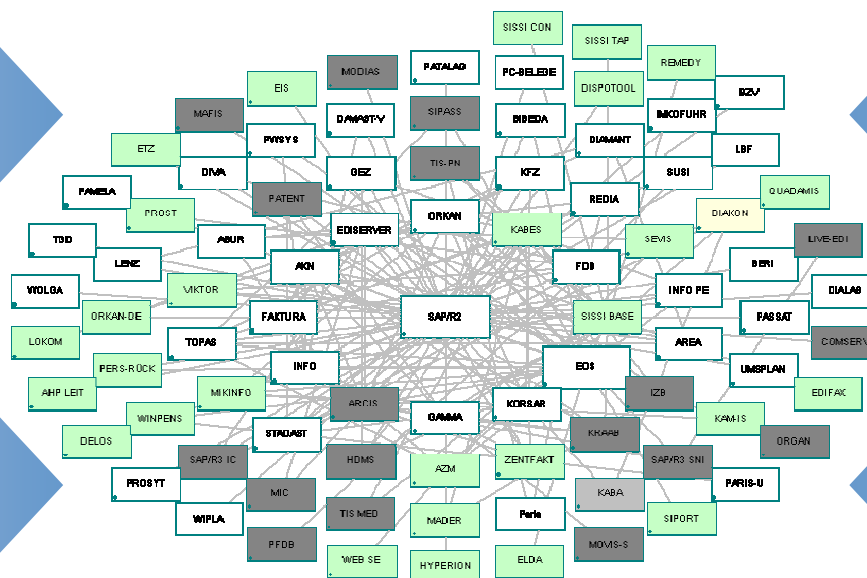


# Unmanageable complexity of carriers' OSS/BSS landscape



How to shorten the introduction time of new services?

How do reduce the cycle time for service provisioning?



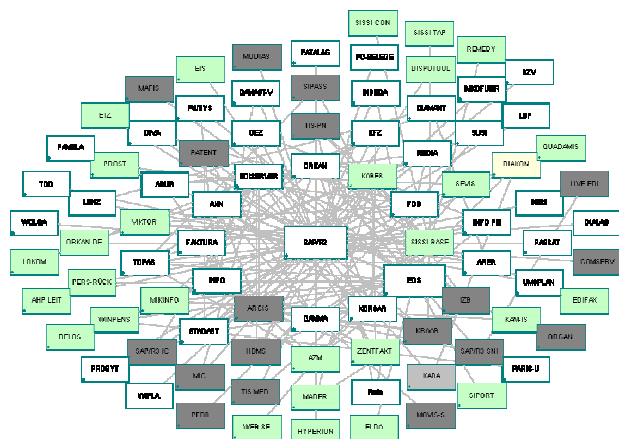
How reduce the complexity of managing the IT-landscape?

How to make your systems easier to adapt?

**Current situation:** Unmanageable complexity of carriers' OSS/BSS landscape  
**Key challenge:** To shape your IT-landscape to cope with market challenges  
**Consequence:** Step by step migration is a necessary

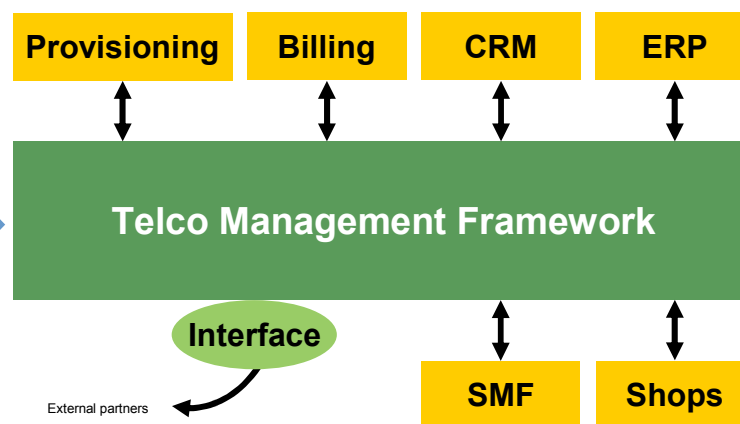
# Telco Management Framework paves the way to NGOSS transformation

## Existing meshed PtP interfaces



Transformation

## New Service Oriented Architecture



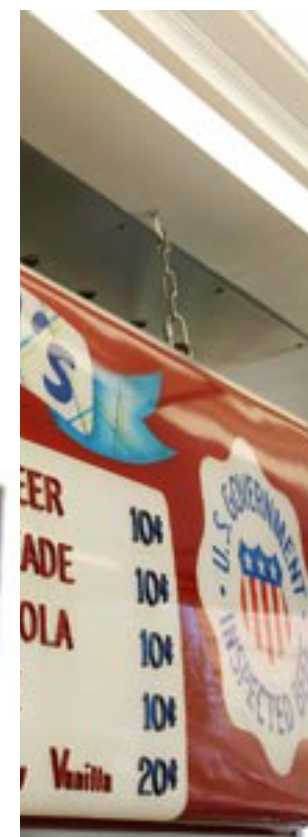
## Our solution is

- a complete transformation package, resulting to a standard-based and flexible framework (SOA) ...
- reaching from consulting over technical implementation to maintenance and training ...
- based on our implementation experiences we leverage for Telecom business processes, down to network specifics



## Use cases

▶ What? ... When? ... How much?

