



STRATEGY MANAGEMENT	STRATEGY TO LIFECYCLE MANAGEMENT	READINESS LIFECYCLE MANAGEMENT	OPERATIONS READINESS & SUPPORT	FULFILLMENT	OPERATIONS ASSURANCE	BILLING & REVENUE MANAGEMENT
MARKET STRATEGY & POLICY Gather & Analyze Market Information Establish Market Segments Gain Commitment to Marketing Strategy SALES STRATEGY & PLANNING Develop Sales Relationship Establish Sales Goals and Measures Establish Revenue Coverage Plan SALES FORECASTING Set Sales Forecast Goal Develop Sales Forecast Evaluate Sales Forecast SRAND MANAGEMENT** * Establish Market Strategy * Link Market Segments & Products * Establish Sales Budget * Develop Sales Channel Strategy * Gather Forecast Data * Distribute Sales Forecast * Distribute Sales Forecast	[MARKET RESEARCH**]	SALES DEVELOPMENT • Monitor Sales & Channel Best Practice • Develop Sales & Channel Proposals • Develop New Sales Channels & Processes MARKETING CAMPAIGN MANAGEMENT • Plan Marketing Campaign • Ensure Marketing Campaign Capability • Develop Marketing Campaign MARKETING COMMUNICATIONS AND ADVERTISING • Define Marketing Communications Strategy • Ensure Marketing Communication Capability • Deliver Marketing Communication Capability • Deliver Marketing Communication	MARKET SALES SUPPORT & READINESS • Support Selling • Manage Sales Accounts • Manage Sales Inventory LOYALTY PROGRAM MANAGEMENT • Loyalty Program Development & Retirement • Loyalty Program Operation SALES CHANNEL MANAGEMENT • End Marketing Campaign • Undertake Marketing Campaigns Trend Analysis tion • Monitor Marketing Communication Effectiveness	SELLING • Qualify Selling Opportunity • Cross/Up Sell • Develop Sales Proposal • Negotiate Sales/Contract • Acquire Sales Prospect Data CONTACT/LEAD/PROSPECT MANAGEMENT • Manage Sales Contact • Manage Sales Lead • Manage Sales Prospect • Archive Marketing Communication • Undertake Marketing Communications Trend Analysis	MARKET PERFORMANCE MANAGEMENT SALES PERFORMANCE MANAGEMENT Set Sales Performance Goals Track/Monitor Sales Performance Analyze Sales Performance MARKET & SALES PROBLEM MANAGEMENT Manage Market Problem Manage Sales Problem	MARKET & SALES ACCOUNTING MANAGEMENT • Manage Sales Commissions CUSTOMER BILL INVOICE MANAGEMENT • Create Customer Bill Invoice • Produce & Distribute Customer Bill • Pricing, Discounting, Adjustments & Rebates Application CUSTOMER BILL PAYMENTS & RECEIVABLES MANAGEMENT • Manage Customer Billing Account • Manage Customer Payments • Manage Customer Debt Collection CUSTOMER BILL INQUIRY HANDLING • Create Customer Bill Inquiry Report • Assess Customer Bill Inquiry Report • Authorize Customer Bill Inquiry Resolution • Report Customer Bill Inquiry
CUSTOMER EXPERIENCE MANAGEMENT STRATEGY AND PLANNING • Customer Experience Management Strategy and Planning • Establish Goals and Measures for Customer Experience • Define Policies and Standards for CEM • Define Methods, Processes and Tools for CEM • Analyze CEM performance, brand loyalty and revenue targets CUSTOMER STRATEGY & PLANNING • Customer Acquisition Strategy & Planning • Customer Retention Strategy & Planning • Customer Engagement Strategy & Planning • Customer Support Strategy & Planning • Customer Support Strategy & Planning	CUSTOMER CAPABILITY DELIVERY Customer Management Capability Delivery Customer Analytics Capability Delivery Customer Order Capability Delivery Customer Support Capability Delivery Customer Engagement Capability Delivery Customer Journey Capability Delivery	CUSTOMER LIFECYCLE MANAGEMENT • Customer Journey Management	CUSTOMER SUPPORT Support Customer Interface Management Support Customer Order Handling Support Customer Problem Handling Support Retention & Loyalty Support Customer Bill Invoice Management Support Customer Bill Payments & Receivables Management Support Customer Bill Payments & Receivables Management Support Customer Bill Inquiry Handling Support