

## BUSINESS PROCESS FRAMEWORK FUNDAMENTALS - MODULE 0

### WELCOME AND INTRODUCTION

#### ***WELCOME AND INTRODUCTION***

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Welcome and

# INTRODUCTION

This course shows you how TM Forum's Business Process Framework can be used to support a range of business objectives – developing process flows; defining project scope; planning, designing, testing and deploying applications; transforming business processes; supporting procurement requests, and many more.

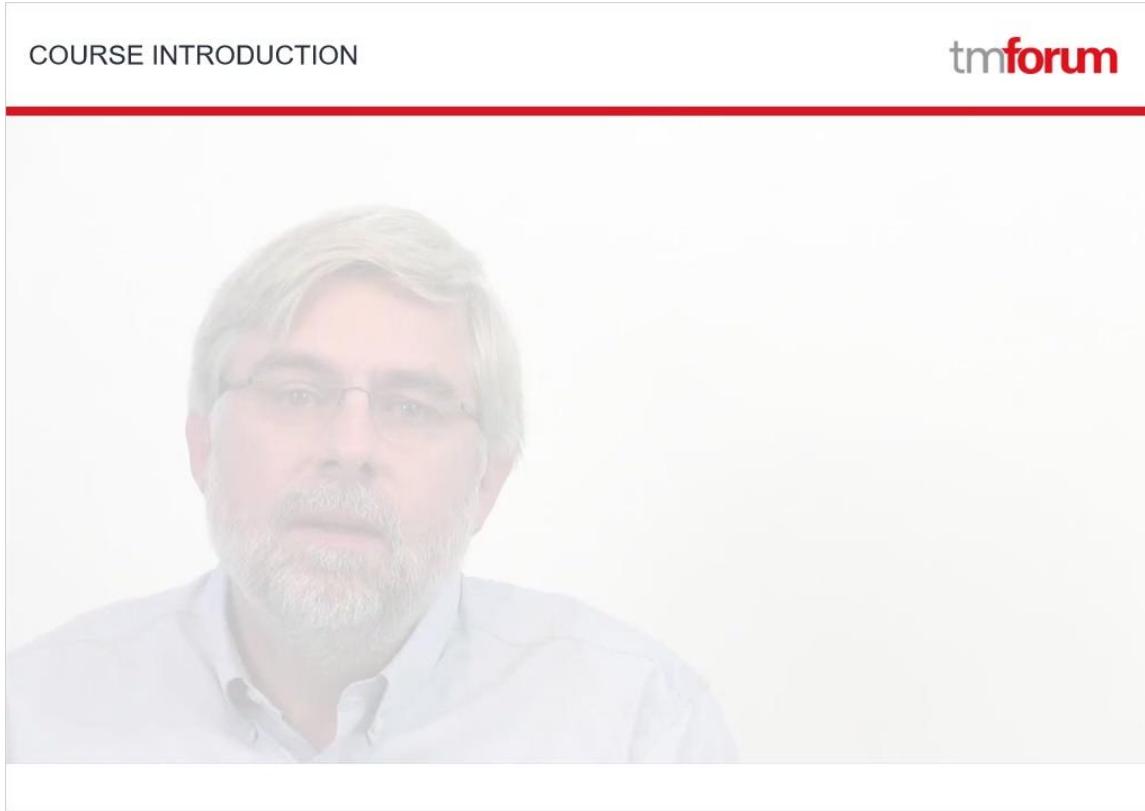


Click the NEXT button to continue throughout this course.

#### **Notes:**

## **COURSE INTRODUCTION**

COURSE INTRODUCTION

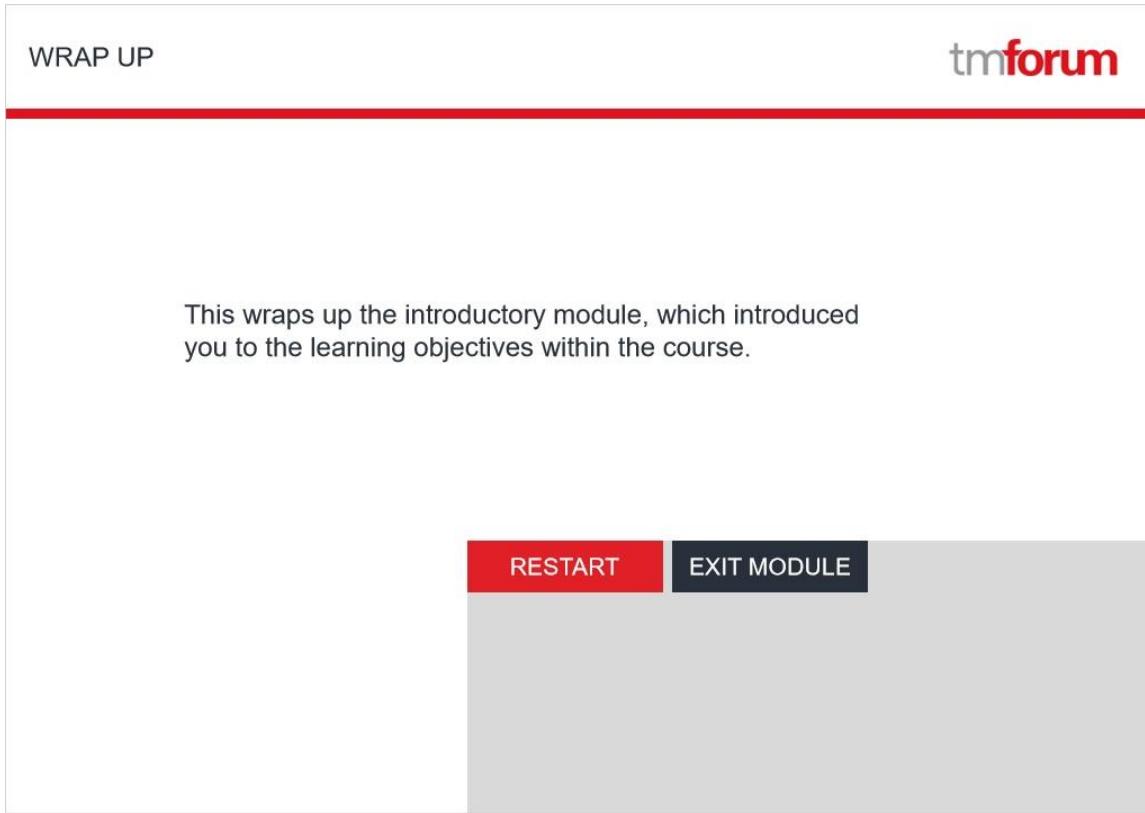


The image shows a portrait of a middle-aged man with long, thin, grey hair and a well-groomed, light brown beard. He has a serious expression and is looking directly at the camera. He is wearing a light blue, button-down shirt. The background is plain white.

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**Notes:**

## **WRAP UP**



The image shows a 'WRAP UP' module interface. At the top left is the text 'WRAP UP'. At the top right is the 'tmforum' logo. Below this is a large empty white area. In the bottom right corner of this area are two buttons: a red one labeled 'RESTART' and a black one labeled 'EXIT MODULE'.

This wraps up the introductory module, which introduced you to the learning objectives within the course.

RESTART    EXIT MODULE

**Notes:**

## BUSINESS PROCESS FRAMEWORK FUNDAMENTALS - MODULE 1

### INTRODUCTION

#### *WELCOME*

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# FRAMEWORK INTRODUCTION

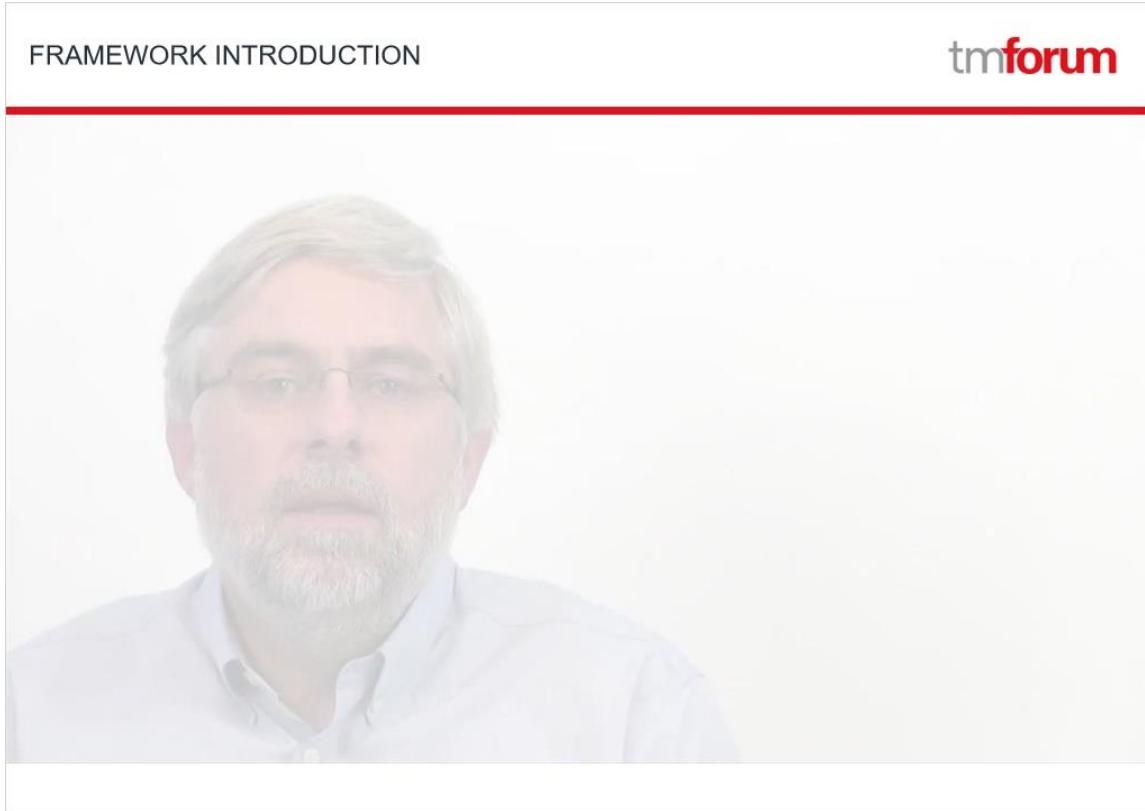
This module introduces you to the Framework.



Click the NEXT button to continue throughout this course

**Notes:**

## ***FRAMEWORK INTRODUCTION***



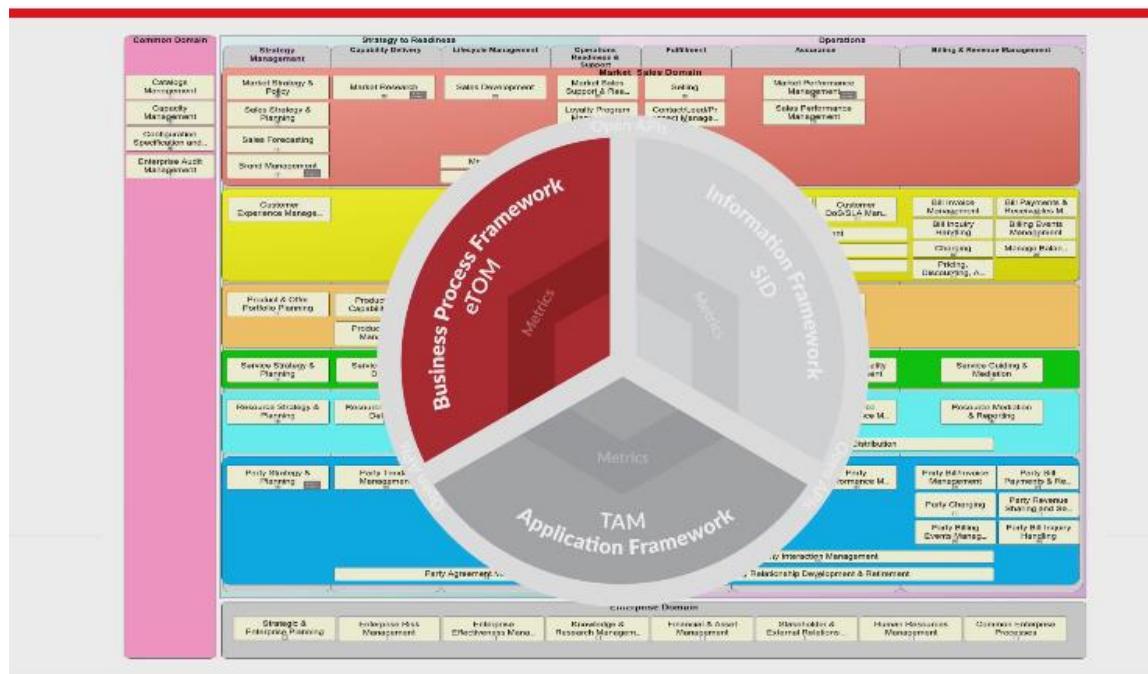
**Notes:**

## THE BUSINESS PROCESS FRAMEWORK GENERAL DESCRIPTION

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**Notes:**

## **ABOUT THE BUSINESS PROCESS FRAMEWORK**

### ABOUT THE BUSINESS PROCESS FRAMEWORK



Five common questions that help explain what the framework is:

**How is it structured?**

The framework is an enterprise-wide process decomposition or structured outline.

**What are its origins?**

The Business Process Framework supports the processes needed to do business based in the digital world.

**Why have a process framework?**

The Business Process Framework covers the breadth of an entire organization.

**What does the framework include?**

The framework includes all concepts typical of a process model.

**Is it a standard?**

The Business Process Framework is a de-facto standard because of its use throughout the world.



**Notes:**

## ***GOALS ACHIEVED BY THE FRAMEWORK***

GOALS ACHIEVED BY THE FRAMEWORK

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Provide an enterprise wide process discipline

Manage complex business relationships

Create consistent process flows

Understand application portfolios

Reducing management time and cost

**Notes:**

## CASE STUDY

### **VIRGIN MEDIA CASE STUDY**



**Notes:**

## WRAP UP

### WRAP UP

The slide features a red header bar with the text "WRAP UP" on the left and the "tmforum" logo on the right. Below the header is a large white area containing text about the module's purpose. At the bottom is a grey footer bar with two buttons: "RESTART" on the left and "EXIT MODULE" on the right.

This wraps up the first module - Framework Introduction.  
When you are done with the course you may want to return here and see if you can explain what the framework is and the goals that can be achieved by using it.

**RESTART**    **EXIT MODULE**

#### Notes:

## BUSINESS PROCESS FRAMEWORK FUNDAMENTALS - MODULE 2

### INTRODUCTION

#### FRAMEWORK STRUCTURE

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# FRAMEWORK STRUCTURE

In this module you will learn about three key framework concepts followed by an exercise that will reinforce the need for a standard process decomposition.