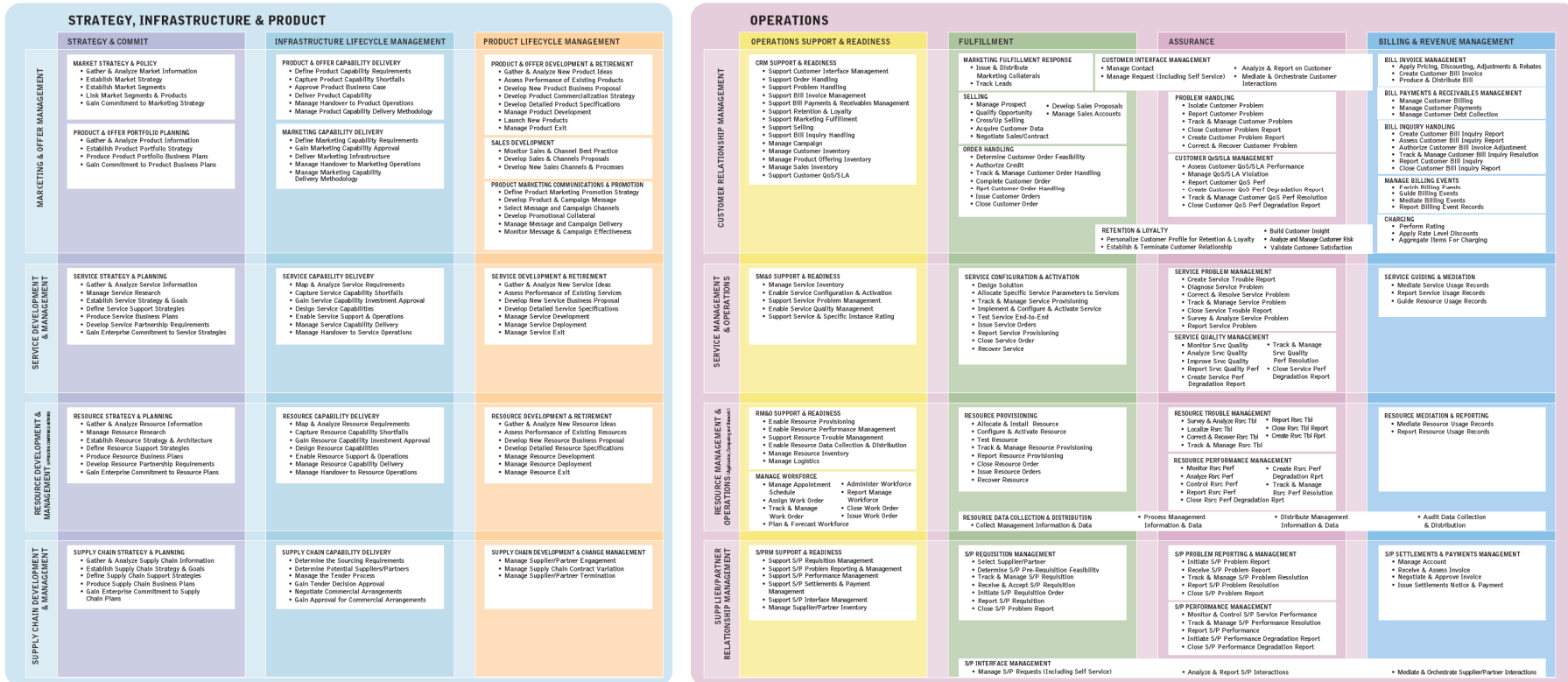


## Smooth Operator

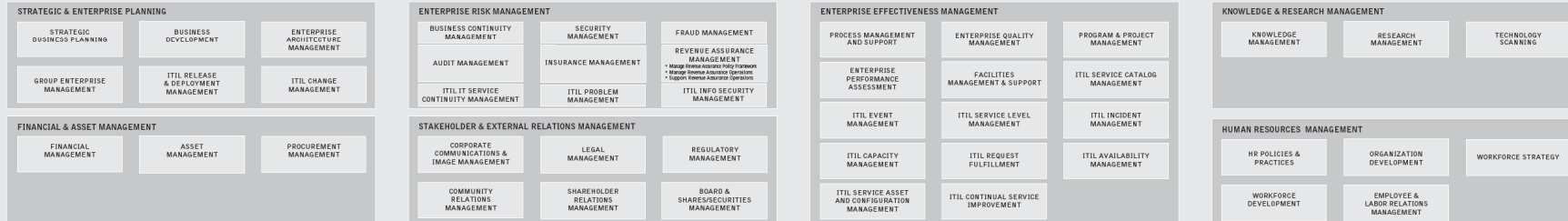


# Business Process Framework (eTOM)

## Release 8



### ENTERPRISE MANAGEMENT





# Rapid Offer Design and Order Delivery

## Business Process Framework mapping



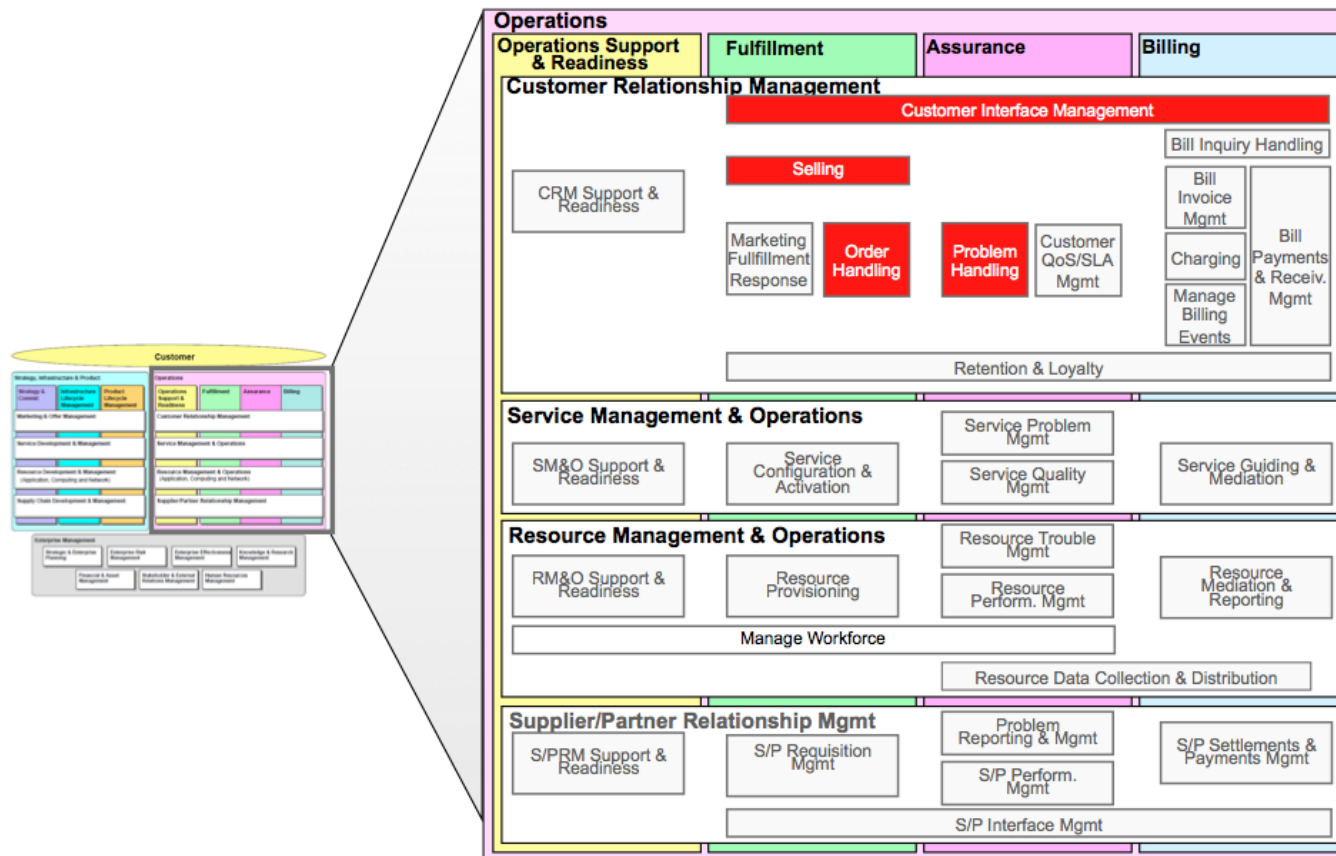
### Business Process Framework

### RODOD: Level 2 Operations Processes

### RODOD

### Business Process Framework mapping –

### March 2011



# TM Forum Business Certified Professionals



## Business Process Framework (eTOM) LEVEL-4 Certified



AAPT - 1 Certified

Deloitte - 1 Certified

EITC (DU) - 4 Certified

Ernst & Young CIS B.V., Moscow Branch - 1 Certified

EWE TEL GmbH - 1 Certified

IBM Corporation - 1 Certified

MTN SA (Pty) Ltd. - 1 Certified

POWERACT Consulting - 1 Certified

Siemens AG - 1 Certified

Goran Drmac

Turk Telekomunikasyon A.S. - 1 Certified

## Siemens CMT certified professionals

- 18 Business Development Managers (Framework, eTOM, SID)

