

Purpose of Document

The Vision and Scope approved in this document will identify the full scope of the request. This document drives subsequent value planning, delivery planning, and development efforts for this initiative. It may be revised during the value planning process.

Project Name

Please restrict your request name to 5 words or less and no special characters.

Accelerite Replacement Phase One

Business Objectives of Project

Please describe the business opportunity or issue(s) that this initiative is trying to address, the competitive landscape, and the value that this initiative will bring to our customers and company.

Accelerite is an alternative Third Party Billing Platform that provides SMS Monetization and Premium content carrier billing services to USCC.

Due to Accelerite being found not to be financially viable, to preserve the revenue that is enabled by this platform, USCC is looking to find alternative solutions (preferably inhouse) for the services that Accelerite provides.

Phase 1 of this project is to replace Accelerite's platform for

- Google Play
- SMS Monetization

Currently, Accelerite processes the payment request from Google to the USCC TOPS billing system when customers buy premium content from Google Play. Accelerite's platform processes SMS messages, and generates settlements and invoices for SMS partners. Target to develop Phase 1 is Q12021.

Phase 2 would include below replacement:

- 3rd party Carrier Billing (Consumer and Business Solutions - Replacing settlements and invoicing)
- Point of Sale GUI (Mobile Market Place)
- Premium Content Management (PCM Customer Management tool)

Having an inhouse solution would help in cost savings and risk mitigation. The solution will be developed ready to move into production once we develop phase 1 and phase 2.

Project Scope

In:

- ⇒ Replacing SMS Monetization
- ⇒ Replacing Google Carrier Billing

Out:

- ⇒ Replacing settlements
- ⇒ Replacing Invoicing
- ⇒ Migration of any customer data (phase 2)

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Initial Assumptions

List all assumptions at this phase of the project.

1. USCC would bring SMS Monetization and Google Carrier Billing in-house
2. Deployment into production would happen once both Phase 1 and Phase 1 are developed

Initial Risks

List all risks at this phase of the project.

1. Not fully replacing Accelerite leaves USCC vulnerable if Accelerite folds
2. Launching some and not all services could quicken the Accelerite fold
3. All current SMS Aggregators and Google will need to perform additional work

Use Case Scenario(s)

Please describe the current state and the future state. Minimum one scenario required.

Use Case Scenario #1: Google Pay

Current State: USCellular end user wishes to buy virtual product/ game from Google's market place > payment request is sent to Accelerite > validation of the user eligibility for the purchase > approval or denial of the payment request is sent to Google > end user downloads the virtual product/ game to the handset.

Future State: USCellular end user wishes to buy virtual product/ game from Google's market place > payment request is sent to USCellular inhouse carrier billing platform > validation of the user eligibility for the purchase > approval or denial of the payment request is sent to Google > end user downloads the virtual product/ game to the handset.

Use Case Scenario #2: SMS Monetization

Current State:

- **MT** (mobile terminated) - SMS aggregator sends message to Accelerite MDP platform > Accelerite delivers the message to SMSC > SMS message is delivered to end user.
- **MO** (Mobile originated) - End user sends message > SMSC delivers the message to Accelerite MDP > Accelerite delivers the message to the aggregator >

Future State:

- **MT** (mobile terminated) - SMS aggregator sends message to the SMS platform > message is delivered to the SMSC > SMS message is delivered to end user.
- **MO** (Mobile originated) - End user sends message > SMSC delivers the message the SMS platform> message is delivered to eh SMS aggregator.

Functional Impacts

This section will be completed by the BA after the EPM Intake submission.

☐ MCSO- includes OD&I and Frontline Communications. Please submit a [MCSO Intake Request Form](#) to identify the correct MCSO representative to provide the frontline assessment.

Person consulted*

Description of impact

☒ FS- Credit and Risk

Person consulted* Maureen Wheelan

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Description of impact: Based on the solution and what kinds of items would be flowing through this platform and how they would get paid for, we may or may not be impacted and will need to review the IA.

☒ Accounting/Revenue Recognition

Person consulted* Mike Koynoff

Description of impact: There is no revenue recognition impact from a systems or ASC 606 perspective; however, there are automated and manual adjustments to record revenue for billings associated with the current Accelerite platform that will need additional consideration. Based on the current V&S, the plan is to develop an in-house solution.

Accounting will need to know additional details as to what this in-house solution is and how the automated solution through TOPS will flow, as well as what adjustments will be made to the reporting provided by Marketing to Accounting for month end accruals. Lastly, we would like to add an accounting resource for this project.

☒ Tax

Person consulted* Scott Avery

Description of impact: Possible sales or use taxes charged on the service. Tax should have someone on the project to verify correct taxation.

☒ Revenue Assurance (EPC Billing)

Person consulted* Sangeeta Khedekar

Description of impact: Need to ensure the payment is captured correctly on the customer bill.

