

REQUIREMENTS LIFE CYCLE ON TELECOMMUNICATIONS

Lifecycle management in telecom is a crucial framework that includes planning, development, deployment, operation, and eventual retirement of services offered within modern communication networks. These may include Customer support, Service request management.

MAIN PROCESS IN NETWORK LIFE CYCLE MANAGEMENT IN TELECOMMUNICATIONS

- The Network Life cycle management capabilities of is a key need of telecommunications enterprise of all kinds.
- Integrates the entire spectrum of network planning and realization tasks right from supply and demand planning to project management, cost & revenue planning, and asset accounting.
- Telecommunications enterprise need to extend your strategic advantages in a highly competitive environment and manage your spendings in network infrastructure.
- Enable your network development processes to follow your business decisions while increasing efficiency and adjusting your business processes.

The Network Lifecycle Management capabilities of is a key need of telecommunications enterprises of all kinds. Network Life cycle Management integrates the entire spectrum of network planning and realization tasks right from supply and demand planning to project management, cost and revenue planning, and asset accounting.

Selling of physical products and end devices is not a key business but a must especially for mobile operators and Customers have difficulty differentiating many traditional telecommunications products. They view them as services that can be provided by any provider with equal efficiency. High coordination effort due to many involved parties and systems during the order fulfillment process.

TELECOMMUNICATIONS AND NETWORK-LIFE CYCLE MANAGEMENT IN THE TELECOMMUNICATIONS INDUSTRY.

Telecommunication enterprises need to extend your strategic advantages in a highly competitive environment and manage your spendings in network infrastructure.

- ❖ Rapid introduction of new technologies and Services
 - ❖ Perform the ultimate change to a market-oriented service provider
 - ❖ Fast occupation of strategic markets and customer segments
 - ❖ Develop the network to provide the right products
 - ❖ Know your assets and exploit them effectively
 - ❖ Improve your internal infrastructure development processes
 - ❖ Enhance the collaboration with your business partners
 - ❖ Develop your network infrastructure according to your business plan
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- **Data Analysis**
 - ❖ Evaluate Sales & Marketing Data
 - ❖ Evaluate Traffic Data
 - ❖ Evaluate Historical Physical Demands
 - **Demand Planning**
 - ❖ Forecast Product Demands
 - ❖ Requirements Planning
 - ❖ Calculate Physical Demands
 - ❖ Resource Planning
 - ❖ High Level Network Design
 - ❖ High Level Supply Planning
 - ❖ Collaborative demand planning with sales organizations and business partners
 - ❖ Consensus based consolidated forecasts on a product group level
 - ❖ Various forecasting methods plus promotion and lifecycle planning

- ❖ Close Integration with SAP Business Information Warehouse
- ❖ Release of total and/or delta demand to network planning
- ❖ Forecasting of demands on a components/materials level based on historical data
- ❖ Calculation of net requirements taking account of results from demand forecast and execution planning

- ❖ Initiation of procurement of all required components/materials as well as ordering of external services

➤ **Investment Planning**

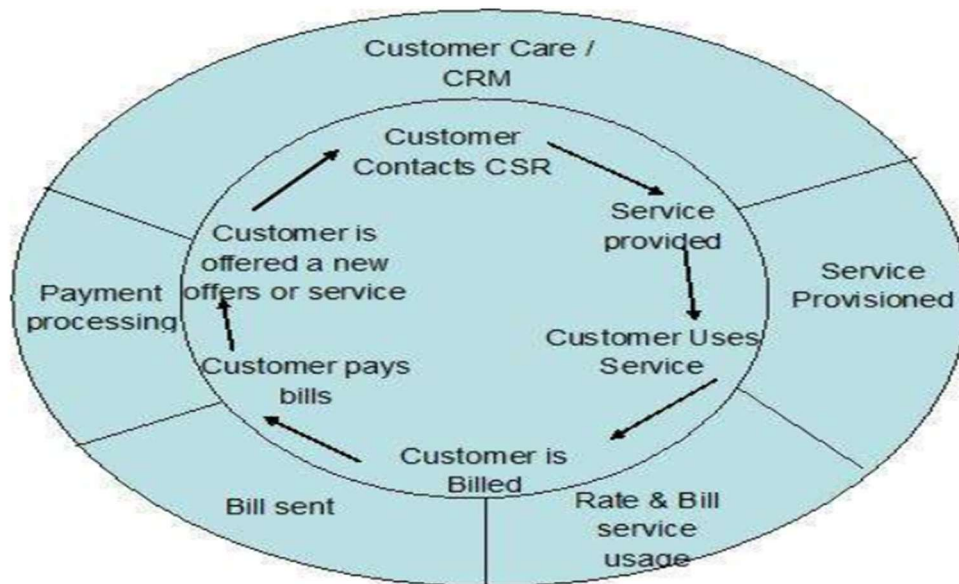
- ❖ Budgeting
- ❖ Cost Planning
- ❖ Revenue Estimation
- ❖ Supplier Relationship Management
- ❖ Planning and budgeting for all infrastructure investments
- ❖ Estimation of Costs with Easy Cost Planning using Templates
- ❖ Management from small up to complex investment measures
- ❖ Full Integration with Project Management
- ❖ Project Controlling

➤ **Design & Build**

- ❖ Project Management
- ❖ Detailed Technical Planning
- ❖ Procurement
- ❖ Controlling
- ❖ Plan all activities required for network set-up or expansion
- ❖ Based on the design and components lists resulting from network planning
- ❖ Decision on project or “simple” measure/order
- ❖ Scheduling, assignment of resources (material/personnel) to operations
- ❖ Initiation, planning and management of network construction projects

• **Operate & Maintain**

- ❖ Inventory Management
- ❖ Asset Accounting
- ❖ Maintenance & Repair
- ❖ Trouble Management
- ❖ Procurement of components/materials and external services.