Click the NEXT button to continue throughout this course

#### Notes:

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## **FRAMEWORK STRUCTURE INTRODUCTION**

FRAMEWORK STRUCTURE INTRODUCTION

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**Notes:**

## KEY FRAMEWORK CONCEPTS

### ***KEY FRAMEWORK CONCEPTS (1 of 2)***

KEY FRAMEWORK CONCEPTS

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# Key Framework Concepts

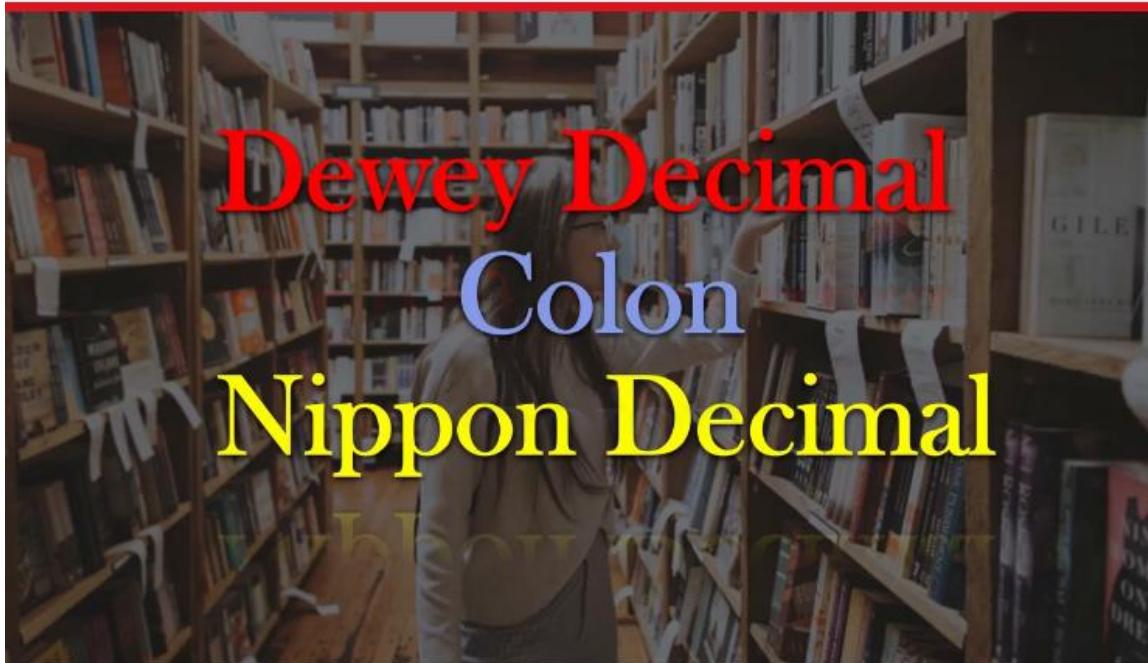
**Notes:**

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## **KEY FRAMEWORK CONCEPTS (2 of 2)**

KEY FRAMEWORK CONCEPTS

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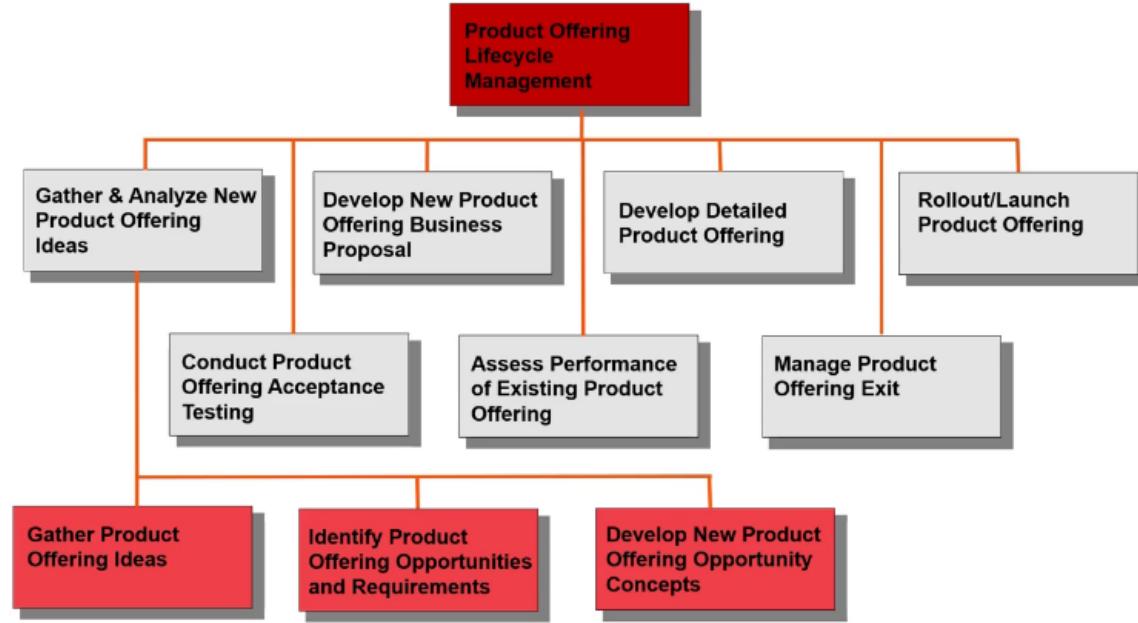


**Notes:**

## TWO KEY CONCEPTS

### TWO KEY CONCEPTS

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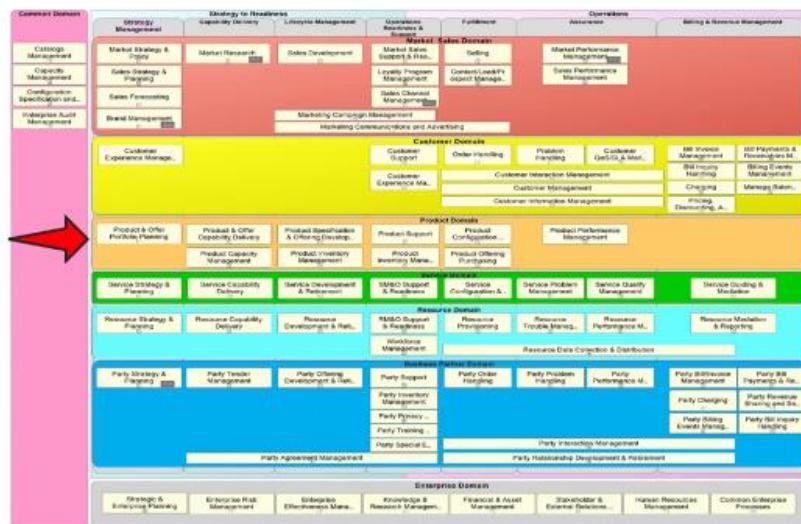


Notes:

## DOMAIN CONCEPT (THIRD CONCEPT) (1 of 2)

### DOMAIN CONCEPT (THIRD CONCEPT)

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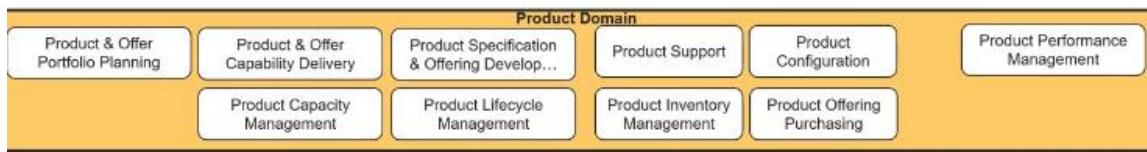


### Notes:

## **DOMAIN CONCEPT (THIRD CONCEPT) (2 of 2)**

DOMAIN CONCEPT (THIRD CONCEPT)

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**Notes:**

## THE COFFEE SHOP PROCESS

### ***THE COFFEE SHOP PROCESS FLOW EXERCISE (1 of 2)***

THE COFFEE SHOP PROCESS FLOW EXERCISE

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**Notes:**

## **THE COFFEE SHOP PROCESS FLOW EXERCISE (2 of 2)**

THE COFFEE SHOP PROCESS FLOW EXERCISE

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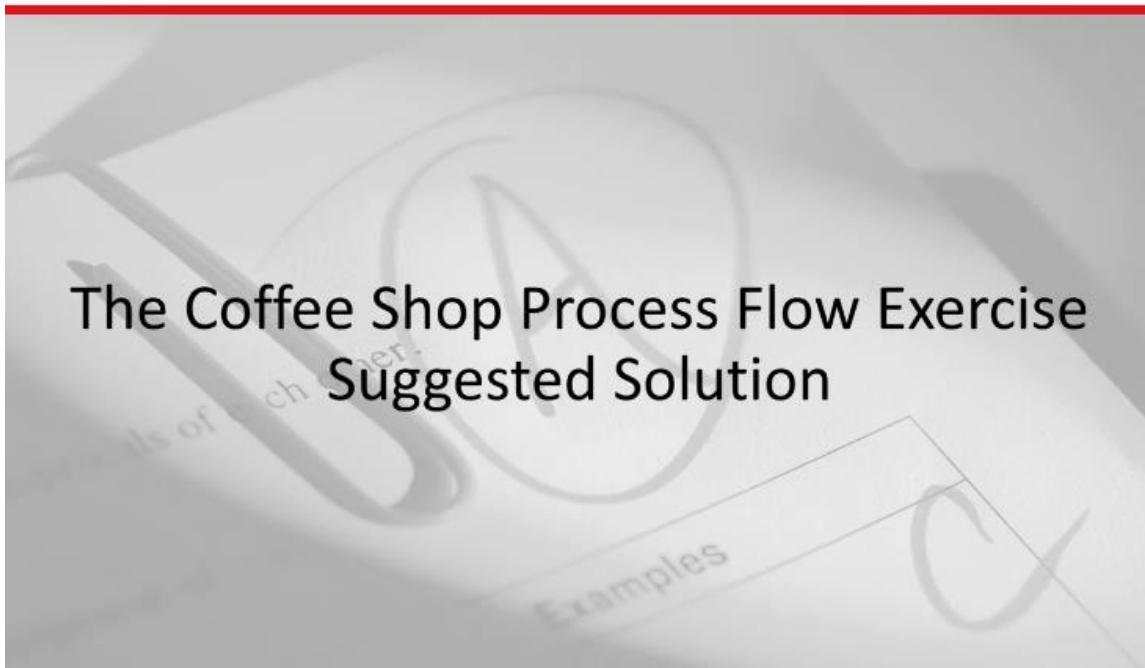


**Notes:**

## **THE COFFEE SHOP PROCESS FLOW EXERCISE SOLUTION (1 of 3)**

THE COFFEE SHOP PROCESS FLOW EXERCISE SOLUTION

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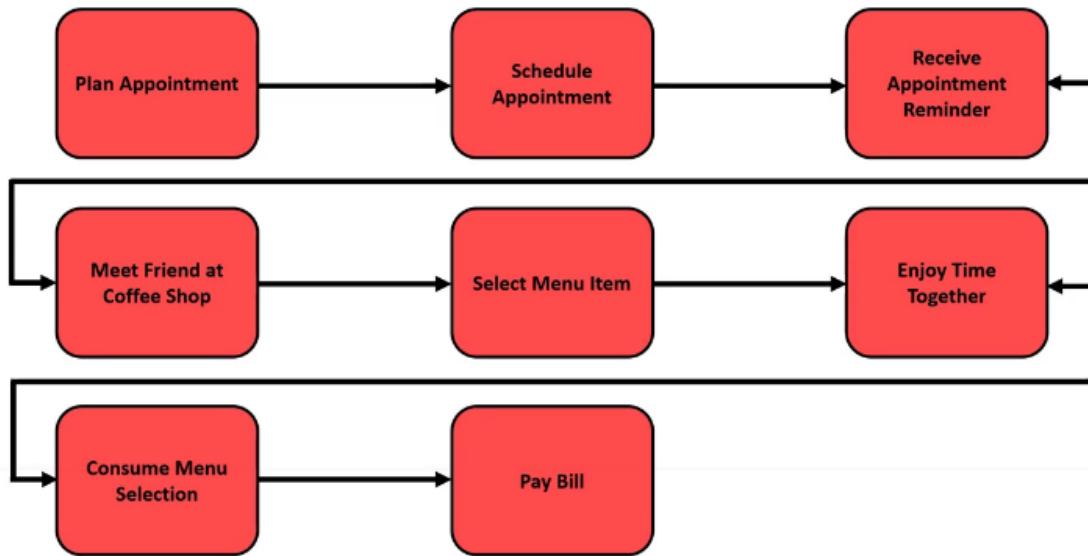


**Notes:**

## THE COFFEE SHOP PROCESS FLOW EXERCISE SOLUTION (2 of 3)

THE COFFEE SHOP PROCESS FLOW EXERCISE SOLUTION

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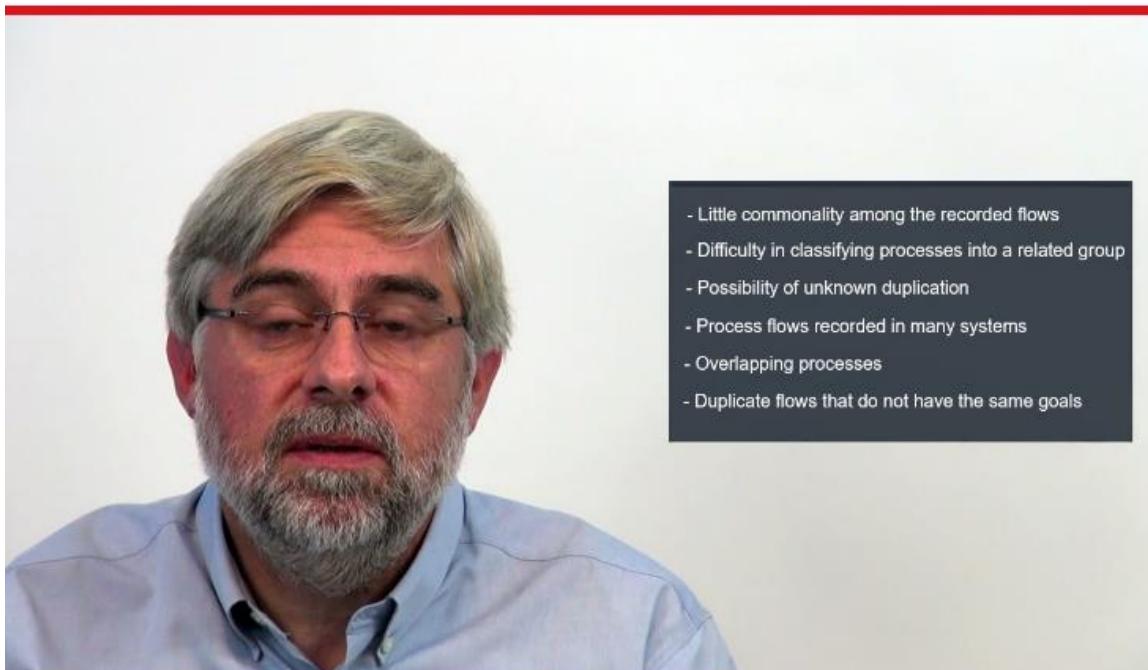


Notes:

## **THE COFFEE SHOP PROCESS FLOW EXERCISE SOLUTION (3 of 3)**

THE COFFEE SHOP PROCESS FLOW EXERCISE SOLUTION

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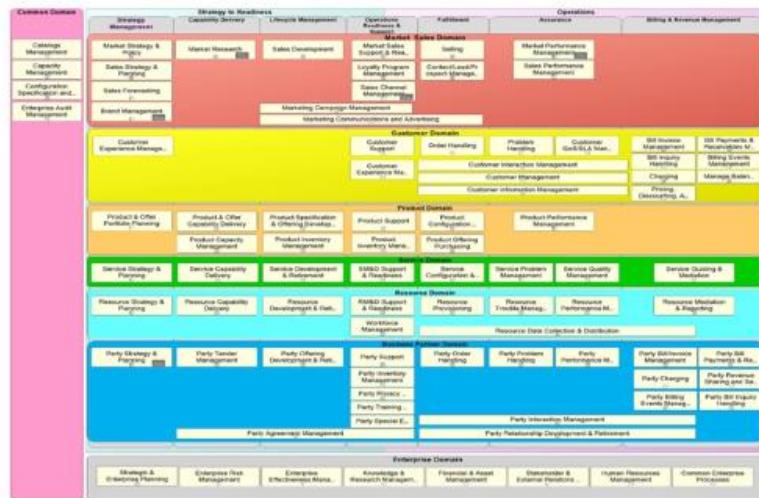
- Little commonality among the recorded flows
- Difficulty in classifying processes into a related group
- Possibility of unknown duplication
- Process flows recorded in many systems
- Overlapping processes
- Duplicate flows that do not have the same goals

