

MARKET & SALES STRATEGY PLAN**

Supports the business plans and strategies on how to address the market with appropriate products and channels.

MARKET SEGMENT

Supports market segments, market statistics, and forecasts.

MARKET SALES PARTY ROLES

Contains all Party Roles related to the Market Sales Domain such as Marketing Manger, Sales Agent...

SALES COMMISSION

Contains all Business Entities used to specify commissions for Sales Agent, Employees... including commission rules and commissions applied.

MARKETING CAMPAIGN

Supports marketing new or existing product offerings to identified target markets. For example, the launch of a pre-paid product with multiple promotions across distribution channels, market segments and so forth; a new campaign for an existing product; a re-launch of a campaign for an existing product.

COMPETITOR

Identifies other providers who compete in the same market segments, accumulates intelligence about the competitors, including products (price, Key Performance Indicators and so forth).

FULLY DEVELOPED

Provides the ability to track sales leads through their life cycle up until the time the prospect become customers, including proposals made to potential customers, and the amount of potential revenue the leads represent in the form of a sales pipeline.

MARKET SALES STATISTICS**

Maintains sales forecasts, new service requirements, customer needs, and customer education, as well as calculating key performance indicators about Sales & Marketing revenue and sales channel performance.

MARKETING PERFORMANCE

Contains all information used to define Marketing and Sales performance objectives and Marketing indicators measured.

SALES CHANNEL**

Keeps track of distribution channels and sales activities, sales quotas, sales, contests, commission/ bonus plans, commissions/bonuses, and maintains groups of individuals that make up the sales force.

MARKET SALES FORECAST**

Maintains market and sales forecasts, new service requirements, customer needs, and customer education.

CUSTOMER INTERACTION

Represents communications with customers, and the translation of customer requests and inquiries into appropriate "events" such as the creation of a customer order, the creation of a customer bill inquiry, or the creation of a customer problem.

CUSTOMER PARTY ROLES

Focuses on all the PartyRoles related to Customer a customer bill inquiry, or the creation of a customer problem.

CUSTOMER PRODUCT ORDER

Handles single customer orders and the various types thereof, such as regulated and non-regulated orders.

CUSTOMER STATISTIC**

Represents the analysis of customer usage patterns, customer profitability statistics and churn and retention statistics.

CUSTOMER PROBLEM

Focuses on technical assistance and problem handling for customers.

CUSTOMER SLA

Is a special case of the Service Level Agreement ABE where an involved party in the agreement is a Customer. See the Agreement ABE in the Engaged Party Domain for details.

APPLIED CUSTOMER BILLING RATE

Deals with the correlation of related usage for subsequent rating, rates applied to the usage (both regulated and non-regulated), discounts to usage, and any taxes due on the rated usage.

CUSTOMER BILL

Handles real-time and non-real-time Call Detail Records (CDRs) and other sources of data that result in invoice items. The Customer Bill ABE also represents the format of a bill, schedule the production of bills, customer invoicing profiles, all the financial calculations necessary to determine the total of the bill (except for rating and rating discounts), and credits and adjustments to bills.

CUSTOMER BILL COLLECTION

Handles credit violations, actions for overdue debts, and facility billing audits.

CUSTOMER BILL INQUIRY**

Represents invoice inquiries associated with invoices sent to customers and handles disputes and adjustments on individual charges, invoices, and accounts.

CUSTOMER BILLING ACCOUNT

Used to manage account and its balance information. Balance (or balances) represents an amount, usually with some monetary value, usually an aggregation, that indicates an aspect of liability (often financial) between the service provider and the account holder (usually a customer).

PRODUCT

Represents an instance of a product offering subscribed to by a party, such as a customer, the place where the product is in use, as well as configuration characteristics, such as assigned telephone numbers and internet addresses. The Product ABE also tracks the services and/or resources through which the product is realized.

PRODUCT SPECIFICATION

Defines the functionality and characteristics of product offerings made available to the market.

PRODUCT PARTY ROLES

Contains all Party Roles related to the Product

STRATEGIC PRODUCT PORTFOLIO PLAN**

Is concerned with the plans of the product portfolio, which product offerings to make available to each market segment and the plans to development and deploy product offerings, as well as retirement of products.

PRODUCT OFFERING

Represents tangible and intangible goods and services made available for a certain price to the market in the form of product catalogs. This ABE is also responsible for targeting market segments based on the appropriate market strategy.

PRODUCT ORDER

Contains all entities required to specify a communication used to procure or update one or many Products in the context of a ProductOffering.

PRODUCT PERFORMANCE**

Handles product performance goals, the results of end-to-end product performance assessments, and the comparison of assessments against goals. The results may include the identification of potential capacity issues.