Customer Life Cycle

- **Customer Engagement** – The customer contacts the CSR (Customer Service Representative) and the CSR engages the customer with the various products and services offered by selling them to the customer.
- **Order Creation and Fulfilment** – The customer takes the product(s) and services(s) and the CSR creates and completes the order into the system, which is then fulfilled by supplying required product and services to the customer.
- **Service Provisioning** – The products and services are provisioned at the network using a system called **Provisioning System**. The Provisioning System informs the network about the customer's information and the services they are authorized to use. In fact, this activates the customer on the network.
- **Products Utilization** – Once the customer is activated on the network, the customer starts using the products & services including, making a call, data download, etc.
- **Products and services usage is Rated & Billed** – Customer usage is collected from the network and then it is rated based on the defined rate plans and billed to apply product rentals and required discounts, adjustments, etc.
- **Bill Delivery** – Once a bill is generated, it is delivered to the end customer demanding for the revenue against the services provided.
- **Bill Payments** – Customer makes the payments against the received invoices.
- **Dunning & Collection** – There may be many customers, who will not pay their bills on time. For such type of customers, different dunning letters are sent to remind them about their payments. If a customer does not pay on time, then different collections are taken starting from stopping the customer services one by one.
- **Customer Termination** – There may be various reasons when it is required to terminate a customer in the system. For example, customer may be migrating to different location, or customer may not be happy with the services provided, etc.

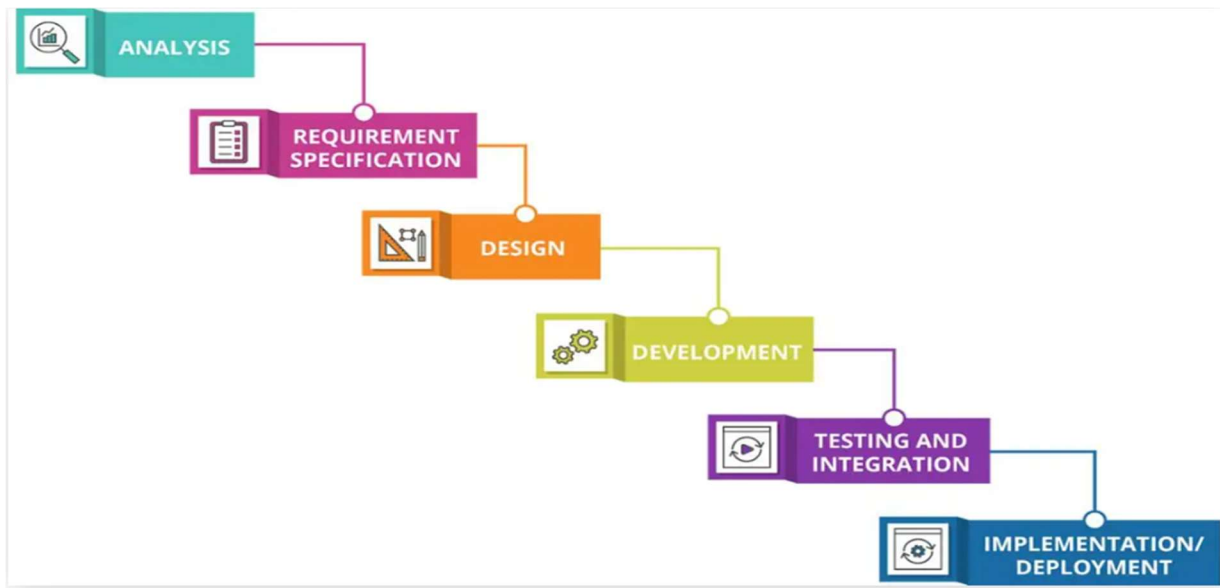
CUSTOMER TYPES

Typically, there are following types of customers in today's telecom market –

- **MOBILE PRE-PAID CUSTOMERS** – These are the customers, who use Mobile services by paying their charges in advance. For example, GSM, GPRS phone users. These customers recharge their phone based on their requirements.
- **MOBILE POST-PAID CUSTOMERS** – These are the customers, who use Mobile services by paying their charges after every invoice they receive. For example, GSM, GPRS phone users. These customers pay their bills on a monthly or bi-monthly basis.

- **FIXED PRE-PAID CUSTOMERS** – These are the customers who use Fixed line, i.e., landline services by paying their charges in advance. For example, PSTN, WiMax phone users. These customers recharge their phones based on their requirements.
- **FIXED POST-PAID CUSTOMERS** – These are the customers who use Fixed line, i.e., landline services by paying their charges after every invoice they receive. For example, PSTN, WiMax phone users. These customers pay their bills on a monthly or bi-monthly basis.

PREDICTIVE LIFE CYCLE



7 PHASES OF A PROJECT LIFE CYCLE