- 6th company in the world

- 1 eTOM Level 4 certified professional

Status: 3.10.2011,  
Source: www.tmforum.org

Progress Software - 1 Certified

Rancore Technologies Private Limited - 2 Certified

Rogers Communications Inc. - 1 Certified

SAS - 1 Certified

SL Software Consult Hungary Ltd - 1 Certified

Sasktel - 6 Certified

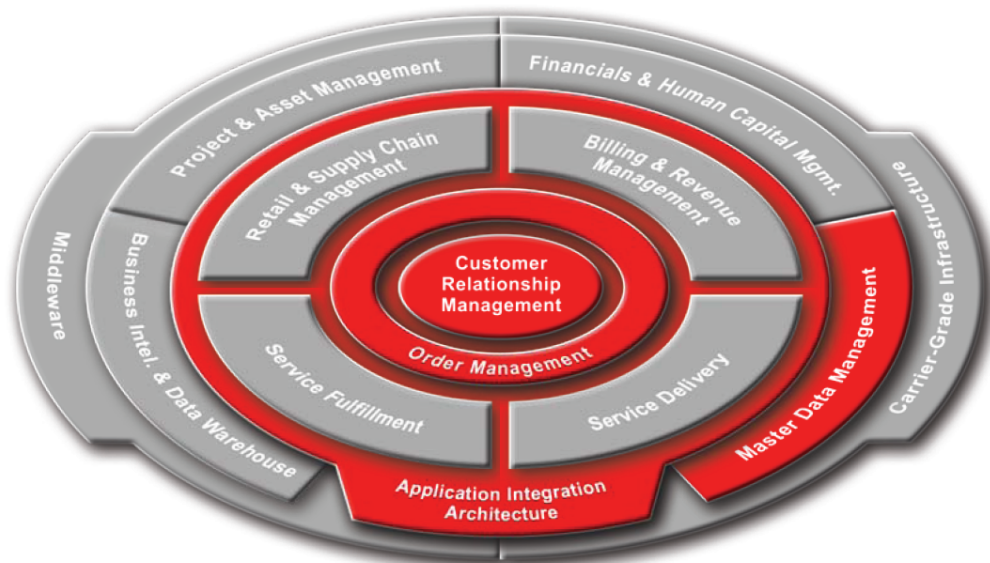
Siemens AG - 18 Certified

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Sanja Mrdeza  
Andre Schilling  
Zuzana Srsnova  
Martin Trebaticky  
Michael Wildmann  
Martin Zach



SingTel Optus - 4 Certified

# Rapid Offer Design and Order Delivery Solution Scope



- Enables providers to rapidly design and introduce offers, capture and fulfill orders efficiently and accurately, and provide visibility across the entire order lifecycle
- Utilizes best-in-class applications and extensible integrations for:
  - Fast offer time to market
  - Efficient, first time right ordering
  - Comprehensive visibility of the entire order lifecycle