PRODUCT USAGE

Represents occurrences of employing a Product for its intended purpose. Product Usage is defined by a Product Usage Specification and its associated Product Usage Specification Characteristic entities. Product Usage is an enrichment of Service Usage records and can be static (files with pre defined usage records) or dynamic (as part of a synchronous protocol).

PRODUCT CONFIGURATION

The definition of how a Product operates or functions in terms of Characteristic Specification(s) and related ResourceSpec(s), ProductSpec(s), ServiceSpec(s) as well as a representation of how a Product operates or functions in terms of characteristics and related Resource(s), Product(s), Service(s).

LOYALTY

Contains all entities useful to specify and instantiate loyalty programs which are used by the loyalty process to retain customers.

PRODUCT TEST

A product test is a function performed on a product that results in measures being produced that reflect the functioning of the product under test.

PRODUCT CAPACITY

Specific ability of Product domain entities measured in quantity and units of quantity over an extended period.

SERVICE

Represents both customer-facing and resource-facing types of services. Entities in this ABE provide different views to examine, analyze, configure, monitor and repair Services of all types. Entities in this ABE are derived from Service Specification entities.

SERVICE SPECIFICATION

Defines the invariant characteristics and behavior of both types of Service entities. This enables multiple instances to be derived from a single specification entity. In this derivation, each instance will use the invariant characteristics and behavior defined in its associated template. Entities in this ABE focus on adherence to standards, distinguishing features of a Service, dependencies (both physical and logical, as well as on other services), quality, and cost. In general, entities in this ABE enable Services to be bound to Products and run using Resources.

SERVICE STRATEGY & PLAN**

Addresses the need for enhanced or new Services, as well as the retirement of existing Services, by the enterprise. These entities have a strong dependency to both entities in the Resource and Product domains. Resulting efforts, such as deciding what Resources to use to host a Service, or what Services are used to support new Product Specifications, are also supported, as are service demand forecasts.

SERVICE CONFIGURATION

The definition of how a Service operates or functions in terms of Characteristic Specification(s) and related ResourceSpec(s) and ServiceSpec(s) as well as a representation of how a Service operates or functions in terms of characteristics and related Resource(s) and Service(s).

SERVICE PARTY ROLES

Contains all PartyRoles related to the Service Domain such as ServiceManager.

SERVICE PERFORMANCE

Collects, correlates, consolidates, and validates various performance statistics and other operational characteristics of customer and resource facing service entities. It provides a set of entities that can monitor and report on performance. Each of these entities also conducts network performance assessment against planned goals, performs various aspects of trend analysis, including error rate and cause analysis and Service degradation. Entities in this ABE also manage the traffic generated by a Service, as well as traffic trend analysis.

SERVICE USAGE

Collects Service consumption data, and generates Service usage records, for use by other business entities. The entities in this ABE provide physical, logical, and network usage information. Service Usage can be static (files with pre defined usage records) or dynamic (as part of a synchronous protocol).

SERVICE PROBLEM

Manages faults, alarms, and outages from a Service point-of-view. This is then correlated to trouble tickets, regardless of whether the cause is physical or logical. Other entities in this ABE are used to direct the recovery from each of these three types of problems. They provide the ability to associate Resource faults and alarms to degradation and outages of Services that run on those Resources. These functions are independent of the Resources and technologies used to build the Service. A third set of entities in this ABE is used to differentiate between customer-reported problems and network-induced problems.

SERVICE ORDER

Contains entities that represent a type of request that decomposes a Customer Order's products into the services associated with a Service Order through which the products are realized.

SERVICE TEST

A service test is a function performed on a service that results in measures being produced that reflect the functioning of the service under test.

SERVICE CAPACITY

Specific ability of Service domain entities measured in quantity and units of quantity over an extended period.

TIP SERVICE MANAGEMENT ABE

Provides extensions made to the SID in support of TIP Service Management interfaces.

RESOURCE

Represent the various aspects of a Resource. This includes four sets of entities that represent: the physical and logical aspects of a Resource; show how to aggregate such resources into aggregate entities that have physical and logical characteristics and behavior; and show how to represent networks, subnetworks, network components, and other related aspects of a network.

RESOURCE SPECIFICATION

Defines the invariant characteristics and behavior of each type of Resource entities. This enables multiple instances to be derived from a single specification entity. In this derivation, each instance will use the invariant characteristics and behavior defined in its associated template.

RESOURCE PARTY ROLES

Contains all PartyRoles related to the Resource Domain such as Technician, ResourceManager.

RESOURCE TOPOLOGY**

Defines physical, logical, and network topological information. This information is critical for assessing the current state of the network, as well as providing information on how to fix problems, tune performance, and in general work with the network (both as a whole and with its components). Each of these topological views provides its own physical, logical, or network related information that can be used to manage one or more layers in a layered network.