Customer QoS/SLA CUSTOMER EXPERIENCE MANAGEMENT Mapping and Analysis of Experience Lifecycles CUSTOMER INVENTORY MANAGEMENT Control Customer Inventory Access Ensure Customer Inventory Data Quality Identify Customer Inventory Shortcomings Identify Relevant Customer Inventory Information Maintain Customer Inventory Capture Track Customer Inventory Usage CUSTOMER PRIVACY MANAGEMENT Manage Customer Privacy Definition Manage Customer Privacy Profile Manage Customer Privacy Profile	CUSTOMER ORDER HANDLING • Determine Customer Order Feasibility • Authorize Credit • Complete Customer Order • Issue Customer Orders • Report Customer Order Handling • Close Customer Order • Manage Order Fallout • Customer Order Orchestration Customer Order Orchestration CUSTOMER INTERACTION MANAGEMENT • Create Customer Interaction • Update Customer Interaction CUSTOMER INFORMATION MANAGEMENT • Customer Interaction • Archive Customer Data • Notify Customer Data • Build a unified customer view	• Notify Customer • Repo	• Close Customer Bill Inquiry Report inate Customer Relationship rt Customer interaction enticate Us er • Customer Interface Management enticate Us er
RODUCT & OFFER PORTFOLIO PLANNING Gather & Analyze Product Information Establish Product Portfolio Strategy Produce Product Portfolio Business Plans Gain Commitment to Product Business Plans Product Test Strategy RODUCT TEST QUALITY ANALYSIS**]	PRODUCT & OFFER CAPABILITY DELIVERY • Define Product Capability Requirements • Capture Product Business Case • Deliver Product Capability • Manage Handover to Product Operations • Manage Product Capability Delivery Methodology PRODUCT CAPACITY MANAGEMENT • Plan Product Capacity Planning Goals • Establish Product Capacity GAP • Forecast Product Capacity Need • Implement Product Capacity Plan • Analyze Product Capacity • Monitor Product Capacity • Monitor Product Capacity • Monitor Product Capacity • Report Product Capacity PRODUCT CATALOG PLANNING MANAGEMENT • Design Product Catalog Plan • Define Product Catalog Specification PRODUCT SPECIFICATION MANAGEMENT • Describe Product Specifications • Model Product Specifications • Analyze Product Specifications • Analyze Product Specifications	PRODUCT SPECIFICATION & OFFERING DEVELOPMENT & RETIREMENT • Product Specification Development & Retirement • Product Offering Development & Retirement • Product Specification Test Development & Retirement PRODUCT CATALOG LIFECYCLE MANAGEMENT • Manage Product Catalog Design • Manage Product Catalog Build • Manage Product Catalog Policy PRODUCT ANOMALY LIFECYCLE MANAGEMENT • Manage Product Anomaly Definition • Orchestrate Product Anomaly Management Closed Loop • Monitor Product Anomaly Management Closed Loop • Report Product Anomaly Management Closed Loop • Manage Product Anomaly Intelligence • Manage Product Anomaly Optimization	PRODUCT SUPPORT Support Product Configuration Management Support Product Offering Purchasing Enable Product Performance Management Support Product Rating & Rate Assignment Support Product Usage Management Support Product Usage Management PRODUCT INVENTORY MANAGEMENT Control Product Inventory Access Ensure Product Inventory Quality Identify Product Inventory Shortcomings Identify Relevant Product Inventory Information Maintain Product Inventory facilities Product Lifecycle Management Support Track Product Inventory Usage PRODUCT CATALOG CONTENT MANAGEMENT Maintain Product Catalog Content Manage Product Catalog Content Manage Product Catalog Content Lifecycle Distribute Product Catalog PRODUCT CATALOG OPERATIONAL READINESS MANAGEMENT Release Product Catalog Deploy Product Catalog PRODUCT TEST MANAGEMENT**	PRODUCT CONFIGURATION MANAGEMENT Product Configuration Management Plan Manage Product Configuration Audit Product Configuration PRODUCT OFFERING PURCHASING Initiate Product Offering Purchase Manage Product Offering