## Featured Oracle Products

*Oracle's Siebel CRM, Oracle Communications Order and Service Management, Oracle Product Hub and AIA for Communications*

## Order Management Need

### Operational Impact on the Business

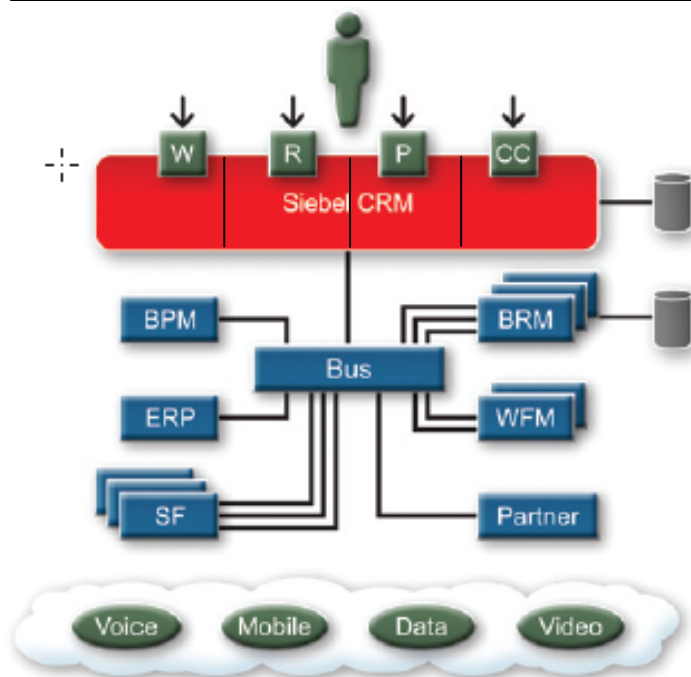


- Percent revenue leakage attributed to order process: 30-40% (Yankee)
- Average time to launch for new services ranges from 90d-1yr (Yankee)
- Average time to modify offers ranges from 10-20 days (Yankee)
- 25% of data service orders are cancelled before they are fulfilled (KRC)
- 77% of service providers admit delivering bundled products and services has increased complexity, with 86% reporting an increase in transaction failures (Vanson Bourne)
- On average, new lines of business have 18 full-time employees manually finding/fixing transactions (Vanson Bourne)
- Order fallout costs are close to \$1M for each percentage point of orders not completing correctly (CGI)
- Average cost per customer support call incident: \$12 (Yankee)
- Average cost per truck roll for improper/incorrect fulfillment: \$300 (Yankee)



# Order Management Challenges

Costly and slow to design and deliver service offers



## Top Order Management Challenges

- Slow Time to Market
- Slow Order Deliver
- Many Order Fallouts
- Poor Order Visibility
- Costly to Integrate, Maintain, Transform

## • Slow offer design and implementation

- Fragmented and largely manual design processes
- Time consuming processes to test new offers
- Tightly-coupled, rigid and complex mappings across BSS and OSS layers

## • Long order cycle time

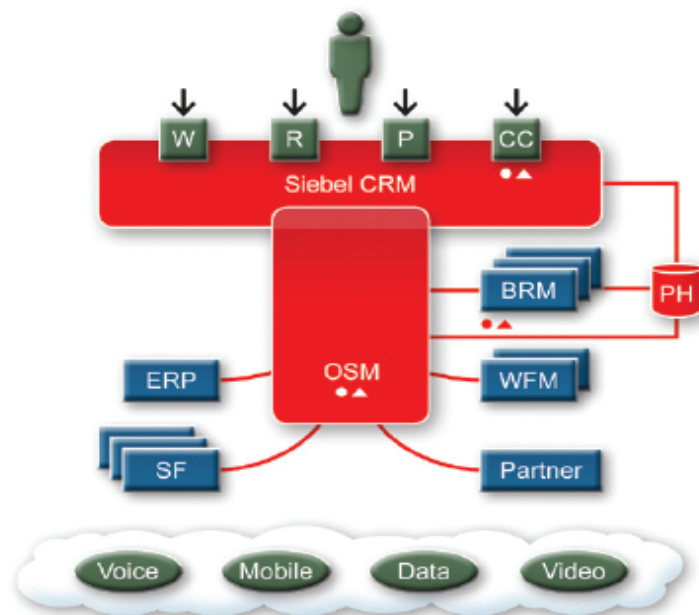
- Difficulty in creating complete and accurate orders
- Inability to decompose orders and provide orchestration plans for complex service bundles
- Resource intensive handling of in-flight order changes
- Limited or no visibility to order lifecycle

## • High OPEX due to service based silos

- Duplication of functions and systems
- Costly system integration, maintenance, and transformations

# Rapid Offer Design and Order Delivery

## Solution Footprint



### Oracle Order Management Results

- Fast offer launch
- Preventive order fallout & fast recovery
- Complete order lifecycle visibility
- No cost in-flight changes
- Reduced IT costs