RESOURCE CONFIGURATION

The definition of how a Resource operates or functions in terms of Characteristic Specification(s) and related ResourceSpec(s), as well as a representation of how a Resource operates or functions in terms of characteristics and related Resource(s).

RESOURCE PERFORMANCE

Collects, correlates, consolidates, and validates various performance statistics and other operational characteristics of Resource entities. It provides a set of entities that can monitor and report on performance. Each of these entities also conducts network performance assessment against planned goals, performs various aspects of trend analysis, including error rate and cause analysis and Resource degradation. Entities in this ABE also define Resource loading, and traffic trend analysis.

RESOURCE USAGE

Collects Resource consumption data, and generates Resource usage records, for use by other business entities. The entities in this ABE provide physical, logical, and network usage information. Resource usage collection is typically done within the network elements and is exposed to other business entities only as service usage. Synchronous protocols can retrieve resource usage data from the network elements for use of other applications.

RESOURCE STRATEGY & PLAN**

Used to plan networks and resource elements both initially and for growth. It will coordinate both logical and physical resource growth. Inputs are budgets from business sources, service forecasts, current and projected network utilization, new technologies, and retiring technologies. It handles the lifecycle (installation, modification, removal, and retirement) for both logical and physical resources.

RESOURCE TROUBLE**

Manages problems found in allocated resource instances, regardless of whether the problem is physical or logical. Entities in this ABE detect these problems, act to determine their root cause, resolve these problems and maintain a history of the activities involved in diagnosing and solving the problem. Detecting problems can be done via software (e.g. responding to an alarm) and/or by hardware (e.g. a measurement or probe) and/or manually (e.g. visual inspection). This includes tracking, reporting, assigning people to fix the problem, testing and verification, and overall administration of repair activities.

RESOURCE TEST

A resource test is an execution of functionality on a resource that results in measures being produced.

STOCK ITEM

Covers all information needed by the supply chain. It includes the Stock Item catalogue, The Stock Items stored in a warehouse and the Stock Item Shipments specifying Stock Items movements (receiving or shipping)

RESOURCE CAPACITY

Specific ability of Resource domain entities measured in quantity and units of quantity over an extended period.

RESOURCE ORDER

Contains entities related to a request to provide / update / remove Resources.

PARTY STRATEGY & PLAN**

The strategies and the planning of the business relation with the other parties with input from other ABEs, such as MarketSales, Party Performance and Competitor Analysis.

PARTY SERVICE LEVEL AGREEMENT**

Represents an SLA with one or more other parties. See the Agreement ABE for additional details.

BUSINESS PARTNER PARTY ROLES

The Business Partner Party Roles ABE manages Partner roles and related information.

PARTY PROBLEM**

Focuses on technical assistance and problem handling reported to and by other parties.

PARTY BILL**

A total amount due from a PartyAccount for all products during the billing period.

PARTY STATISTIC**

Represents the analysis of party usage patterns, profitability statistics.

PARTY INTERACTION**

Represents communications with parties, and the translation of requests and inquiries into appropriate "events" such as the creation of an order, the creation of a bill inquiry, or the creation of a problem.

PARTY REVENUE & SETTLEMENTS

Represents enterprise revenue in the form of applied billing rates, bills, payments, and settlements.

APPLIED PARTY BILLING RATE

A charge or a credit assigned to the party's account in the course or for the purpose of the billing process

PARTY BILL COLLECTION**

The Party Bill Collection ABE handles credit violations, actions for overdue debts, and all what is related to BusinessPartnerPayment.

BUSINESS PARTNER ACCOUNT

Contains all entities needed for specifying basic attributes and relationships that describe an account.

BUSINESS PARTNER PRODUCT ORDER

Contains all entities required to specify a communication used to procure, update or remove one or many Products in the context of a ProductOffering for the Service Provider.

PARTY PRODUCT SPECIFICATION AND OFFERING

Represents the involvement parties playing roles have with Product Specifications and Product Offerings, such as ordered from and billed by.

ENTERPRISE EFFECTIVENESS

Enterprise Effectiveness represents all information used to evaluate the enterprise effectiveness, such as Business Objectives and Processes.

ENTERPRISE RISK

Represents all terms that relate to risk of an enterprise. It also concerns security vulnerabilities and related events as well as information related to Revenue Assurance such as areas of revenue leakage risk and operational capability to resolve any detected degradations and violations.

ENTERPRISE PARTY ROLES

Contains all PartyRoles related to the Enterprise such as Employee, Employer, Regulator...

WORKFORCE

Represents dispatched Field Force Management - human and other field resource with their roles, skills, calendars and other characteristics. Also models work orders, catalogs of work descriptions, various schedules, as well as reservation and assignment of a technician to a task.