Purchase Manage Product Offering Purchase Review Product Offering Purchase Complete Product Offering Purchase Close Product Offering Purchase Cancel Product Offering Purchase Report Product Offering Purchase Report Product Offering Purchase	PRODUCT PERFORMANCE MANAGEMENT • Monitor Product Offerings • Monitoring Product Offering Performance Analyses • Aggregate QoS Performance Analysis • Assist Trend Analysis Development • Log Product Offering Analysis Results • Agree Service Outages • Track Customer QoS/SLA Management Process Capability • Manage Customer QoS/SLA Management Notification • Undertake QoS/SLA Performance Trend Analysis PRODUCT PROBLEM MANAGEMENT • Identify Product Problem • Triage Product Problem • Analyze Product Problem • Manage Product Problem Solution • Close Product Problem PRODUCT ANOMALY MANAGEMENT • Predict Product Anomaly • Detect Product Anomaly • Assess Product Anomaly • Mitigate Product Anomaly • Manage Product Anomaly • Manage Product Anomaly	PRODUCT USAGE MANAGEMENT Product Usages Guide and Assign Product Usages Report Product Usage Records PRODUCT RATING & RATE ASSIGNMENT Perform Rating Aggregate Items For Rate Assignment Manage Customer Assignment Hierarchy Provide Advice of Rate Apply Rate Level Discounts PRODUCT BALANCE MANAGEMENT Manage Product Balance Containers Manage Product Balance Policies Product Balance Operations Management Authorize Transaction Based on Product Balance
ERVICE STRATEGY & PLANNING Gather & Analyze Service Information Manage Service Research Establish Service Strategy & Goals Define Service Support Strategies Produce Service Business Plans Develop Service Partnership Requirements Gain Enterprise Commitment to Service Strategies Service Test Strategy ERVICE TEST QUALITY ANALYSIS**]	SERVICE CAPABILITY DELIVERY • Map & Analyze Service Requirements • Capture Service Capability Shortfalls • Gain Service Capability Investment Approval • Design Service Capabilities • Enable Service Support & Operations • Manage Service Capability Delivery • Manage Handover to Service Operations SERVICE CAPACITY MANAGEMENT • Plan Service Capacity • Align Service Capacity Planning Goals • Establish Service Capacity Reed • Implement Service Capacity Plan • Analyze Service Capacity • Optimize Service Capacity • Monitor Service Capacity • Monitor Service Capacity • Report Service Capacity • Report Service Capacity SERVICE CATALOG PLANNING MANAGEMENT • Design Service Catalog Specification SERVICE SPECIFICATION MANAGEMENT • Describe Service Specifications • Model Service Specifications	SERVICE SPECIFICATION DEVELOPMENT & RETIREMENT • Gather & Analyze New Service Ideas • Assess Performance of Existing Services • Develop New Service Business Proposal • Develop Detailed Service Specifications • Manage Service Development • Manage Service Deployment • Manage Service Exit • Service Specification Test Development & Retirement SERVICE CATALOG LIFECYCLE MANAGEMENT • Manage Service Catalog Design • Manage Service Catalog Policy SERVICE ANOMALY LIFECYCLE MANAGEMENT • Manage Service Anomaly Definition • Orchestrate Service Anomaly Management Closed Loop • Monitor Service Anomaly Management Closed Loop • Report Service Anomaly Management Closed Loop • Manage Service Anomaly Intelligence • Manage Service Anomaly Optimization	SM&O SUPPORT & READINESS • Manage Service Inventory • Enable Service Configuration & Activation • Support Service Problem Management • Enable Service Quality Management • Support Service & Specific Instance Rating [SERVICE TEST MANAGEMENT**] SERVICE CATALOG OPERATIONAL READINESS MANAGEMENT • Release Service Catalog • Deploy Service Catalog SERVICE CATALOG CONTENT MANAGEMENT • Maintain Service Catalog Content • Manage Service Catalog Access • Manage Service Catalog Content Lifecycle • Distribute Service Catalog	SERVICE CONFIGURATION & ACTIVATION • Design Solution • Allocate Specific Service Parameters to Services • Track & Manage Service Provisioning • Implement Configure & Activate Service • Activate Service • Track & Manage Service Provisioning • Close Service Order • Recover Service • Recover Service	SERVICE PROBLEM MANAGEMENT Create Service Trouble Report Diagnose Service Problem Correct & Resolve Service Problem Track & Manage Service Problem Close Service Trouble Report Survey & Analyze Service Problem Close Service Trouble Report Survey & Analyze Service Problem Predict Service Anomaly Assess Service Anomaly Mitigate Service Anomaly Manage Service Manage Service Manage Service Quality Manage Service Quality Manage Service Quality Manage Service Proformance Create Service Quality Manage Service Proformance Create Service Performance Create Service Quality Manage Service Performance Create Service Performance Degradation Report Monage Service Performance Close Service Performance Performance Coestie Performance Monage Service Performanc	SERVICE GUIDING & MEDIATION • Mediate Service Usage Records • Report Service Usage Records • Guide Resource Usage Records
ESOURCE STRATEGY & PLANNING Gather & Analyze Resource Information Manage Resource Research Establish Resource Strategy & Architecture Define Resource Support Strategies Produce Resource Business Plans Develop Resource Partnership Requirements Gain Enterprise Commitment to Resource Plans Resource Test Strategy ESOURCE TEST QUALITY ANALYSIS**	RESOURCE CAPABILITY DELIVERY • Map & Analyze Resource Requirements • Capture Resource Capability Shortfalls • Gain Resource Capability Investment Approval • Design Resource Capabilities • Enable Resource Support & Operations • Manage Resource Capability Delivery • Manage Handover to Resource Operations RESOURCE CAPACITY MANAGEMENT • Plan Resource Capacity • Align Resource Capacity Planning Goals • Establish Resource Capacity Reed • Implement Resource Capacity Plan • Analyze Resource Capacity • Optimize Resource Capacity • Monitor Resource Capacity • Monitor Resource Capacity • Report Resource Capacity • Resource Capacity RESOURCE CATALOG PLANNING MANAGEMENT • Design Resource Catalog Specification RESOURCE SPECIFICATION MANAGEMENT • Develop Resource Specifications • Master Resource Specifications • Analyze Resource Specifications • Analyze Resource Specifications	RESOURCE SPECIFICATION DEVELOPMENT & RETIREMENT • Gather & Analyze New Resource Ideas • Assess Performance of Existing Resources • Develop New Resource Business Proposal • Develop Detailed Resource Specifications • Manage Resource Development • Manage Resource Deployment • Manage Resource Exit • Resource Specification Test Development & Retirement RESOURCE CATALOG LIFECYCLE MANAGEMENT • Manage Resource Catalog Design • Manage Resource Catalog Build • Manage Resource Catalog Policy RESOURCE ANOMALY LIFECYCLE MANAGEMENT • Manage Resource Anomaly Definition • Orchestrate Resource Anomaly Management Closed Loop • Monitor Resource Anomaly Management Closed Loop • Report Resource Anomaly Management Closed Loop • Manage Resource Anomaly Intelligence • Manage Resource Anomaly Optimization	RM&O SUPPORT & READINESS • Enable Resource Provisioning • Enable Resource Performance Management • Support Resource Trouble Management • Enable Resource Data Collection & Distribution • Manage Resource Inventory • Manage Number Portability • Manage Field Workforce WORK ORDER MANAGEMENT • Issue Work Order • Analyze and Decompose Work Order • Track and Manage Work Order • Close Work Order • Report on Work Order RESOURCE CATALOG CONTENT MANAGEMENT • Maintain Resource Catalog Content • Manage Resource Catalog Content Lifecycle • Distribute Resource Catalog RESOURCE CATALOG OPERATIONAL READINESS MANAGEMENT • Release Resource Catalog • Deploy Resource Catalog [RESOURCE TEST MANAGEMENT**]	RESOURCE PROVISIONING • Allocate & Install