### **Notes:**

## BUSINESS PROCESS FRAMEWORK CONTENT WALKTHROUGH

### BUSINESS PROCESS FRAMEWORK CONTENT WALKTHROUGH (1 of 4)

#### BUSINESS PROCESS FRAMEWORK CONTENT WALKTHROUGH

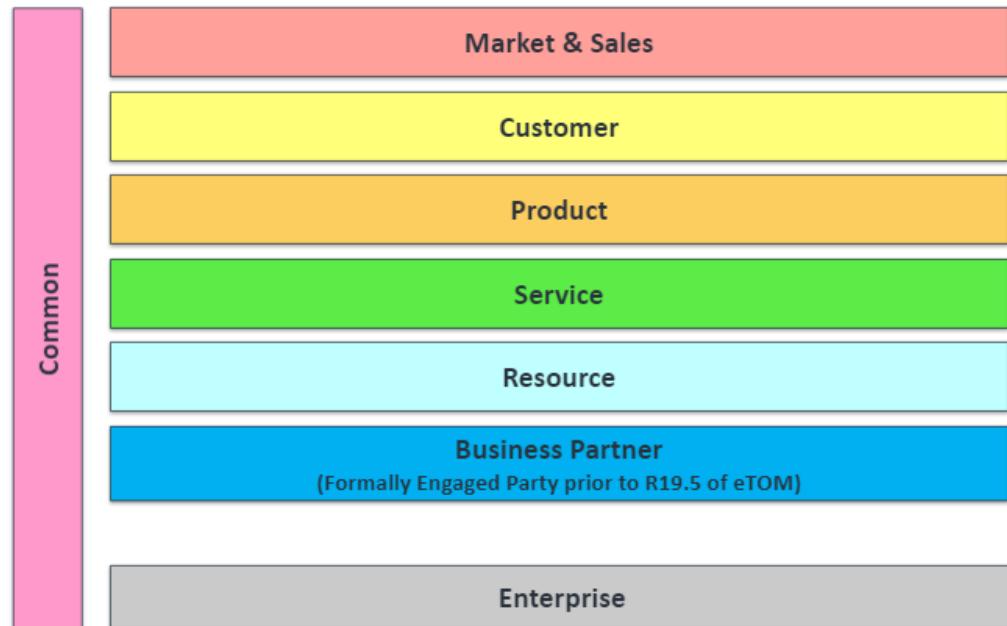


## Business Process Framework Content Walkthrough

Notes:

## BUSINESS PROCESS FRAMEWORK CONTENT WALKTHROUGH (2 of 4)

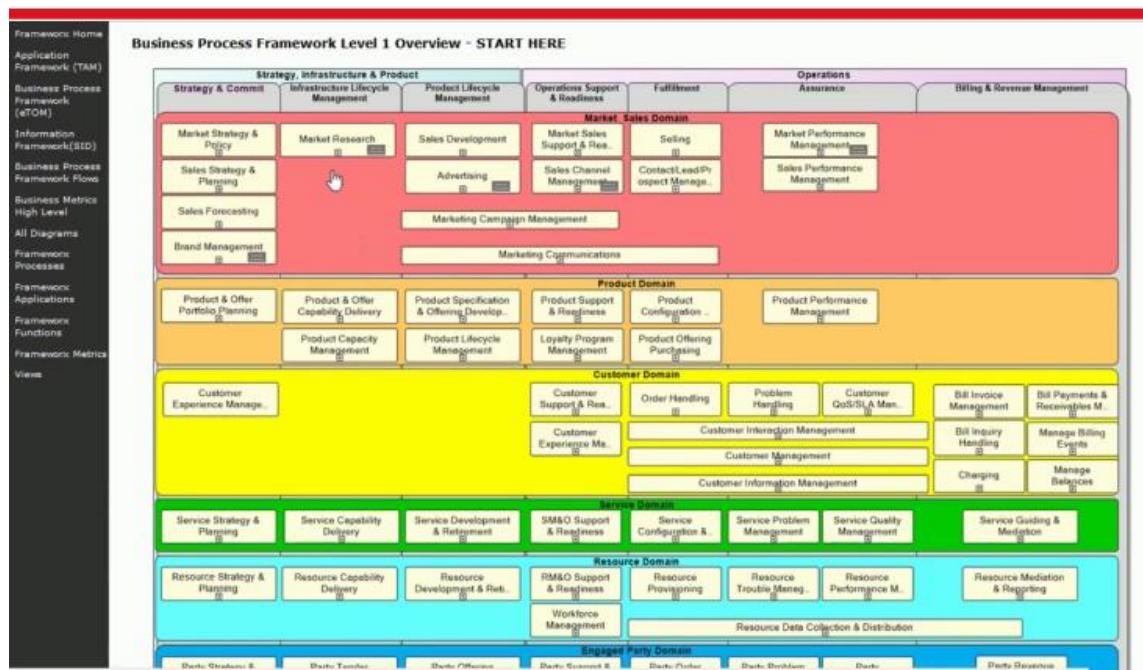
### BUSINESS PROCESS FRAMEWORK CONTENT WALKTHROUGH



#### Notes:

**BUSINESS PROCESS FRAMEWORK CONTENT WALKTHROUGH (3 of 4)**

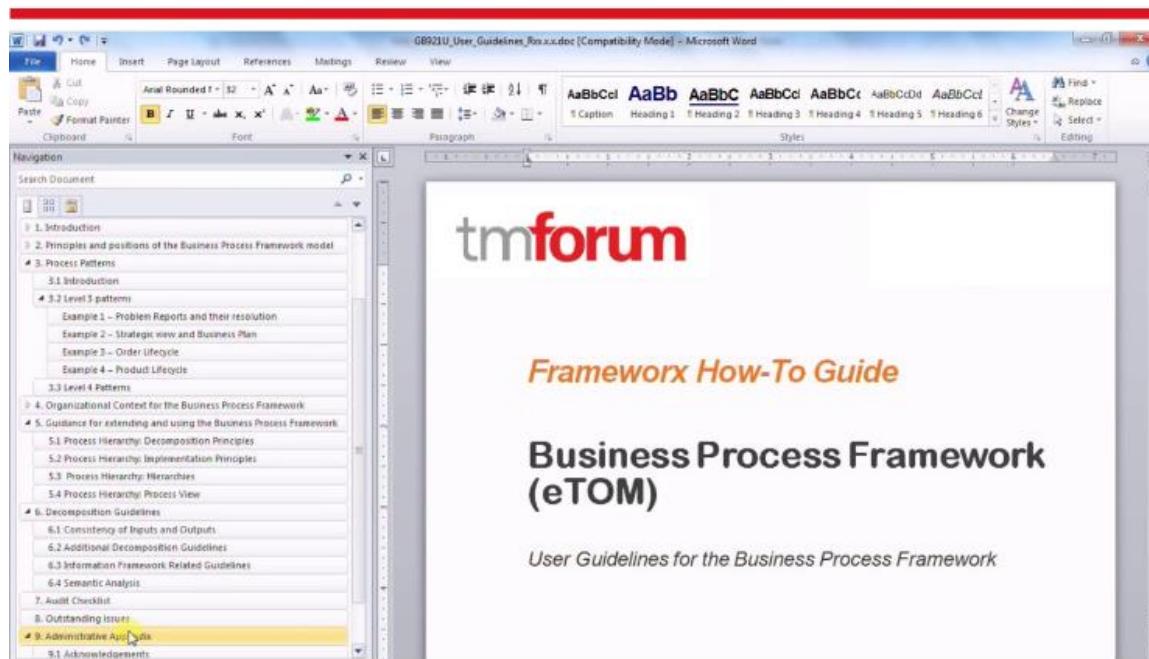
## BUSINESS PROCESS FRAMEWORK CONTENT WALKTHROUGH

**Notes:**

## BUSINESS PROCESS FRAMEWORK CONTENT WALKTHROUGH (4 of 4)

### BUSINESS PROCESS FRAMEWORK CONTENT WALKTHROUGH

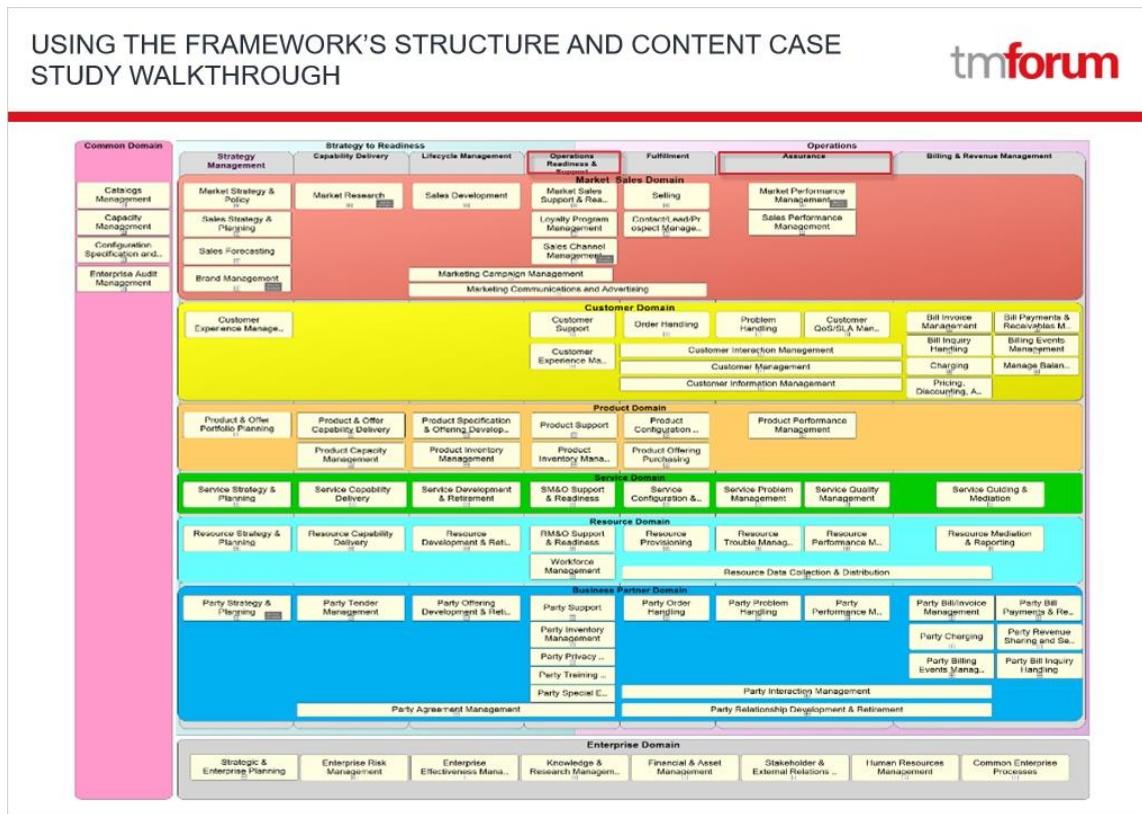
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### Notes:

## USING THE FRAMEWORK'S STRUCTURE AND CONTENT CASE STUDY

### WALKTHROUGH



## WRAP UP

### WRAP UP

WRAP UP

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This wraps up the second module where we discussed key concepts used in the framework's structure.

#### Topics covered:

A framework walkthrough showed you what the structure looks like and a case study showed a common use of the structure.

#### Coming up next:

Immediately following this module will be quiz that will give you an opportunity to test the knowledge gained during this module.

RESTART

EXIT MODULE

#### Notes:

## BUSINESS PROCESS FRAMEWORK FUNDAMENTALS - MODULE 3

### (PART I of II)

#### INTRODUCTION

##### ***BUSINESS PROCESS FRAMEWORK USES***

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# BUSINESS PROCESS FRAMEWORK USES - Part I of II

In this module you will review the framework's uses.



Click the NEXT button to continue throughout this course.

Notes:

## **1.2 BUSINESS PROCESS FRAMEWORK INTRODUCTION**

BUSINESS PROCESS FRAMEWORK INTRODUCTION

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**Notes:**

## CASE STUDY

### ***USING THE FRAMEWORK CASE STUDY (1 of 4)***

USING THE FRAMEWORK CASE STUDY



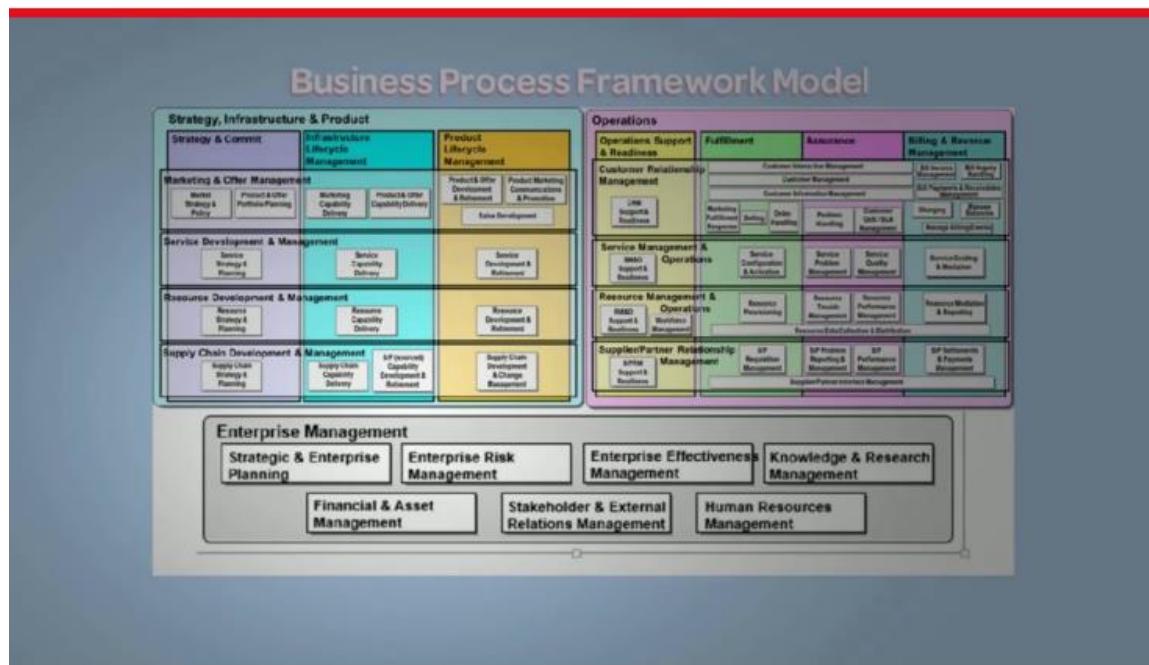
# Using the Framework Case Study

**Notes:**

## **USING THE FRAMEWORK CASE STUDY (2 of 4)**

### USING THE FRAMEWORK CASE STUDY

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### Notes:

### ***USING THE FRAMEWORK CASE STUDY (3 of 4)***

USING THE FRAMEWORK CASE STUDY

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**Notes:**

## ***USING THE FRAMEWORK CASE STUDY (4 of 4)***

USING THE FRAMEWORK CASE STUDY

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**Notes:**

## FRAMEWORK USES

### ***FRAMEWORK USES (1 of 6)***

FRAMEWORK USES

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## Framework Uses

**Notes:**

## FRAMEWORK USES (2 of 6)

FRAMEWORK USES

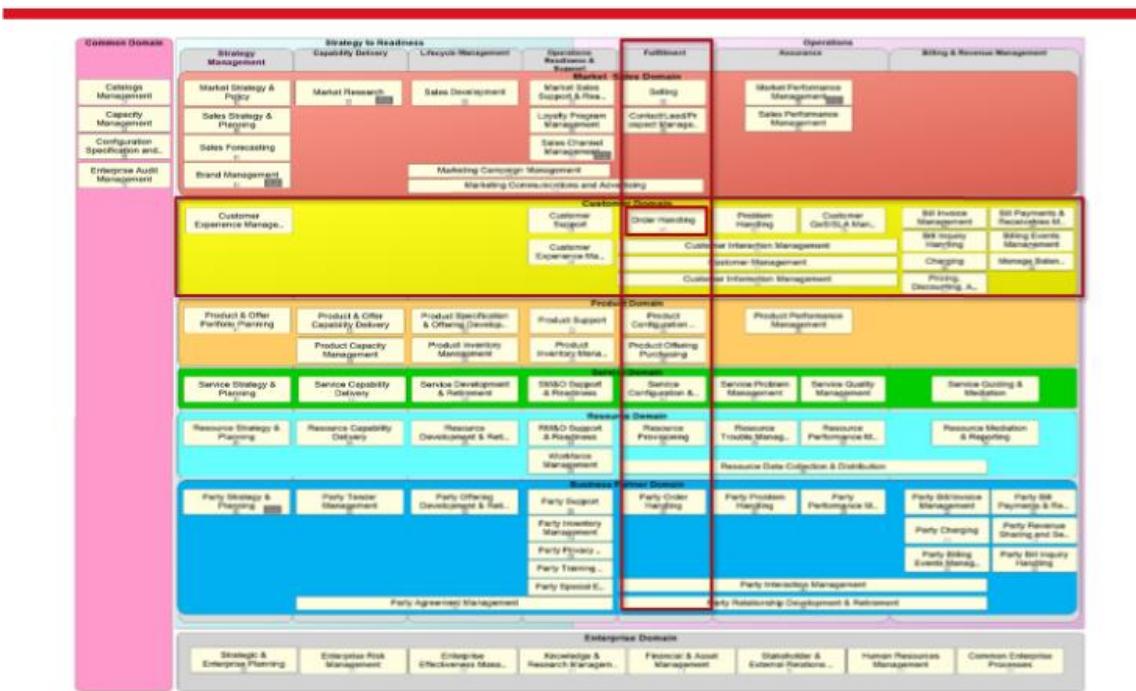
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**Notes:**