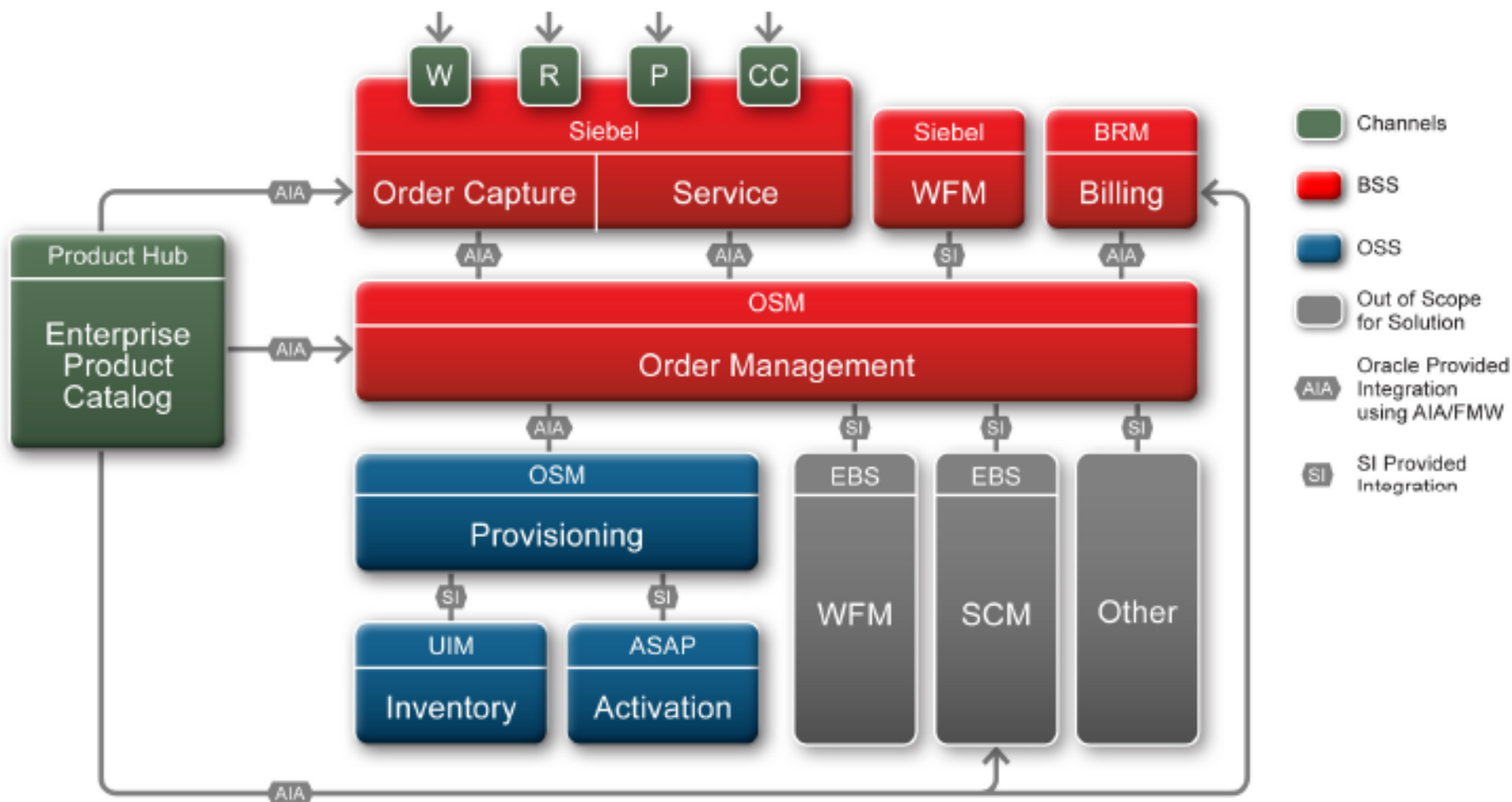
### Offer Design

- Design time integration between CRM, Product Hub, Order & Service Management, BRM and EBS
- Provide end-to-end view required to create offers
- Zero configuration offer introduction of new services being added to an existing family

### Order Delivery

- Enhanced service qualification across all channels for all order types
- Sales orders decomposition and unique orchestration for any offer or bundle
- On demand order status visibility for all channels across order lifecycle, including jeopardy and exception management
- Order fulfillment plans automatically generated to handle order revisions and cancellations

# Order Delivery Solution Components



# Order Delivery Solution Components



**Siebel**

**Order Capture**

- Multi-channel Quote & Order Capture
- Sales catalog
- Configurator / UI
- Contracts, Entitlements
- Pricing
- Customer Asset Management