FINANCE**

The Finance ABE aims to describe all what is related to the Enterprise Finance such as financial accounts, general ledger...

ROOT BUSINESS ENTITIES

A set of common business entities that collectively serve as the foundation of the business view. This set of entities enables the entities in different domains of the SID Framework to be associated with each other, providing greater overall coherence to the information framework.

BASE TYPES

A small simple object, like money or a date range, whose equality isn't based on identity.

BUSINESS INTERACTION

Represents an arrangement, contract, or communication between an enterprise and one or more other entities such as individuals and organizations (or parts of organizations). Interactions take on the form of requests, responses, and notifications.

PARTY

Represents the abstract concept of organization or individual that can play varying roles during interactions with an enterprise. Roles include customer, supplier/partner, employee, and so forth.

PARTY PAYMENT

Contains all Entities required to describe a payment such as PaymentMethod and BankAccount.

GOAL*

Represents a set of information that captures the definition of a goal or target for a process to reach or achieve.

LOCATION

Represents the site or position of something, such as a customer's address, the site equipment where there is a fault and where is the nearest person who could repair the equipment, and so forth. Locations can take the form of coordinates and/or addresses and/or physical representations.

CAPACITY

Capacity represents the ability to provide a measured capability of the network.

TEST

A test is a function performed on a product, service, or resource that results in measures being produced that reflect the functioning of the entity under test.

AGREEMENT

Represents a contract or arrangement, either written or verbal and sometimes enforceable by law, such as a service level agreement or a customer price agreement. An agreement involves a number of other business entities, such as products, services, and resources and/or their specifications.

DIGITAL IDENTITY

Contains all Business Entities used for enabling identification / authentication of Party or Resource in order to allow Party or Resource to use their permission carried by their roles.

WORKFLOW**

Ties business processes or activities together in a sequence to enable or realize specified objectives.

CATALOG

A catalog can be defined as a collation of items and arranging them in a particular manner based on the need. For example, a product catalog, a service catalog etc. The catalog presentation can be in book form or web form.

USAGE

An occurrence of employing a Product, Service, or Resource for its intended purpose, which is of interest to the business and can have charges applied to it. It is comprised of characteristics, which represent attributes of usage.

COMMUNICATION INTERACTION

The Communication Interaction ABE contains all entities needed for specifying a Communication Interaction describing an exchange of information during a communication between two or more human(s) and/or machine(s) during a period of time.

PARTY PRIVACY

Contains all entities used by the Party Privacy Management process for specifying the information concerned by Privacy rules, the Privacy rules themselves, and the choices made by Parties for their own Privacy.

SEGMENTATION

The Segmentation ABE contains all entities used for specifying rules to divide a large set of Entities instances into subsets according to criteria.

CLOSED LOOP

A "management framework" in which current outcomes are used to improve future outcomes in order to archive specified goals.

PERFORMANCE

Represents a measure of the manner in which a Product and/or Service and/or Resource is functioning.

PROJECT

Represents the tools used by project managers to ensure that enterprise objectives of quality, cost, and time are achieved by planning and scheduling work. It uses common industry definitions of Project, Work Breakdown Structure and Activity to provide support to project managers.

POLICY

A set of layered ABEs that define specifications (for example, templates) and definitions of Policy entities that can be used in managing the behavior and definition of entities in other Domains. Policy takes three primary forms. The first is the definition of how policy is used to manage the definition, change, and configuration of other entities. The second is the definition of how policy itself is managed. The third is how applications use policies to manage entities.

ACCOUNT

Contains all entities needed for specifying basic attributes and relationships that describe an account.

TOPOLOGY**

Contains entities that are used to represent topological concepts that can be used to model a large variety of topological relations between entities ranging from dependencies to connectivity.

TROUBLE OR PROBLEM**

A description of a problem that can be shared between the service provider and the customer. Trouble or Problem is an indication that an entity (such as Resource, Service or Product) is no longer functioning according to the expected SLA.

METRIC

Defines standards of measurement including units and values and how the values are determined. It also includes thresholds used to evaluate the metric and the consequences of violating the thresholds.

TROUBLE TICKET**

Represents a record used for reporting and managing the resolution of Trouble or Problem.

INTENT

The Intent ABE contains the entities needed for specifying basic attributes and relationships that describe an Intent.

EVENT**

Contains entities that are used to represent events, their occurrence and their recording within systems.

CALENDAR

Represents Entities used to provide time related functions. This includes scheduling, time conflicts and time based presentation support.

CONFIGURATION AND PROFILING

The definition of how Product/Service/Resource operates or functions in terms of Characteristic Specifications(s) and related Product/Service/Resource Specifications as well as Characteristics and related Product/Service/Resource entities.

ANOMALY

Aggregate group of business entities representing the Anomaly.