Resource • Configure & Activate Resource • Test Resource • Track & Manage Resource Provisioning RESOURCE DATA COLLECTION & DISTRIBUTION • Collect Management and Security Information & Data • Report Resource Provisioning • Report Resource Provisioning • Close Resource Order • Issue Resource Orders • Recover Resource • Recover Resource • Recover Resource	RESOURCE TROUBLE MANAGEMENT Survey & Analyze Resource Trouble Localize Resource Trouble Correct & Resolve Resource Trouble Report Resource Trouble Close Resource Trouble Create Resource Trouble Report Create Resource Trouble Report Predict Resource Anomaly Assess Resource Anomaly Mitigate Resource Anomaly Mitigate Resource Anomaly Distribute Management and Security Information & Data	RESOURCE MEDIATION & REPORTING • Mediate Resource Usage Records • Report Resource Usage Records • Audit Management and Security Data Collection & Distribution
USINESS PARTNER STRATEGY & PLANNING Develop Business Partner Security Strategy	BUSINESS PARTNER TENDER MANAGEMENT • Determine the Sourcing Requirements • Determine Potential Parties • Manage the Tender Process • Gain Tender Decision Approval PARTY AGREEMENT MANAGEMENT	BUSINESS PARTNER OFFERING DEVELOPMENT & RETIREMENT • On-board Business Partner Product Specification & Offering • Off-Board Business Partner Offering & Specification	BUSINESS PARTNER SUPPORT Support Business Partner Requisition Management Support Business Partner Performance Management Support Business Partner Settlements & Payments Management Support Business Partner Interface Management PARTY INVENTORY MANAGEMENT Identify Issues and Provide Reports Manage S/P Inventory Repository Manage and Administer Party Inventory BUSINESS PARTNER PRIVACY MANAGEMENT Manage Business Partner Privacy Definition Manage Business Partner Privacy Profile BUSINESS PARTNER TRAINING AND EDUCATION** IPARTY SPECIAL EVENT MANAGEMENT	PARTY RELATIONSHIP DEVELOPMENT & RETIREMENT	BUSINESS PARTNER PROBLEM HANDLING Receive Business Partner Problem Assess Business Partner Problem Submit Business Partner Problem Resolve Business Partner Problem Manage Business Partner Problem Report Business Partner Problem Report Business Partner Problem Report Business Partner Problem Analyze Business Partner Problem Handle Business Partner Interaction Handle Business Partner Interaction (Including Self Ser	BP BILL/INVOICE MANAGEMENT BP Bill/Invoice Process Management BP Bill/Invoice Lifecycle Management Specific BP Revenue Handling BP BILL PAYMENTS & RECEIVABLES MANAGEMENT Business Partner Payment Management BUSINESS Partner Payment Management BUSINESS PARTNER REVENUE SHARING AND SETTLEMENT Business Partner Revenue Sharing Model Development Business Partner Revenue Sharing Agreement Management Business Partner Revenue Sharing Agreement Management Business Partner Revenue Sharing Reconciliation Control Business Partner Settlements Mediate & Orchestrate Business Partner Interactions Mediate & Orchestrate Business Partner Interactions Login Business Login Busines
Strategic Business Planning	Prepare Party Agreement Manage Party Agreement NTERPRISE AUDIT & RISK MANAGEMENT Size Audit Management Size Risk Management	ment	• Manage Party Agreement Variation • Terminate Party Agreement BUSINESS ASSURANCE BUSINESS ASSURANCE • Revenue and Cost Assurance • Praud Management • Customer Experier • Margin Assurance • Asset Assurance • Asset Assurance • Migration Assurance	SUPPLY CHAIN MANAGEMENT SECURITY A MANAGEMENT • Manage Supply Chain Strategic Planning • Manage Enterprise	ND PRIVACY EMENT Plan Asset Control Asset Operate Asset Value Asset NANAGEMENT EI EI EI EI EI EI EI EI EI E	**Stakeholder Relations Mar Program (and Sections) **Manage Program (and Sections) **Manage Compliance (and Sections) **Manage Compliance (and Sections) **Manage Change (and Sections) **Manage Integrity (and Sections) **Manage Contract