**OSM**

**BRM**

**AIA**

**Service**

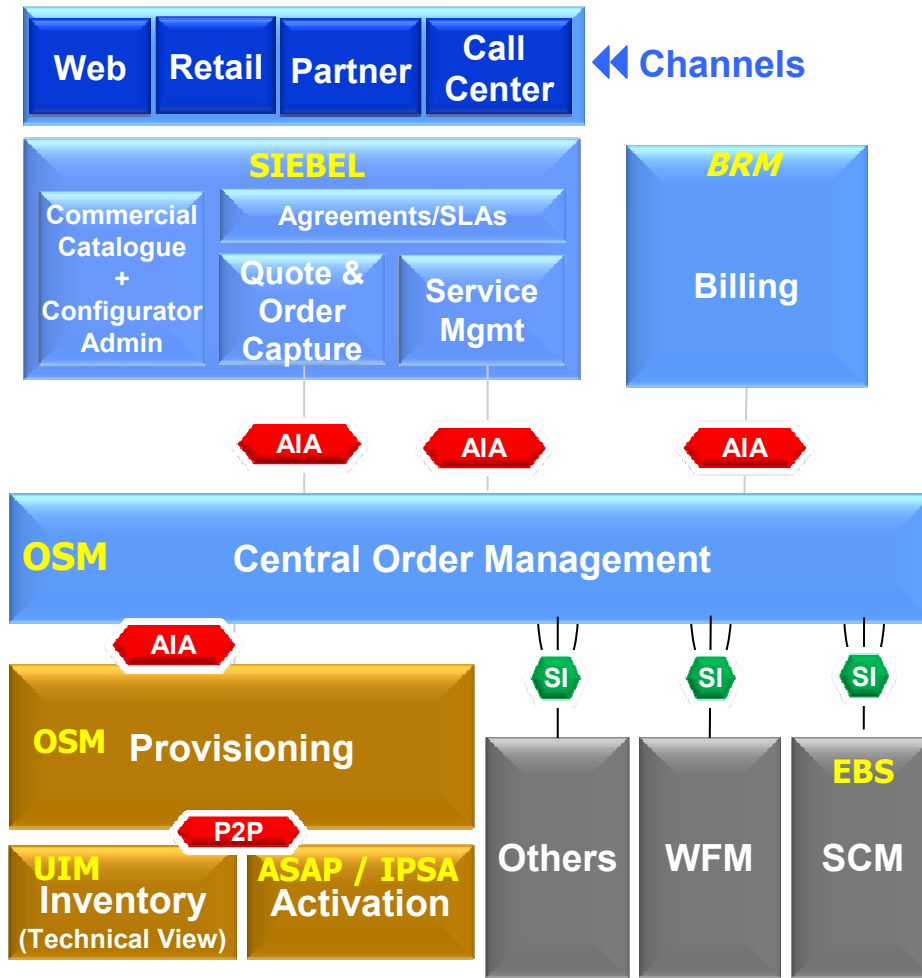
- Customer Support
- Trouble Ticketing

# Order Delivery Solution Components



- Siebel**
  - OSM**
  - BRM**
  - AIA**
- Order Management**
- Customer Order Mapping, Decomposition and Orchestration
  - Status Management
  - Fallout Management
  - Change Management
- Provisioning**
- Service Order transformations
  - Service Order Decomposition & provisioning
  - Local Fallout, Status and Change management

# Order Delivery Solution Components



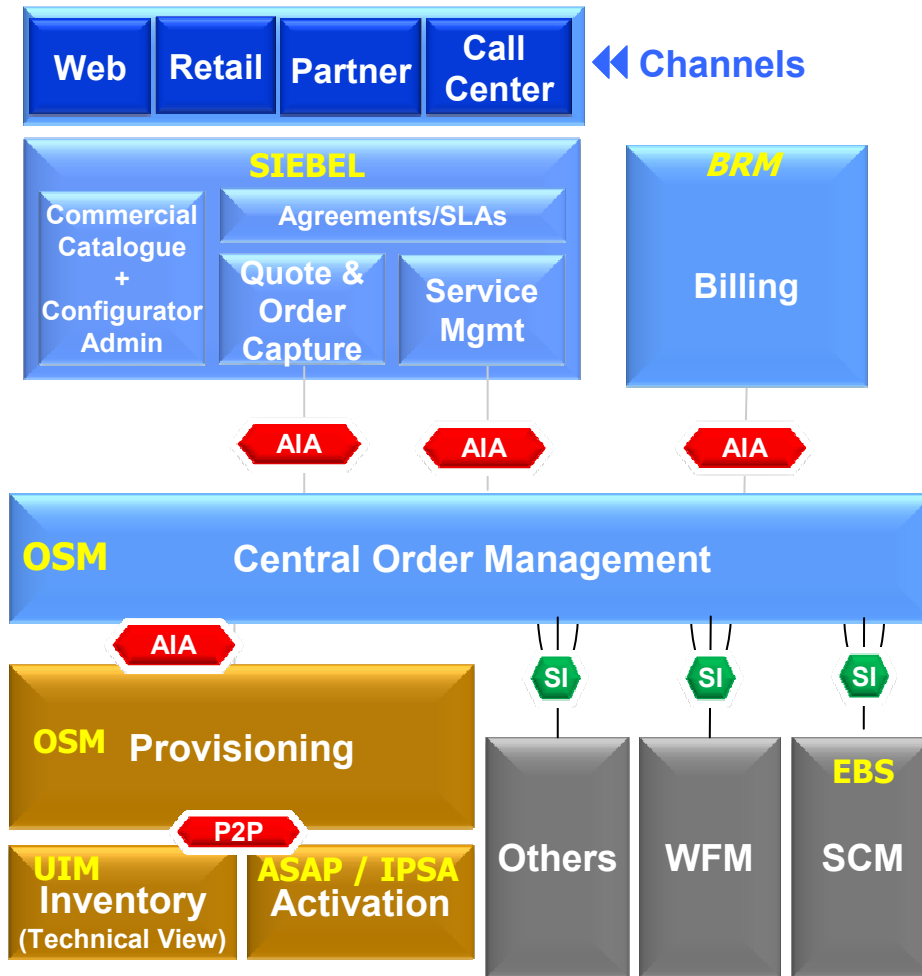
**Ordering**

- Create Accounts, Billing Info and Payment Info
- Purchase Services, Products and Discounts

**Rating & Billing**

- Event handling
- Pricing / Discounts
- Billing

# Order Delivery Solution Components



- Extensible
- SOA based
- Integration and deployment accelerators
- Enterprise business objects
- Enterprise business services
- Reference business processes
- Application business connectors for Siebel, OSM and BRM