## **FRAMEWORK USES (3 of 6)**

## FRAMEWORK USES

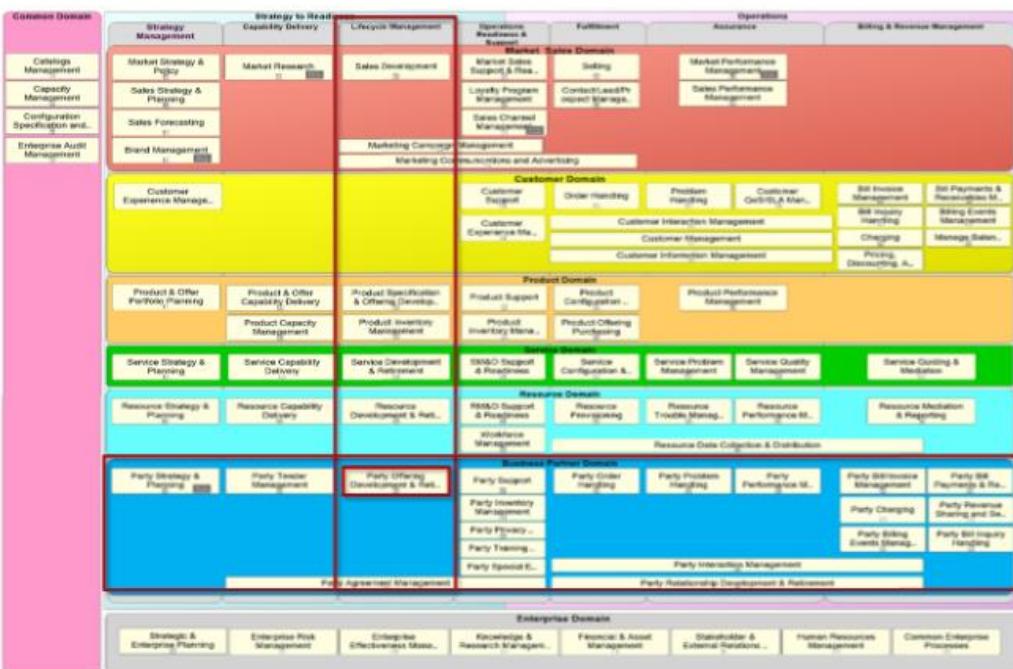


## Notes:

## FRAMEWORK USES (4 of 6)

### FRAMEWORK USES

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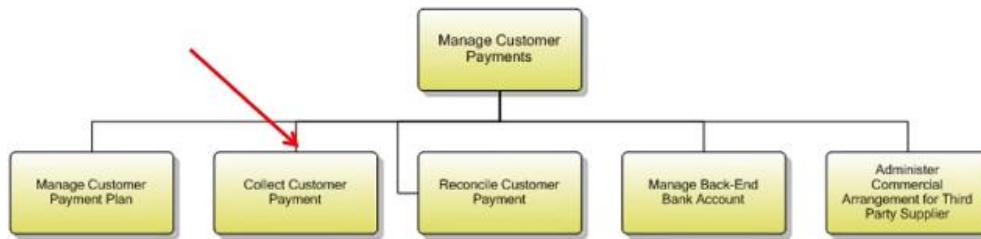


### Notes:

## FRAMEWORK USES (5 of 6)

FRAMEWORK USES

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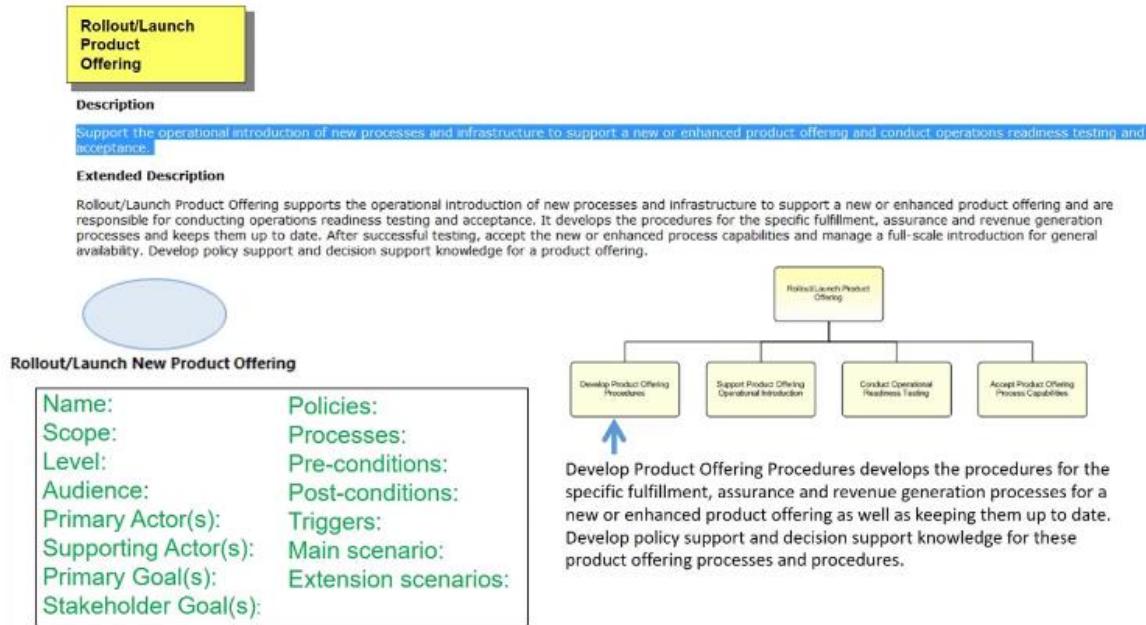


Notes:

## FRAMEWORK USES (6 of 6)

### FRAMEWORK USES

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### Notes:

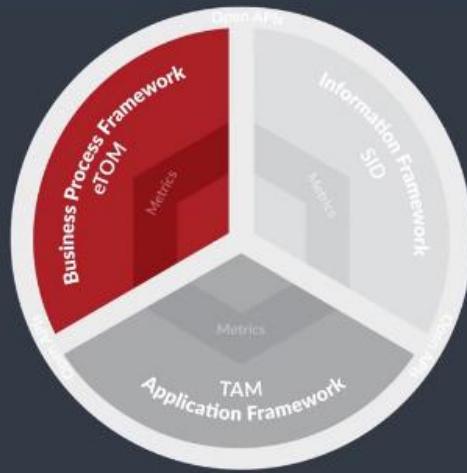
## BUSINESS PROCESS FRAMEWORK AND PROCUREMENT (1 of 3)

### BUSINESS PROCESS FRAMEWORK AND PROCUREMENT



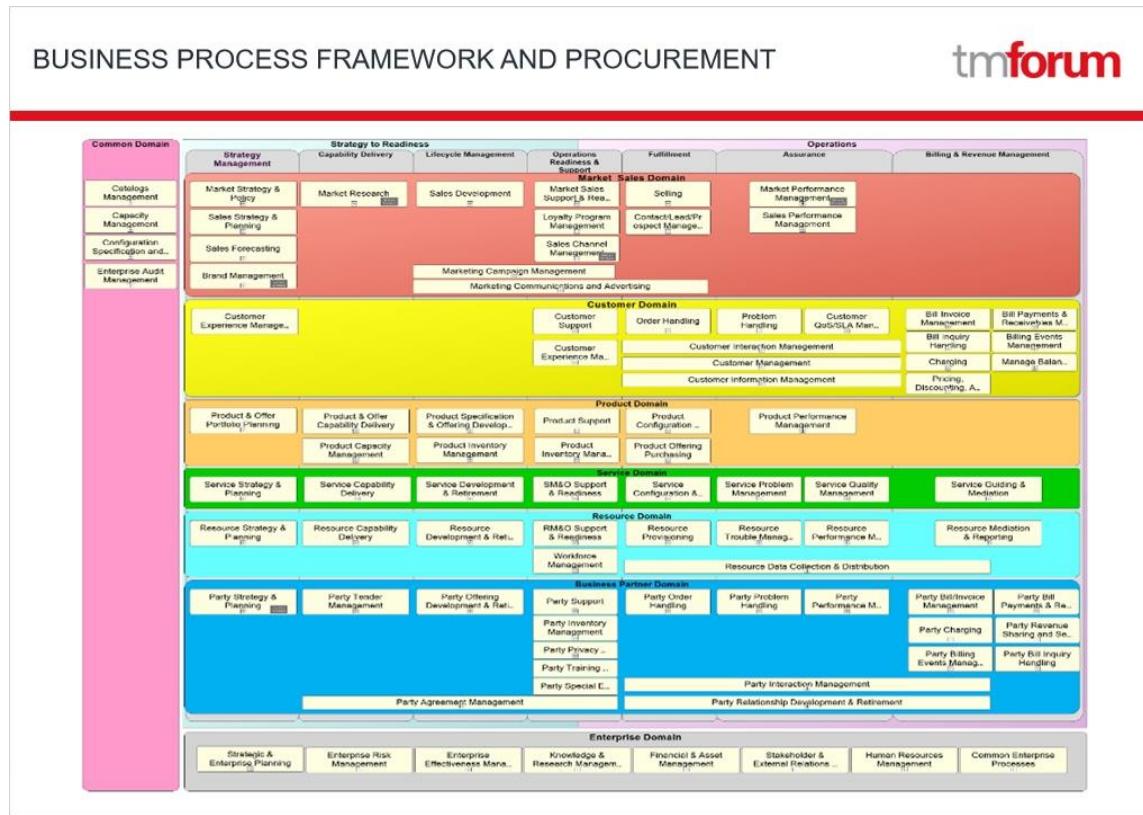
The Business Process Framework can play an important role when procuring external providers.

**Example:** Submitting a request for a proposal or request for quote.



#### Notes:

## BUSINESS PROCESS FRAMEWORK AND PROCUREMENT (2 of 3)



### Notes:

**BUSINESS PROCESS FRAMEWORK AND PROCUREMENT (3 of 3)**

## BUSINESS PROCESS FRAMEWORK AND PROCUREMENT

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| Transfer<br>2 | REQUIREMENT<br>REFERENCE | BUSINESS PROCESS FRAMEWORK (eTOM) REQUIREMENT<br>DESCRIPTION |         |         |   | COMPANY REQUIREMENT<br>DESCRIPTION  | IMPLEMENTATION<br>PERSPECTIVE<br>(High > 3<br>Medium < 3<br>Low < 1<br>month) | TO BE<br>AVAILABLE<br>WITHIN | SOLUTION REFERENCE | COMPLIANCE<br>(1=Configuration,<br>2=Customization,<br>3=TM Forum<br>Compliance)<br><br>Note: Configuration means it can be done in days or within 1 week | DELIVERING<br>TIME SCALE<br>AFTER PO<br>(1 : <3 weeks,<br>2 : <6 months,<br>3 : <12 months) | INCLUDED IN THE<br>COST (Y/N) |
|---------------|--------------------------|--|---------|---------|---|---|---|------------------------------|--------------------|---|---|-------------------------------|
|               |                          | LEVEL 1  | LEVEL 2 | LEVEL 3 | LEVEL 4   |   |   |                              |                    |   |   |                               |
| 4             | 1.3 - Customer Domain    | 1.3.2 - Order Handling                                       |         |         |   | Extend Determine Customer Order Feasibility process to check to see if feasibility study is required for a Product Offering. This is also supported by an extension to the SOI. | R   |                              | 7/7                |   |   |                               |
| 5             | P.003                    |  |         |         |   | Extend Track & Manage Customer Order Handling to support generating service requests for part of a customer order   | M   |                              | 1                  | 1   | Y   |                               |
| 6             | P.004                    |  |         |         |   | Extend/Propose Customer Order Handling to enable support for partial billing of a customer order.   | M   |                              | 1                  | 1   | Y   |                               |
| 7             | P.005                    |  |         |         | 1.5.3.1 - Determine Customer Order Feasibility: Check the availability and/or the feasibility of providing standard and customized product offerings where specified to a customer. |   |   | 5                            |                    |   |   |                               |
| 8             |                          |  |         |         |   |   |   |                              |                    |   |   |                               |

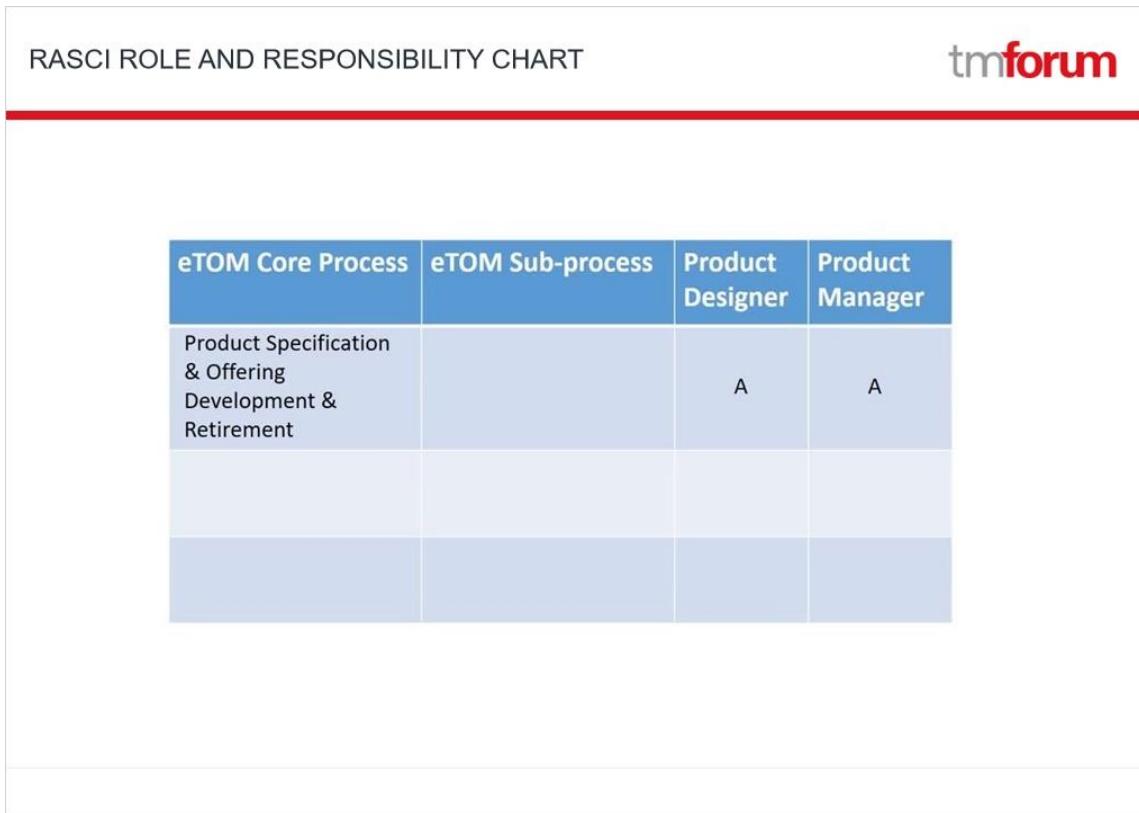
**Notes:**

## ***ROLE/ORGANIZING MAPPING***



**Notes:**

## **RASCI ROLE AND RESPONSIBILITY CHART (1 of 2)**



## Notes:

## RASCI ROLE AND RESPONSIBILITY CHART (2 of 2)

### RASCI ROLE AND RESPONSIBILITY CHART



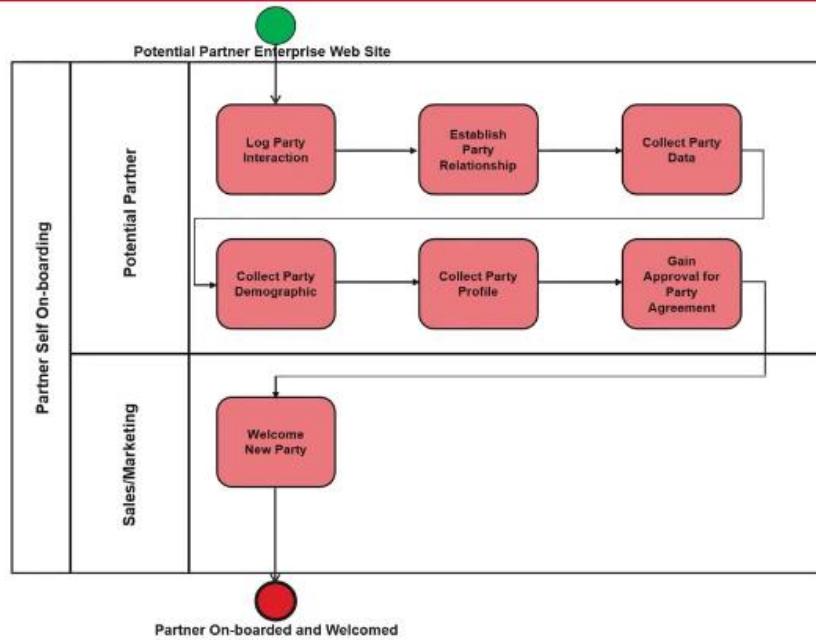
| eTOM Core Process   | eTOM Sub-process                               | Product Designer | Product Manager |
|---|--|------------------|-----------------|
| Product Specification & Offering Development & Retirement |  |                  |                 |
|   | Product Specification Development & Retirement | A/R              | C               |
|   | Product Offering Development & Retirement      | C                | A/R             |