☒ Marketing

☒ Technology and Services

Person consulted* Joe Amidei

Description of impact: US Cellular Marketing will provide support to Google for processing of carrier billed refunds/credits. US Cellular will auto-generate several monthly reports including Google Carrier Billing user data that is generated for the purpose of California regulatory requirements. US Cellular will generate a KPI report that includes Google DCB metrics.

US Cellular measures monthly SMS traffic volume for each Aggregator and assigns per message per short code fees to be charged to each Aggregator and generates a monthly comprehensive revenue (Monetization) report that is uploaded on a monthly basis. US Cellular will generate individual Aggregator monthly settlement invoices that is automatically emailed to each Aggregator on the first day of each month. US Cellular would also generate a detailed message traffic per short code per message fee report that is uploaded on a monthly basis.

☐ Brand

Person consulted*

Description of impact

☐ Promo & Pricing (EPC)

Person consulted*

Description of impact

☒ Direct

Person consulted* Caroline Parisi

Description of impact: No Impacts

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☐ ECommerce

Person consulted*

Description of impact

☒ Engineering

Person consulted* Jim Nowakowski

Description of impact: This project will likely have a small impact to Engineering. Looking at the Vision and Scope, Engineering would likely have to set up a new bind on the SMSC to the new SMS platform, and support the testing effort of integration of the new platform with the SMSC.

☒ Supply Chain

Person consulted* Jeremy Golden

Description of impact:

Supply Chain – Device Supply Chain - No Impact

Supply Chain – Procurement - Procurement should be engaged through a Procurement Request for support with contracting for a new partner.

☒ Legal

Person consulted* Barbara Kern

Description of impact: No Impact. Though Privacy/Legal should be consulted for appropriate treatment of customer information.

☐ Third Party Vendors

Person consulted

Description of impact

☒ HR (OD&E/Incentive Comp/HRSPI)

Person consulted* Emily Mushrush

Description of impact: No Impacts

☒ TDS (SAP/Revenue Rec)

Person consulted* Kim Stern

Description of impact: No Impacts

☐ Fraud

Person consulted*

Description of impact

☒ SANDS/ BI

Person consulted* Irshad Pathan

Description of impact: : If the SMS aggregator is not Genesys then there are no impacts to the SANDS Campaign Operations & Analytics team.

Person consulted* Irshad Pathan

Description of impact: : There are impacts to my SANDS BI team. My team does reporting from the current vendor wherein it is fed to tables by the Data Integration team. If that process changes, we may need to repoint our reports.

☐ Other: _____

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Person consulted* Brian McMahon

Description of impact: No Impacts

Reporting

This section is to identify any potential impact this project may have on data and reporting needs as well as any reporting cost to the project. For questions, contact [Chaitanya Deshmukh](#), [Michael Calvin](#), [Ruperto Santos](#), or [Jonathan Reinisch](#).

Will you need to measure or report out on anything for the project?

☐ YES: If yes, please complete reporting use case section below

☒ NO: If no, please explain *why* you do not believe you need reporting below:

N/A to All

The 3rd party SMS Aggregators will provide USCC with a monthly count of sent SMSs

Reporting Use Cases- *Please describe the type of information or data that you need to collect in the form of a use case. If multiple metrics are required create a use case for each type. Please see guidance below for writing your reporting use cases.*

For each reporting use case please include the frequency and duration you'll need that type of report in the description. Frequency Examples:

- One-time
- Temporary
- Ongoing

Include the following in the use case description if known:

- Historical - Do you need this data from the release going forward only or historical data as well? If historical, how far back?
- Size/Amount of Data -Do you know, or can you anticipate the volume of projected activity (e.g. number of subscribers affected by the new feature/functionality.
- New or Existing Reports- Are there any existing reports that need to be modified or will you need new report?

Fraud Mitigation (NOTE: This section is not required for RFP or Idea Assessment)

1. Please comment on any considerations or steps that need to be taken to ensure that any systems being updated or introduced by this initiative are protected from fraudulent behavior. Is there any reporting or other safeguards that may be needed?

N/A

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2. Similarly, please comment on any new manual procedures that might create potential for fraudulent activity. Is there any reporting, approval chains, etc. that may be needed to mitigate fraud risks?

N/A

Benefits

May select more than one.

- ☐ Growing Revenues/Adding Customers (e.g. increased ARPU)
- ☒ Managing/Reducing Costs (e.g. loss on equipment savings)
- ☐ Compliance
- ☐ Productivity Gains
- ☐ Reducing Churn/Increasing Customer Satisfaction
- ☒ Investing in the Future
- ☐ Driving Accountability
- ☐ Other: _____

Please describe any qualitative benefits as a result of this initiative. Quantitative benefits will be documented in the business case to be provided by FP&A. Please also specify risks associated with not implementing the IR, if any, e.g. obsolescence.