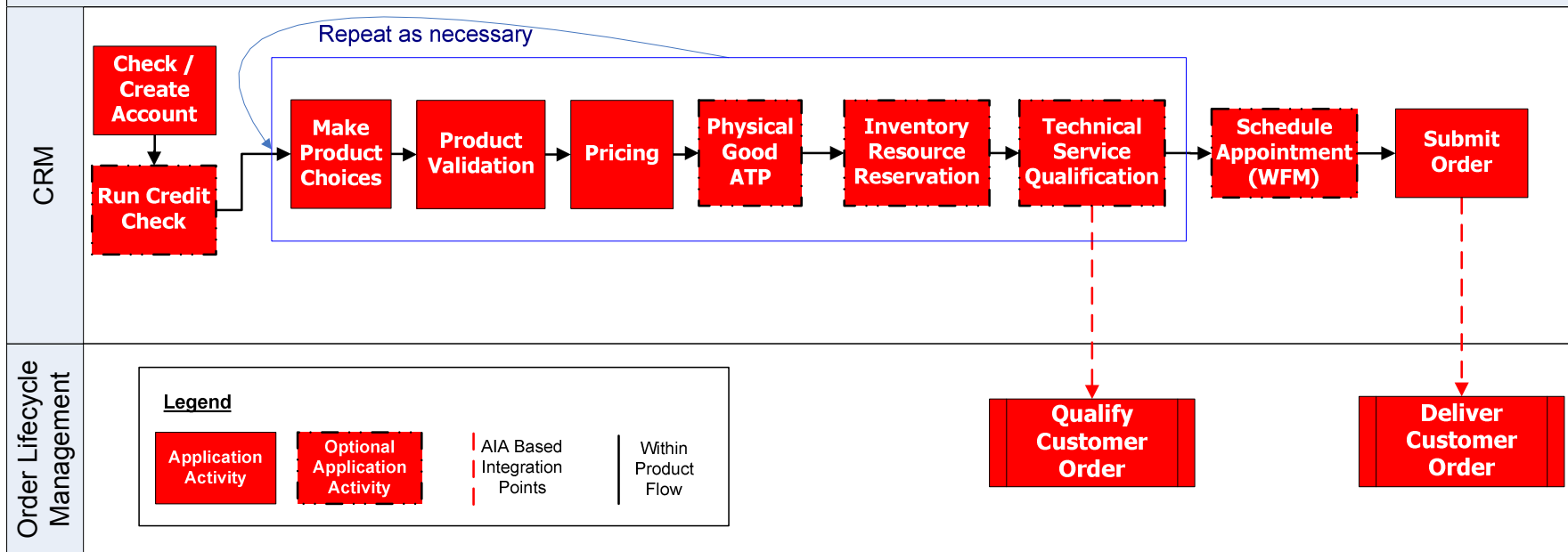


# Order Delivery

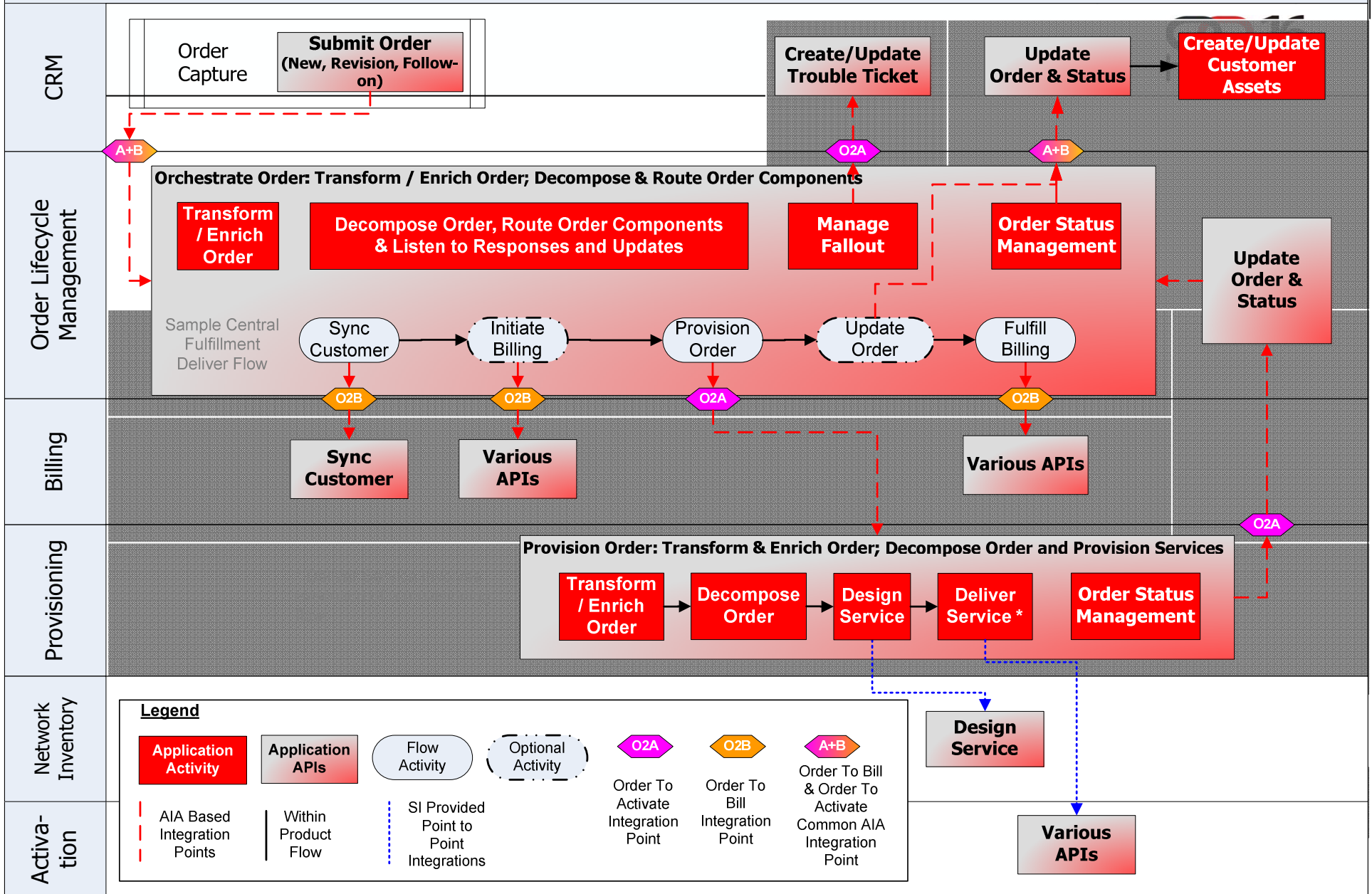
## Order Capture Process



### Order Delivery: Order Capture Process



# Order Delivery: Deliver Order Process



## Business Objectives

Gap between PMO and FMO



<b>Offer Time to Market Objectives</b>	<b>PMO</b>	<b>FMO</b>
Time to introduce new offer	Weeks	Days / Hours
Time to Introduce a new Product/Offers	Months	Weeks / Days
% of Revenue from new Product/offers	15%	60%