#### Notes:

## MANAGING KEY PERFORMANCE INDICATORS

### MANAGING KEY PERFORMANCE INDICATORS

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**Notes:**

## PROCESS FLOW SIMULATION

### PROCESS FLOW SIMULATION SUMMARY

PROCESS FLOW SIMULATION SUMMARY

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| Scoreboard  |             |                              |                                 |              |
|-------------|-------------|------------------------------|---------------------------------|--------------|
| Name        | Total Exits | Average Time In System (Min) | Average Time In Operation (Min) | Average Cost |
| TRANSACTION | 123.00      | 48.59                        | 11.58                           | 2.92         |

| Activity Costs                               |                |                  |               |                 |            |              |
|--|----------------|------------------|---------------|-----------------|------------|--------------|
| Name   | Operation Cost | % Operation Cost | Resource Cost | % Resource Cost | Total Cost | % Total Cost |
| Potential Partner Visits Enterprise Web Site | 0.00           | 0.00             | 0.00          | 0.00            | 0.00       | 0.00         |
| Establish Party Relationship                 | 50.00          | 10.27            | 0.00          | 0.00            | 50.00      | 10.27        |
| Collect Party Data                           | 42.50          | 8.73             | 0.00          | 0.00            | 42.50      | 8.73         |
| Log Party Interaction                        | 43.33          | 8.90             | 0.00          | 0.00            | 43.33      | 8.90         |
| Collect Party Demographic                    | 41.67          | 8.56             | 0.00          | 0.00            | 41.67      | 8.56         |
| Collect Party Profile                        | 40.83          | 8.39             | 0.00          | 0.00            | 40.83      | 8.39         |
| Gain Approval for Party Agreement            | 39.17          | 8.05             | 0.00          | 0.00            | 39.17      | 8.05         |
| Welcome New Party                            | 229.17         | 47.09            | 0.00          | 0.00            | 229.17     | 47.09        |
| Partner On boarded and Welcomed              | 0.00           | 0.00             | 0.00          | 0.00            | 0.00       | 0.00         |

#### Notes:

## WRAP UP

### WRAP UP

The slide features a red header bar with the word "WRAP UP" on the left and the "tmforum" logo on the right. Below the header is a large white area containing text about the module's conclusion. At the bottom is a grey footer bar with two buttons: "RESTART" on the left and "EXIT MODULE" on the right.

This wraps up Part I of II where you reviewed the framework's many uses. You will now take a quiz and then continue on to Part II of II where you will get the opportunity to view a case study that describes how a TM Forum member put the framework to use.

**RESTART**    **EXIT MODULE**

#### Notes:

## BUSINESS PROCESS FRAMEWORK FUNDAMENTALS - MODULE 3

### (PART II of II)

#### INTRODUCTION

##### ***BUSINESS PROCESS FRAMEWORK USES***

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# BUSINESS PROCESS FRAMEWORK USES - Part II of II

In this module you view a case study that describes how a TM Forum member put the framework to use.



Click the NEXT button to continue throughout this course.

**Notes:**

## SCOPING A PROJECT EXERCISE

### *SCOPING A PROJECT EXERCISE*



**Notes:**

## ***SCOPING A PROJECT EXERCISE SOLUTION (1 of 2)***

SCOPING A PROJECT EXERCISE SOLUTION

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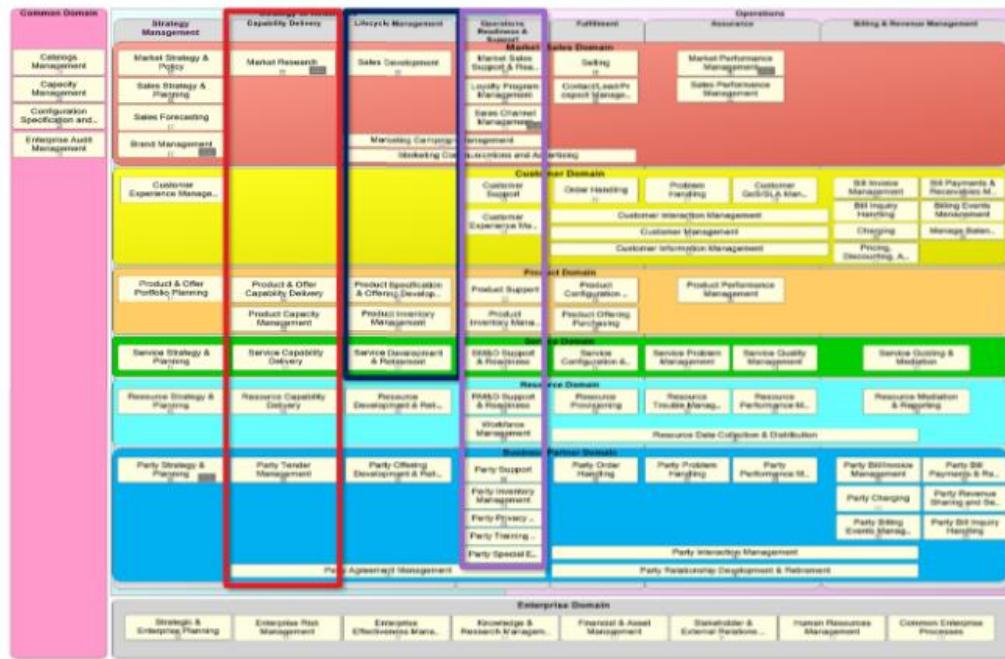


### **Notes:**

## **SCOPING A PROJECT EXERCISE SOLUTION (2 of 2)**

### SCOPING A PROJECT EXERCISE SOLUTION

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### Notes:

## WRAP UP

### WRAP UP

The slide features a red header bar with the word "WRAP UP" on the left and the "tmforum" logo on the right. Below the header is a large white area containing text about the Business Process Framework. At the bottom is a grey footer bar with two buttons: "RESTART" on the left and "EXIT MODULE" on the right.

This wraps up learning about the many ways the Business Process Framework can be used. You can find a number of other uses on the Business Process Framework web page and in the TM Forum Case Study Handbook which can be downloaded from the TM Forum web site by searching for "[Case Study Handbook](#)".

**RESTART**    **EXIT MODULE**

#### Notes:

## BUSINESS PROCESS FRAMEWORK FUNDAMENTALS - MODULE 4

### INTRODUCTION

#### ***BUSINESS PROCESS FRAMEWORK USES***

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# THE FRAMEWORK AND BUSINESS TRANSFORMATION

In this module we will look at a typical first use of the Business Process Framework and you will get the opportunity to test your knowledge by completing a two-part exercise.



Click the NEXT button to continue throughout this course

**Notes:**

## **FRAMEWORK AND BUSINESS PROCESS TRANSFORMATION**

### **INTRODUCTION**

FRAMEWORK AND BUSINESS PROCESS TRANSFORMATION  
INTRODUCTION

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**Notes:**

## DEVELOPING AN ENTERPRISE PROCESS FRAMEWORK

### ***DEVELOPING AN ENTERPRISE PROCESS FRAMEWORK***

DEVELOPING AN ENTERPRISE PROCESS FRAMEWORK

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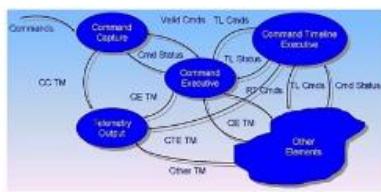
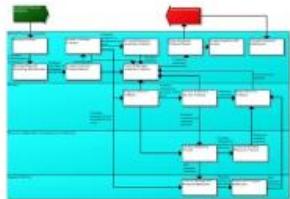


**Notes:**

## DEFINING THE SCOPE OF THE PROJECT

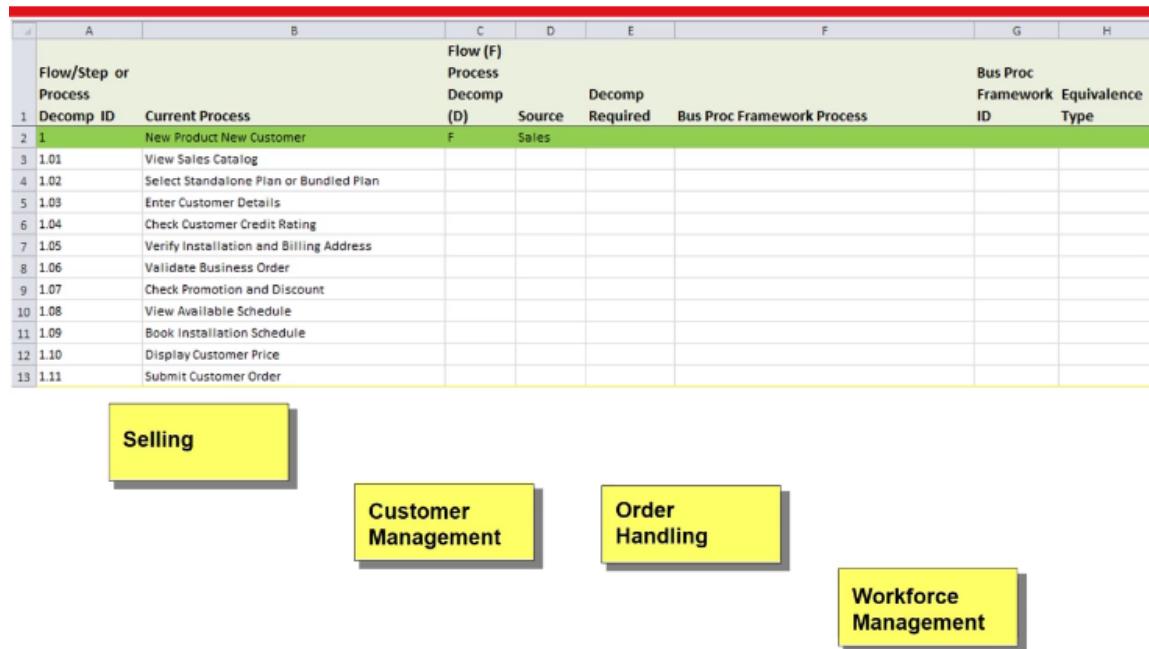
### DEFINING THE SCOPE OF THE PROJECT

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| A  | B                            |
|----|------------------------------|
| 1  | <b>Process ID</b>            |
| 2  | <b>Current Process</b>       |
|    | Commercial Offer Development |
| 3  | 1.1                          |
| 4  | 1.2                          |
| 5  | 1.3                          |
| 6  | 1.4                          |
| 7  | 2                            |
| 8  | 2.1                          |
| 9  | 2.2                          |
| 10 | 2.3                          |
| 11 | 2.4                          |

### Notes:

**BOTTOM UP APPROACH EXAMPLE****BOTTOM UP APPROACH EXAMPLE**
**Notes:**

## ADDING FRAMEWORK PROCESSES

### ADDING FRAMEWORK PROCESSES



|    | A                    | B                                       | C               | D                                       | E           | F            | G                | H |
|----|----------------------|---|-----------------|---|-------------|--------------|------------------|---|
|    | Flow/Step or Process | Flow (F)<br>Process<br>Decomp (D)       | Decomp Required | Bus Proc Framework Process              | Bus Proc ID | Framework ID | Equivalence Type |   |
| 1  | Decomp ID            | Current Process                         | Source          |   |             |              |                  |   |
| 2  | 1                    | New Product New Customer                | F               | Sales                                   |             |              |                  |   |
| 3  | 1.01                 | View Sales Catalog                      |                 |   |             |              |                  |   |
| 4  | 1.02                 | Select Standalone Plan or Bundled Plan  |                 |   |             |              |                  |   |
| 5  | 1.03                 | Enter Customer Details                  |                 |   |             |              |                  |   |
| 6  | 1.04                 | Check Customer Credit Rating            |                 |   |             |              |                  |   |
| 7  | 1.05                 | Verify Installation and Billing Address |                 |   |             |              |                  |   |
| 8  | 1.06                 | Validate Business Order                 |                 |   |             |              |                  |   |
| 9  | 1.07                 | Check Promotion and Discount            |                 |   |             |              |                  |   |
| 10 | 1.08                 | View Available Schedule                 |                 |   |             |              |                  |   |
| 11 | 1.09                 | Book Installation Schedule              |                 |   |             |              |                  |   |
| 12 | 1.10                 | Display Customer Price                  |                 |   |             |              |                  |   |
| 13 | 1.11                 | Submit Customer Order                   |                 |   |             |              |                  |   |
| 14 |                      |   |                 | Selling                                 |             | 1.1.9        |                  |   |
| 15 |                      |   |                 | Quality Opportunity                     |             | 1.1.9.1      |                  |   |
| 16 |                      |   |                 | Define Alternative/Customized Solutions |             | 1.1.9.1.1    |                  |   |
| 17 |                      |   |                 | Assess Potential Development & Risk     |             | 1.1.9.1.2    |                  |   |
| 18 |                      |   |                 | Assess Strategic Impacts                |             | 1.1.9.1.3    |                  |   |
| 19 |                      |   |                 | Negotiate Sales/Contract                |             | 1.1.9.2      |                  |   |
| 20 |                      |   |                 | Negotiate Standard Terms & Conditions   |             | 1.1.9.2.1    |                  |   |