Note: If your request addresses a compliance issue, please provide details of the regulation, how much the penalty will be (one-time fee and/or recurring fees), when the regulation takes effect, and when fees are due in the description below.

Funding Source

- ☐ Enterprise Initiative Fund (EIF)
- ☒ Functional / Departmental Budget: Please specify which department: IS
- ☐ Other (e.g., vendor funding, etc.): _____
- ☐ TBD

Ongoing Costs (NOTE: This section is not required for RFP or Idea Assessment)

Please check the box to confirm that any ongoing costs as a result of this implementation are (or will be) applied to the functional budgets' responsibility, not the EIF, and will be documented in the Business Case. ☒

Timeline Considerations

Please describe when this initiative needs to be launched and why. Also identify if any dependency exists.

Revision History

| Author | Date | Version | Description of Changes |
|--------|------|---------|------------------------|
|--------|------|---------|------------------------|

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| | MM/DD/YY | | |
|----------------|----------|--|--|
| Nidal Elhrisse | | | |
| | | | |

Approvals

By approving this document, "I agree that this document represents our best understanding of the scope for this project today. I agree that this version of the document represents the baseline scope. I agree to make future changes to the baseline scope through the project's defined change control process. I realize that future changes to scope might require a renegotiation of the cost, resources, and schedule commitments for this project."

Any changes to scope post-approval will require approvals through the [Change Control Management](#) process established for this project.

| Name | Team | Project Role | (A)pprover (R)eviewer | Approval Date |
|-------------------------|------|------------------|--------------------------|---------------|
| Tim Fahey/ Denise Lintz | IS | Business Owner | | |
| Kevin Lowell | | Business Sponsor | | |
| Colin Mascarenhas | | EPM BA | | |

Requestor: Nidal Elhrisse

Requestor is responsible for securing functional prioritization, director and VP level sponsorship, and completing/submitting this Enterprise Intake Request Form.

Owner: Denise Lintz

Owner must be at the director level.

Sponsor: Kevin Lowell

Sponsor must be at the VP level.

Business Relationship Manager: Karen Wolf

[Business Relationship Manager](#) (BRM) will work with the requestor to properly complete the Vision and Scope Document and review the solution proposal with the requestor when available.

IS Architect Consulted: Johnson Daniel

IS Architect provides solution proposals which include cost ranges.

EPM Business Analyst Consulted: Colin Mascarenhas

An EPM BA may be consulted in the preparation of this document, to help to ensure completeness.

Functional Portfolio Manager Consulted: Lindsay Young

Functional Portfolio Manager (FPM) will work with the requestor to ensure that all functional impacts have been accounted for in the Vision and Scope document as well as the solution proposal.

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Addendum

Enterprise Change Management-IS Intake ONLY

- Please answer the following questions **ONLY** for projects going through IS Intake and not the EPM Intake process. If you answer 'yes' to either questions a. or b. the request should be submitted to the EPM Intake process. Please try to answer questions c. through f. to the best of your ability.
- a. Will any associates see or need to say or do anything different once this change is implemented?
- b. Will any associates experience changes to any of the following? Indicate which ones.
 - ☐ New products/product enhancements
 - ☐ Processes
 - ☐ Systems/technology
 - ☐ Job roles
 - ☐ Tools
 - ☐ Staffing/reporting structures
 - ☐ Performance measures
 - ☐ Compensation
 - ☐ Organizational changes/team structure
- c. Do you know which associates will be impacted by this change? If yes, which associates in which area(s) of the company and how many?
- d. Is the change simple or complex?
 - ☐ Simple = Amount of learning and skills needed to move from current to future state is relatively small and easy to comprehend
 - ☐ Complex = Amount of learning and skill needed to move from current to future state is large and may be difficult to understand
- e. Is the amount of change incremental or radical?
 - ☐ Incremental = Only 1 or 2 aspects of an associates responsibilities/processes are changing
 - ☐ Radical = Many aspects of an associates responsibilities/processes are changing
- f. Based on the answers to the previous questions, will any associates need awareness of the change?

Idea Assessment NOTE: this section is intended to be a best guess and does NOT reflect agreed upon support levels. It is also not intended to outline all groups involved in the project.

Anticipated System Team Impacts:

- ☐ IS
- ☐ ENG
- ☐ EPC

Brand Support:

- ☐ Tier 1 Mass Ad
- ☐ Tier 2 Not TV/Radio
- ☐ Tier 3 Year Long Support

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☐ DANE

☐ Other

☐ Tier 3 Intermittent Support

☐ Tier 3 Compliance/Regulatory/EOL

☐ TBD

☐ None

☐ **Procurement**

☐ **Device**

☐ **Frontline**

Channel Impacts:

☐ CS

☐ CO

☐ Agent

☐ NR

☐ B2B

☐ WEB