<b>Order Cycle Time Objectives</b>	<b>PMO</b>	<b>FMO</b>
Right First Time: Order Submissions to completion (end to end)	60%	99%
Cycle Time: Order Submissions to completion (end to end)	40%	100%
Billing Discrepancies	25%	0%

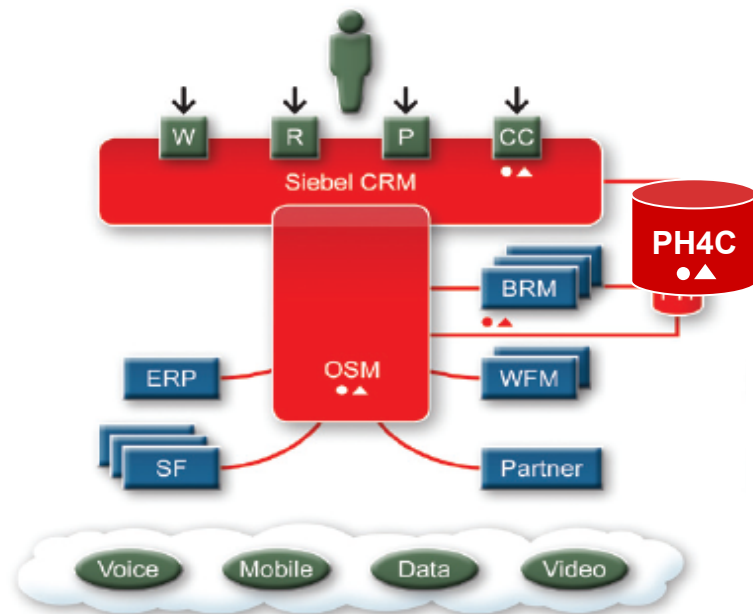
**Note:**

**PMO – Present Mode of Operation**

**FMO – Future Mode of Operation**

# Rapid Offer Design and Order Delivery

## Solution Benefits



### Oracle Order Management Results

- *Fast offer launch*
- *Preventive order fallout & fast recovery*
- *Complete order lifecycle visibility*
- *No cost in-flight changes*
- *Reduced IT costs*

### Fast offer design and implementation

- Simple design time integration with order management provides end-to-end view required to create and test offers
- Zero configuration or development required for offer introduction of new services being added to an existing family

### Short order cycle time

- Enhanced technical service qualification improves order accuracy across all channels for all types of orders
- Automatic decomposition of sales orders generates unique orchestration plans for any offer or bundle
- On demand order status visibility for all channels across the order lifecycle, including jeopardy and exception management
- Compensation plans are automatically generated to handle in-flight order revisions and cancellations

### Lower OPEX

- Proven convergent platform orchestrates across existing systems preventing the need for costly new silos
- Productized integrations reduce initial and ongoing support costs

# We Want More... RODOD Virtual Briefing Centre



<http://vshow.on24.com/vshow/rodod>

Oracle's Rapid Offer Design and Order Delivery (RODOD) Virtual Briefing Centre

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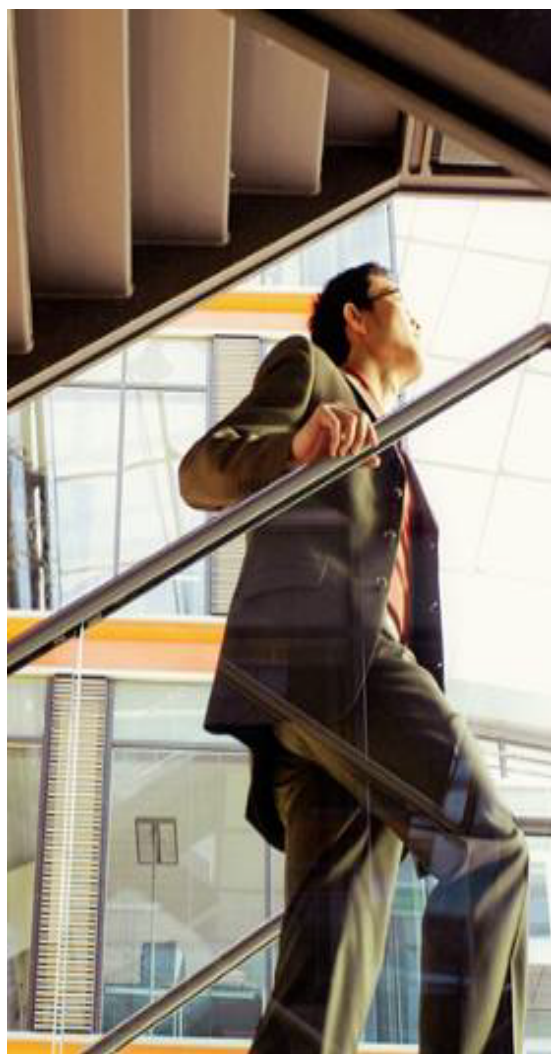
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# Siemens CMT – Croatia

## Certifications Overview



Technology	Description	No. of employees
<b>JAVA</b>	Project experience in JAVA (Standard Edition, Enterprise Edition, Micro Edition, Web applications)	> 100
<b>Microsoft</b>	More than 20 implemented customer solutions based on Microsoft technology	> 50
<b>Cisco</b>	7 CCNA, 2 CCNP, 2 CISS, with Professional Cisco lab used for training and consulting	11
<b>Oracle</b>	Siebel, MDM trained employees	15
<b>ISTQB testers</b>	International Software Testing Qualifications Board certified testers	5
<b>Project Management</b>	5 PMI certified project managers 12 IPMA-C; 2 IPMA-B	15
<b>SW architecture</b>	Employees with software architecture curriculum	10
<b>Consulting</b>	eTom, SID, Frameworx (NGOSS)	8



## Contact data



### Contact

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