#### Notes:

**RESULTS OF MAPPING THE FRAMEWORK'S PROCESSES (1 of 2)**

## RESULTS OF MAPPING THE FRAMEWORK'S PROCESSES



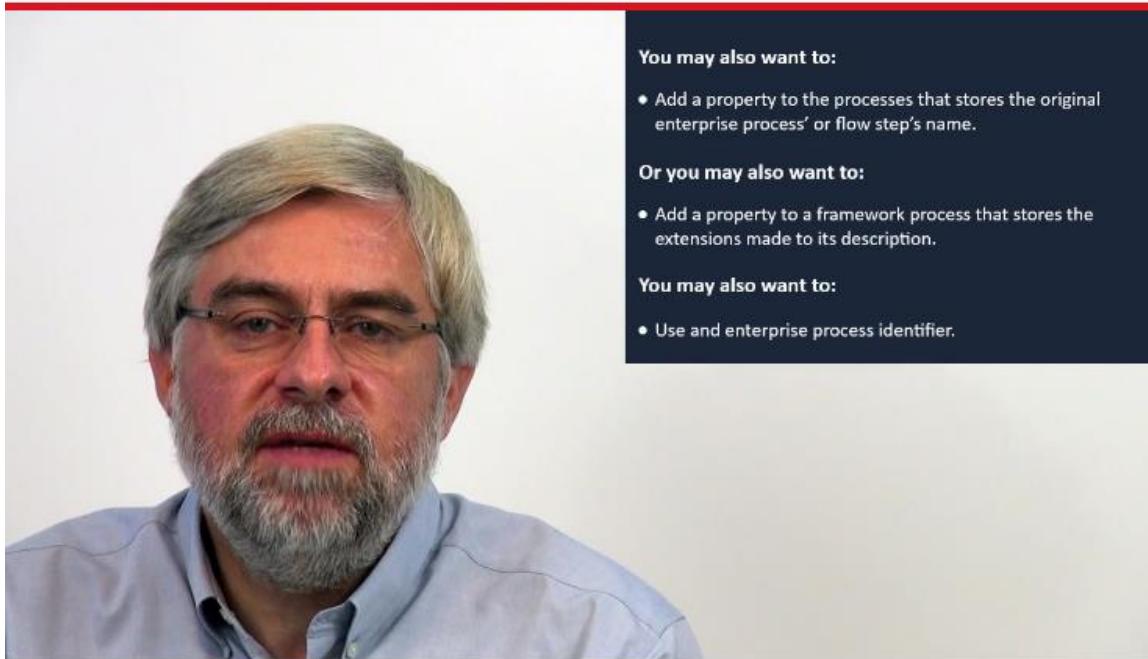
| Flow/Step or Process | Decomp ID | Current Process                         | Flow (F)            |        |                 | Bus Proc Framework Process                   | Bus Proc ID | Equivalence Type |
|----------------------|-----------|---|---------------------|--------|-----------------|--|-------------|------------------|
|                      |           |   | Process Decomps (D) | Source | Decomp Required |  |             |                  |
|                      | 1         | New Product New Customer                | F                   | Sales  |                 | Determine Required Customer Data             | 1.19.6.1    | Full             |
| 3                    | 1.01      | View Sales Catalog                      |                     |        |                 | Ascertain Customer Requirements              | 1.19.4.1    | Full             |
| 4                    | 1.02      | Select Standalone Plan or Bundled Plan  |                     |        |                 | Gather Customer Information                  | 1.3.4.1.1.1 | Full             |
| 5                    | 1.03a     | Enter Customer Details                  |                     |        |                 | Establish Customer Relationship              | 1.3.4.2     | Enterprise gap   |
| 6                    | 1.03b     | Enter Customer Details                  |                     |        |                 | Collect Customer Personalization Information | 1.3.4.1.3.1 | Enterprise gap   |
| 7                    | 1.03c     | Enter Customer Details                  |                     |        |                 | Authorize Credit                             | 1.3.3.2     | Full             |
| 8                    | 1.04      | Check Customer Credit Rating            |                     |        |                 | Acquire Customer Data                        | 1.19.6      | eTOM partial     |
| 9                    | 1.05      | Verify Installation and Billing Address |                     |        | Y               | Obtain Customer Agreement                    | 1.19.2.3    | Full             |
| 10                   | 1.06      | Validate Business Order                 |                     |        |                 | Negotiate Standard Terms & Conditions        | 1.19.2.1    | eTOM partial     |
| 11                   | 1.07      | Check Promotion and Discount            |                     |        |                 | Manage Appointments                          | 1.5.5.1.4   | Full             |
| 12                   | 1.08      | View Available Schedule                 |                     |        |                 | Manage Appointments                          | 1.5.5.1.4   | Full             |
| 13                   | 1.09      | Book Installation Schedule              |                     |        |                 | Negotiate Standard Terms & Conditions        | 1.19.2.1    | eTOM partial     |
| 14                   | 1.10      | Display Customer Price                  |                     |        |                 | Create Customer Order                        | 1.19.2.4    | Full             |
| 15                   | 1.11      | Submit Customer Order                   |                     |        |                 |  |             |                  |

**Notes:**

## ***RESULTS OF MAPPING THE FRAMEWORK'S PROCESSES (2 of 2)***

RESULTS OF MAPPING THE FRAMEWORK'S PROCESSES

**tmforum**



**You may also want to:**

- Add a property to the processes that stores the original enterprise process' or flow step's name.

**Or you may also want to:**

- Add a property to a framework process that stores the extensions made to its description.

**You may also want to:**

- Use an enterprise process identifier.

**Notes:**

**MAPPING PROGRESS**

## MAPPING PROGRESS



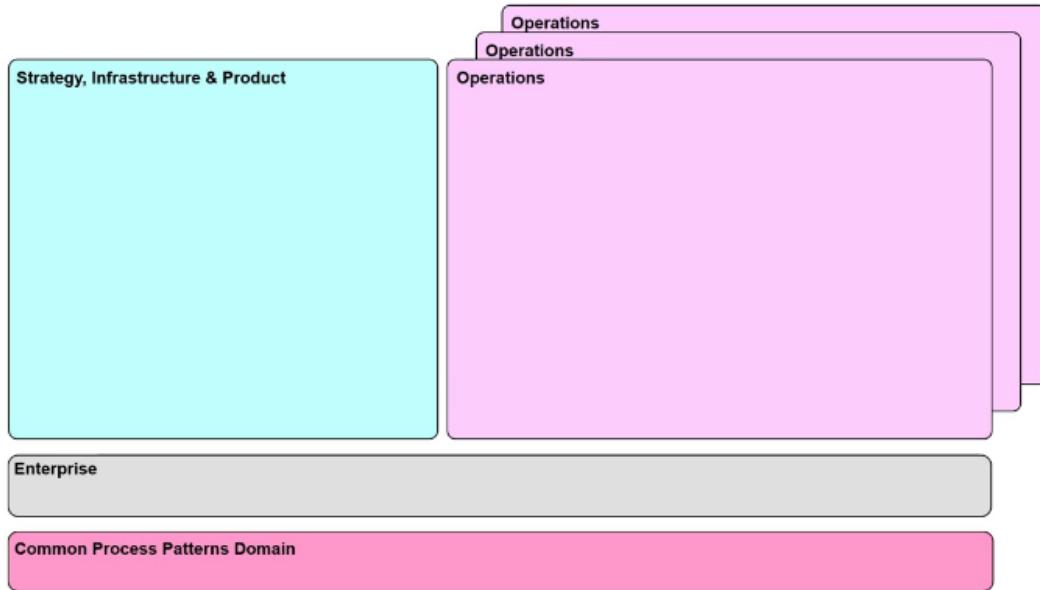
| A                    | B                            | C                           | D      | E   | F                          | G                              | H |
|----------------------|------------------------------|-----------------------------|--------|---|----------------------------|--------------------------------|---|
| Flow/Step or Process |                              | Flow (F)<br>Process Decomps |        |   | Bus Proc Framework Process | Bus Proc Framework Equivalence |   |
| Decomp ID            | Current Process              | Decomp (D)                  | Source | Decomp Required                                     | ID                         | Type                           |   |
| 2 0                  |                              |                             |        | Selling   | 11.9                       |                                |   |
| 3 0                  |                              |                             |        | Qualify Opportunity                                 | 11.9.1                     |                                |   |
| 4 0                  |                              |                             |        | Define Alternative/Customized Solutions             | 11.9.1.1                   |                                |   |
| 5 0                  |                              |                             |        | Assess Potential Development & Risk                 | 11.9.1.2                   |                                |   |
| 6 0                  |                              |                             |        | Assess Strategic Impacts                            | 11.9.1.3                   |                                |   |
| 7 0                  |                              |                             |        | Negotiate Sales/Contract                            | 11.9.2                     |                                |   |
| 8 0                  |                              |                             |        | Negotiate Standard Terms & Conditions               | 11.9.2.1                   |                                |   |
| 9 1.07               | Check Promotion and Discount |                             |        | Negotiate Standard Terms & Conditions               | 11.9.2.1                   | eTOM partial                   |   |
| 10 1.10              | Display Customer Price       |                             |        | Negotiate Standard Terms & Conditions               | 11.9.2.1                   | eTOM partial                   |   |
| 11 0                 |                              |                             |        | Develop & Negotiate Non-standard Terms & Conditions | 11.9.2.2                   |                                |   |
| 12 0                 |                              |                             |        | Obtain Customer Agreement                           | 11.9.2.3                   |                                |   |
| 13 1.06              | Validate Business Order      |                             |        | Obtain Customer Agreement                           | 11.9.2.3                   | Full                           |   |
| 14 0                 |                              |                             |        | Create Customer Order                               | 11.9.2.4                   |                                |   |
| 15 1.11              | Submit Customer Order        |                             |        | Create Customer Order                               | 11.9.2.4                   | Full                           |   |

**Notes:**

## **THREE KEY CONSIDERATIONS**

THREE KEY CONSIDERATIONS

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**Notes:**

## HOW TO EXTEND/CONFIRM A FRAMEWORK IMPLEMENTATION

### ***INTRODUCTION: HOW TO EXTEND/CONFIRM A FRAMEWORK IMPLEMENTATION***

INTRODUCTION: HOW TO EXTEND/CONFIRM A FRAMEWORK  
IMPLEMENTATION

tmforum



How to Extend/Confirm an  
Framework Implementation

**Notes:**

## **SEMANTIC ANALYSIS: IDENTIFYING PROCESSES**

SEMANTIC ANALYSIS: IDENTIFYING PROCESSES

**tmforum**

### **Semantic Analysis**

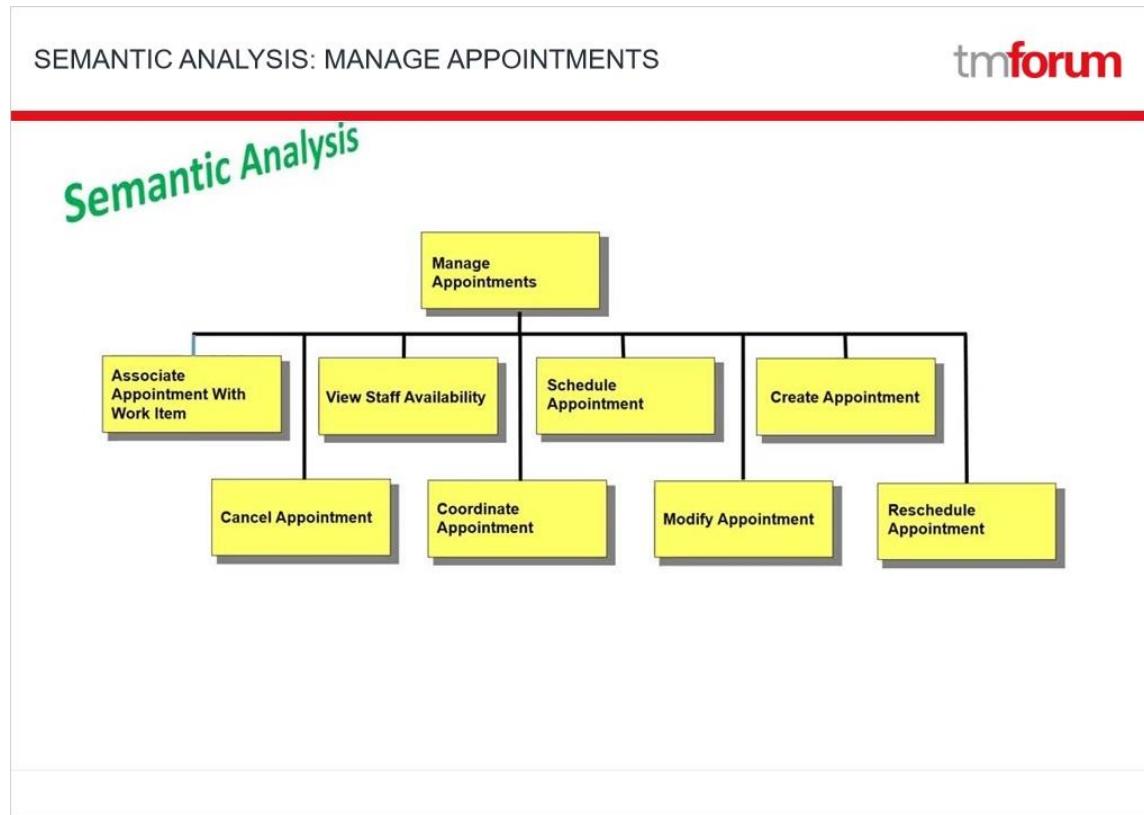
This process is responsible for managing the schedule of appointments which are formal arrangements with customers about planned site visits.

Appointments are associated with particular work items to be done. The responsibilities of the Manage Appointment Schedule process include the ability to view the availability of appropriate assignable staff as well as the ability to schedule an appointment. Both the viewing and the scheduling may be based on workforce availability and skill and not a specific person. Similarly, times can be windows of time (i.e. AM or PM) or a specific time. Manage Appointment Schedule scope includes the following:

- Creating and canceling appointments, including required coordination with the customer or request to CRM systems, for such coordination and updates
- In-flight modification, rescheduling, and cancellation of appointments.

**Notes:**

## **SEMANTIC ANALYSIS: MANAGE APPOINTMENTS (1 of 2)**



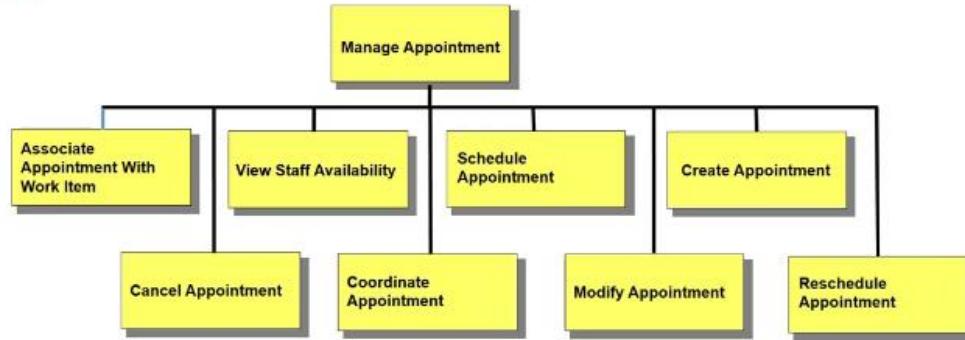
**Notes:**

## **SEMANTIC ANALYSIS: MANAGE APPOINTMENTS (2 of 2)**

SEMANTIC ANALYSIS: MANAGE APPOINTMENTS

**tmforum**

*Semantic Analysis*



**Notes:**

## **SEMANTIC ANALYSIS: USING REMAINING PROCESS TEXT**

SEMANTIC ANALYSIS: USING REMAINING PROCESS TEXT

tm**forum**

### **Semantic Analysis**

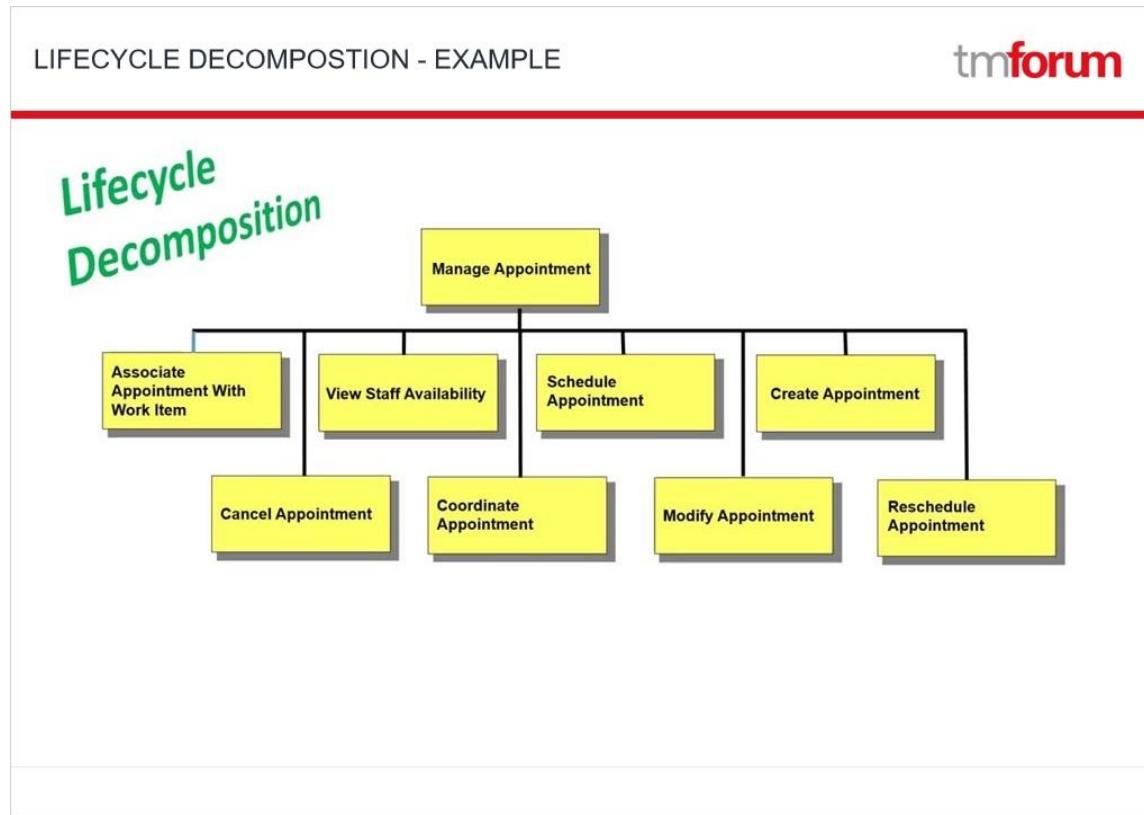
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- **Creating and canceling appointments, including required coordination with the customer or request to CRM systems, for such coordination and updates**
- **In-flight modification, rescheduling, and cancellation of appointments.**

**Notes:**

## LIFECYCLE DECOMPOSITION – EXAMPLE (1 of 2)



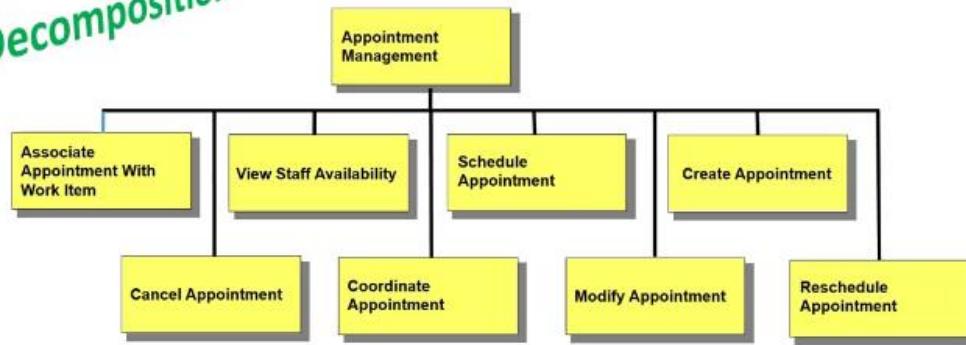
**Notes:**

## LIFECYCLE DECOMPOSITION – EXAMPLE (2 of 2)

LIFECYCLE DECOMPOSITION - EXAMPLE

tmforum

### Lifecycle Decomposition



Notes:

## LIFECYCLE DECOMPOSITION

LIFECYCLE DECOMPOSITION

tmforum

### Lifecycle Decomposition

strategic im  
a strategic i  
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ure, "sche  
'scenario'  
"scenario'



Gather/analyze  
Develop  
Deploy  
Assess  
Retire

Research/analyze  
Formulate/prepare  
Approve/commit  
Assess  
Retire



Issue/Create  
Analyze/diagnose  
Fix, monitor, correct  
Close

### Notes:

## ***CONFIRMING UPDATES AND EXTENSIONS***

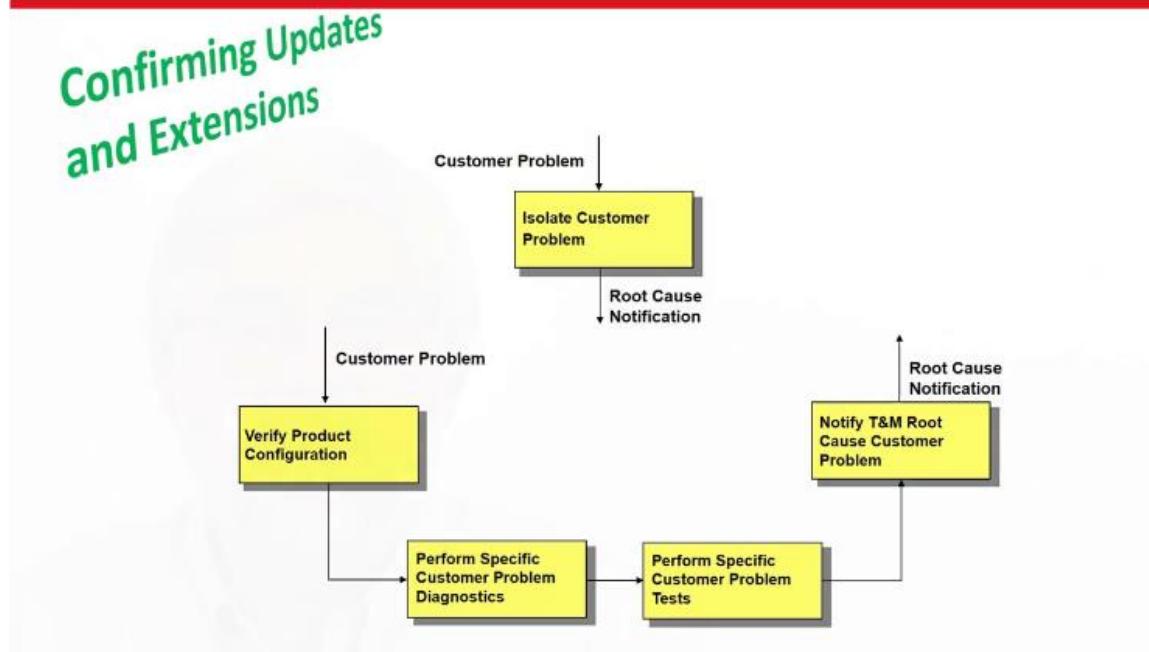


**Notes:**

## ***CONSISTENCY OF INPUTS, OUTPUTS AND GOALS***

CONSISTENCY OF INPUTS, OUTPUTS AND GOALS

**tmforum**



**Notes:**

## **ADDITIONAL GUIDANCE**

### ADDITIONAL GUIDANCE

**tmforum**



**Additional Guidance:**

- Retain the framework as a baseline
- Implement a subset of process areas
- Add core processes
- Promote task level processes
- Split task level processes
- Specialize processes

### **Notes:**

## EXTENDING/CONFIRMING THE FRAMEWORK EXERCISE

### *EXTENDING/CONFIRMING THE FRAMEWORK EXERCISE*



**Notes:**

***EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (1 of 11)***



**Notes:**

**EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (2 of 11)**

EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED  
SOLUTION

**tmforum**

**Advertising**

**Part 1**

**Extended Description:**

Advertising draws the market's attention to an enterprise typically for the purpose of inducing individuals and/or organizations to acquire an enterprise's product offerings. This is accomplished by using of various forms of media, such as print, web, and broadcasts. An advertisement may appear on partner sites or other forms of media a partner uses. It includes determining the audience for the advertisement, establishing a budget for the advertisement, planning which media to use, entering into agreements with one or more partners with whom the advertisement will be co-developed/sponsored and jointly used, and choosing a message to be conveyed by the advertisement. In addition drawing attention to a product offering, an advertisement may also be used to enhance the image of the enterprise or announce one or more new offerings.

**Notes:**

**EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (3 of 11)**

EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION

**tmforum**

**Advertising**

**Part 1**

**Extended Description:**

Advertising draws the market's attention to an enterprise typically for the purpose of inducing individuals and/or organizations to acquire an enterprise's product offerings. This is accomplished by using of various forms of media, such as print, web, and broadcasts. An advertisement may appear on partner sites or other forms of media a partner uses. It includes determining the audience for the advertisement, establishing a budget for the advertisement, planning which media to use, entering into agreements with one or more partners with whom the advertisement will be co-developed/sponsored and jointly used, and choosing a message to be conveyed by the advertisement. In addition drawing attention to a product offering, an advertisement may also be used to enhance the image of the enterprise or announce one or more new offerings.

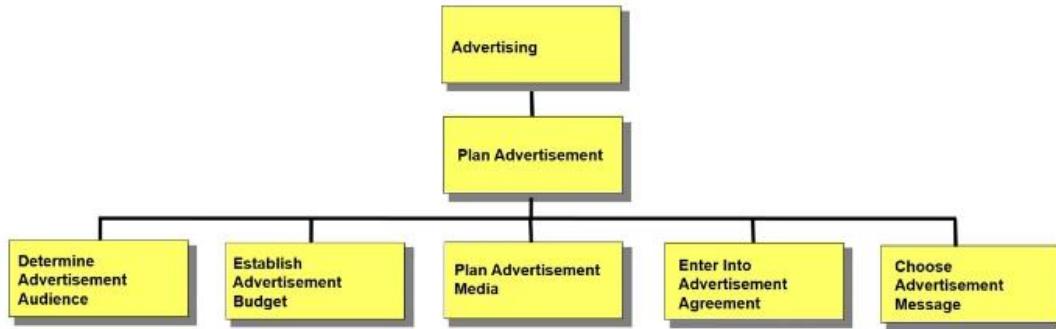
**Notes:**

***EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (4 of 11)***

EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED  
SOLUTION

**tmforum**

**Part 1**



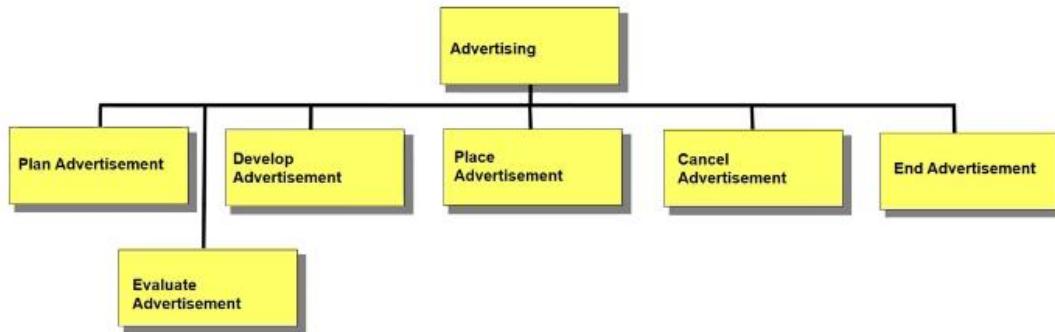
**Notes:**

***EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (5 of 11)***

EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED  
SOLUTION

**tmforum**

**Part 2**



**Notes:**

## **EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (6 of 11)**

EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED  
SOLUTION

**tmforum**

### **Brand Management**

#### **Extended Description:**

Brand Management **creates a name, symbol or design** that identifies and differentiates an enterprise's product offering and/or offerings from its others product offering(s) and similar offerings available from other enterprises, including competitors. The goal is to increase the perceived value of the brand over time. To do so may include **co-branding with a partner**. It **develops a strategic plan** to maintain brand equity or gain brand value. This requires a comprehensive **understanding of the brand**, its **target market** and an **enterprise's overall vision**. It includes the **analysis** and **planning** on how the **brand is perceived** in the market, including endorsements by individuals and organizations that are obtained via social media, an enterprise's web site, or publications. **Comparisons of an enterprise's brand to competitor's brands** are also performed.

**Plan (entire phrase)**

**Acquire**

**Part 1**

**Acquire**

**Plan**

**Plan**

**Use**

**Notes:**

**EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (7 of 11)**

EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED  
SOLUTION

**tmforum**

**Part 1**

Brand Management **creates a name, symbol or design** that identifies and differentiates an enterprise's product offering and/or offerings from its others product offering(s) and similar offerings available from other enterprises, including competitors. **The goal is to increase the perceived value of the brand over time.** To do so may include **co-branding with a partner**. It **develops a strategic plan** to **maintain brand equity or gain brand value**. This requires a comprehensive **understanding** of the **brand**, its **target market** and an **enterprise's overall vision**. It includes the **analysis and planning** on how the **brand is perceived in the market**, including endorsements by individuals and organizations that are obtained via social media, an enterprise's web site, or publications. **Comparisons of an enterprise's brand to competitor's brands** are also performed.

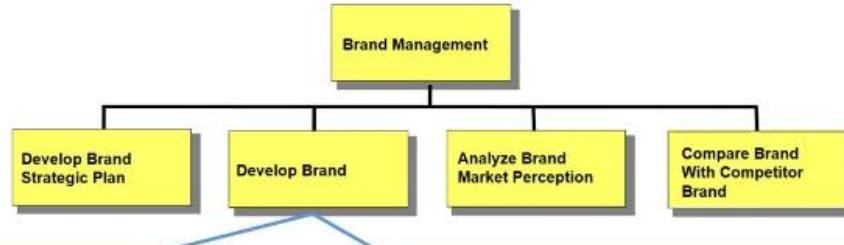
**Notes:**

**EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (8 of 11)**

EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED  
SOLUTION

**tmforum**

**Part 1**



Create a name, symbol, or design that identifies and differentiates an enterprise's product offering and/or offerings from its others product offering(s) and similar offerings available from other enterprises, including competitors. Co-brand With Partner if desired. The goal is to increase the perceived value of the brand over time.

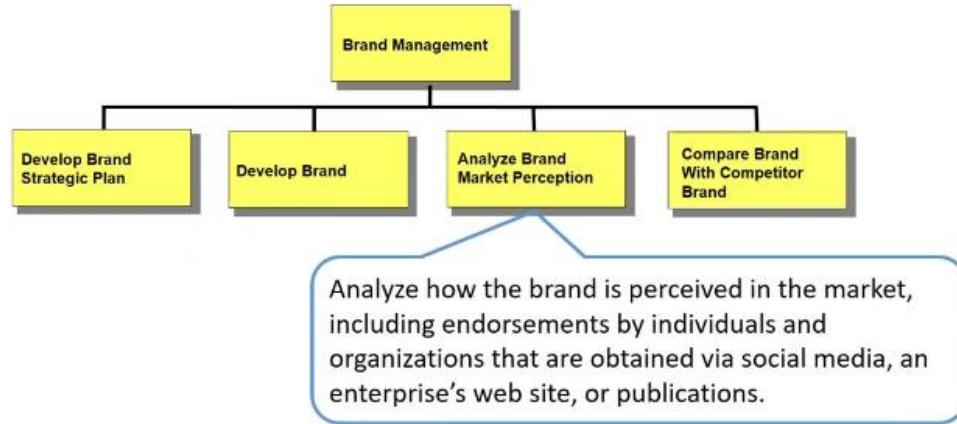
**Notes:**

**EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (9 of 11)**

EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED  
SOLUTION

**tmforum**

**Part 1**



**Notes:**

## ***EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (10 of 11)***

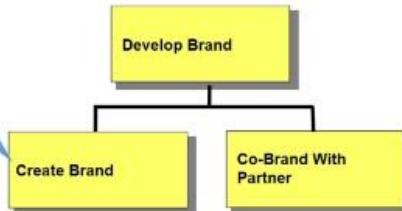
EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION

**tmforum**

**Part 1**



Create a name, symbol, or design that identifies and differentiates an enterprise's product offering and/or offerings from its others product offering(s) and similar offerings available from other enterprises, including competitors. The goal is to increase the perceived value of the brand over time.



**Notes:**

***EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED SOLUTION (11  
of 11)***

EXTENDING/CONFIRMING THE FRAMEWORK SUGGESTED  
SOLUTION

tmforum

Part 2



**Notes:**

## WRAP UP

### WRAP UP

The slide features a red header bar with the word "WRAP UP" on the left and the "tmforum" logo on the right. Below the header is a large white area containing text about the module's content. At the bottom is a grey footer bar with two buttons: "RESTART" on the left and "EXIT MODULE" on the right.

This wraps up the fourth module, where you saw how to begin adopting the framework to become your enterprise's process model, how to extend and confirm the framework to satisfy your enterprise specific process requirements, and an exercise that allowed you to practice extending and confirming extensions on your own.

**RESTART**    **EXIT MODULE**

#### Notes:

## BUSINESS PROCESS FRAMEWORK FUNDAMENTALS - MODULE 5

### INTRODUCTION

#### ***BUSINESS PROCESS FRAMEWORK USES***

**tmforum**

# CONFORMANCE TO THE FRAMEWORK

In this module we will look at what it means to be conformant and we will conclude this module by showing you a case study.



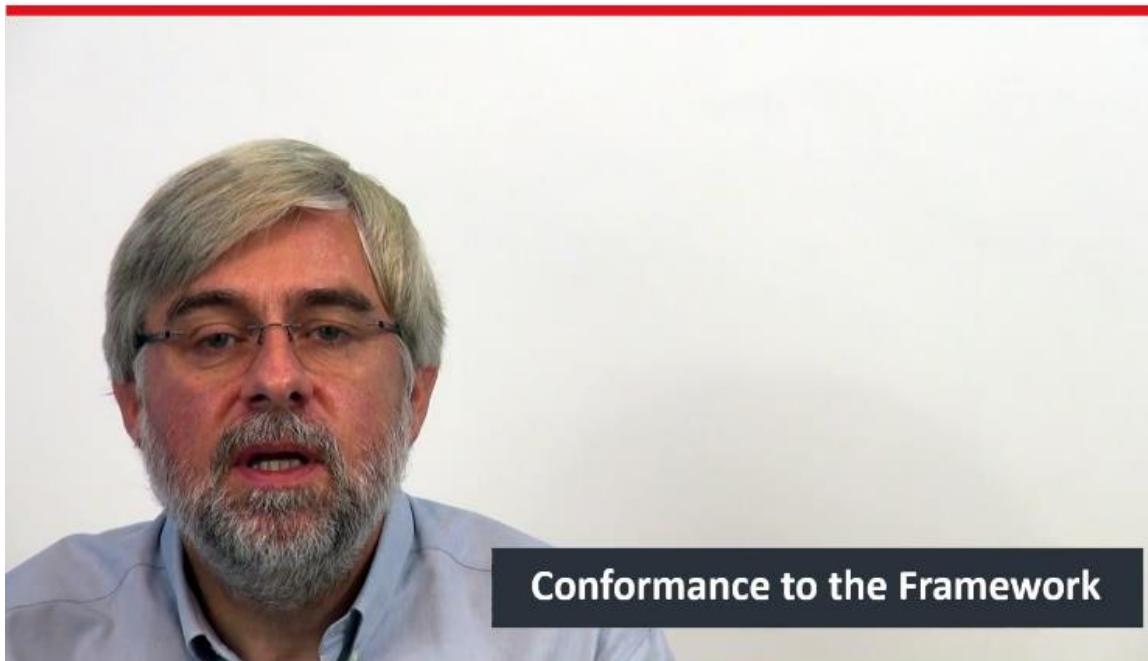
Click the NEXT button to continue throughout this course

**Notes:**

## ***CONFORMANCE TO THE FRAMEWORK INTRODUCTION***

CONFORMANCE TO THE FRAMEWORK INTRODUCTION

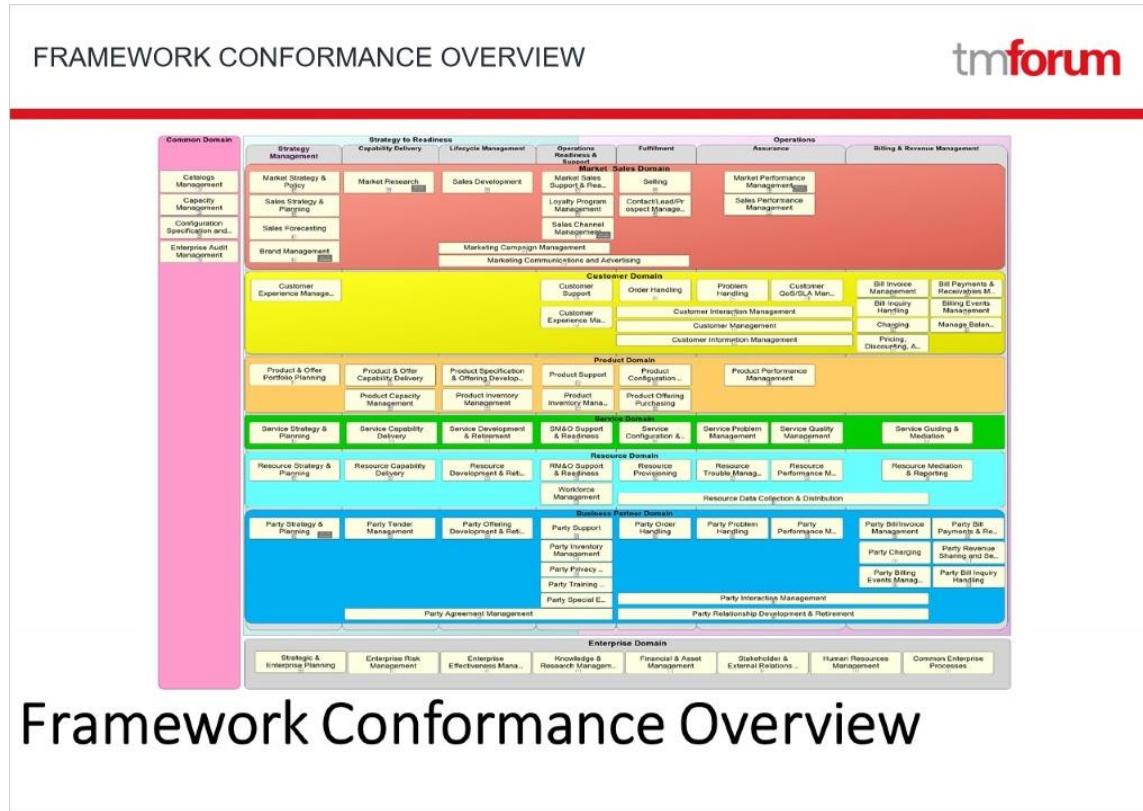
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**Notes:**

## FRAMEWORK CONFORMANCE OVERVIEW

### FRAMEWORK CONFORMANCE OVERVIEW (1 of 2)

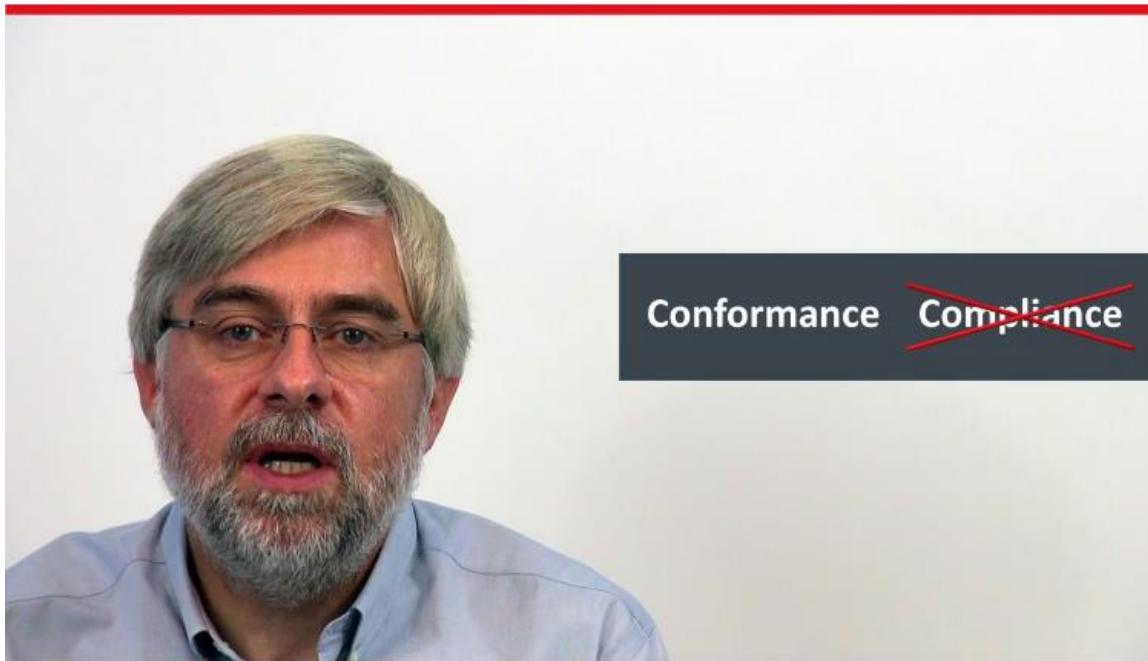


Notes:

## **FRAMEWORK CONFORMANCE OVERVIEW (2 of 2)**

FRAMEWORK CONFORMANCE OVERVIEW

**tmforum**

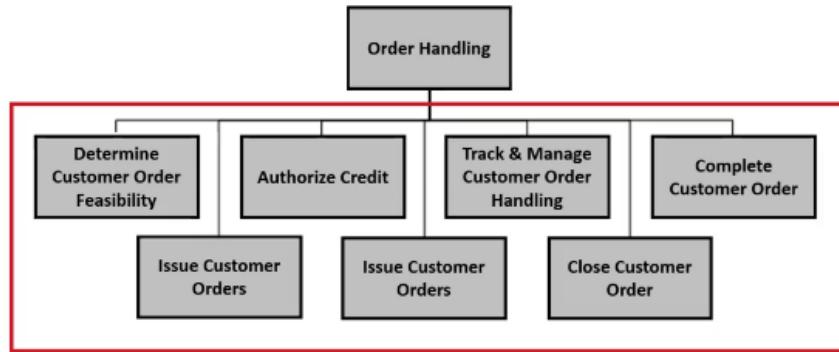


**Notes:**

## ***DECOMPOSITION FOR THE CORE PROCESS ORDER HANDLING***

DECOMPOSITION FOR THE CORE PROCESS ORDER HANDLING

**tm**forum



**Notes:**

## **DETAILED MAPPING TO THE TRACK CUSTOMER ORDER PROCESS EXAMPLE**

### DETAILED MAPPING TO THE TRACK CUSTOMER ORDER PROCESS EXAMPLE



#### **Level 4 Process Mapping Details** **3.3.3.2 Track Customer Order**

##### **Brief Description**

Undertake necessary tracking of the execution process. AM

( [\[PS TSOM\]](#), 5.2 Customer and Service Orders)

( [\[PS TSOM\]](#), 5.2.1 Order Statuses)

Modify the customer order status. AM

( [\[PS TSOM\]](#), 5.2.1 Order Statuses)

( [\[PS TSOM\]](#), 5.2.2 Order Item Statuses)

Modify the jeopardy status of customer orders, escalating customer orders as necessary. AM

*System allows users to prepare reports for orders that are not completed within their normal duration.*

( [\[AOS TSOM\]](#), 2.1 Detecting Problematical Orders)

##### **Extended description**

*Not used for this process element.*

#### **Notes:**

## **CONFORMANCE SCORES**

### CONFORMANCE SCORES



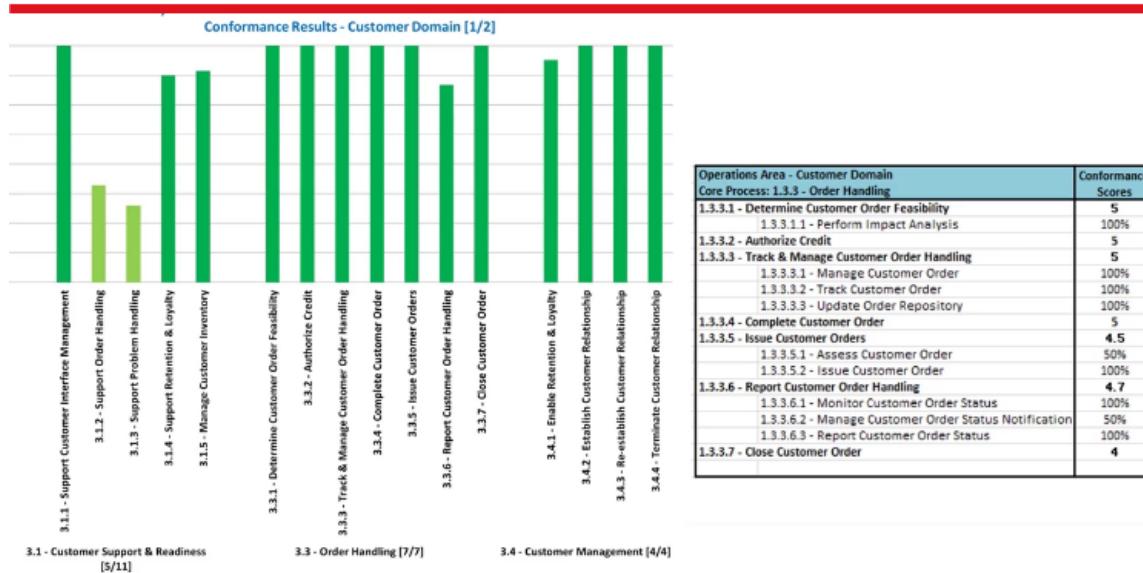
| Framework xx.x Conformance Certification (Product/Solution/Implementation) |  |  |
|--|--|--|
| Business Process Framework (eTOM) – Conformance Score Methodology          |  |  |
| Process Level  | Conformance Score  | Qualifier  |
| Level 1 Domain   | Not applicable   | Conformance Assessment shall not be carried out at this process level.   |
| Level 2/3/4 Core Process   | Not applicable   | A conformance level is not awarded is not awarded to level 2/3/4 core processes in Framework Certification. The Certification Report shall highlight the coverage within a core process submitted in scope for an Assessment, in terms of number of tasks submitted for assessment out of the total number defined in the Business Process Framework for the core process in scope.  |
| Task (Level 3 and below)   | Conformance Score is awarded between 3.1 & 5.0                   | A Conformance Score is awarded for each task submitted in scope for the Assessment. The Conformance Score awarded can be a value between 3.1* & 5 depending on the achieved level of support in the constituent sub-tasks. Each sub-task can achieve either of the following scores: 0%, 25%, 50%, 75% or 100%. This depends on the demonstrated level of support to the implied sub-tasks within their semantic definition. If a task in scope has no sub-tasks, its score will then be calculated according to demonstrated level of support to the implied sub-tasks within its semantic definition. A task being assessed is actually the highest level task under a core process. |
| Sub-Task (Level 4 and below)   | Level of conformance is calculated as input to parent Task Score | Level of conformance are calculated for Sub-Tasks according to demonstrated support to the individual implied sub-tasks in its semantic definition. Sub-Task scores are summed and averaged to give an overall score for the parent Task.  |

---

#### Notes:

## CONFORMANCE RESULTS

### CONFORMANCE RESULTS



### Notes:

## FRAMEWORK CONFORMANCE CASE STUDY

### FRAMEWORK CONFORMANCE CASE STUDY



#### Notes:

## WRAP UP

The slide features a red header bar with the text "WRAP UP" on the left and the "tmforum" logo on the right. Below the header is a large white area containing a summary of the module's content. At the bottom is a grey footer bar with two buttons: "RESTART" on the left and "EXIT MODULE" on the right.

This wraps up the fifth module, where you learned what it means to be conformant to the Business Process Framework processes and saw a case study that describes the importance of conformance.

**RESTART**    **EXIT MODULE**

**Notes:**

## BUSINESS PROCESS FRAMEWORK FUNDAMENTALS - MODULE 6

### INTRODUCTION

#### **BUSINESS PROCESS FRAMEWORK USES**

**tmforum**

# THE FRAMEWORK AND OTHER INDUSTRY PROCESS MODELS

In this module you will learn about other industry process models that may be used in conjunction with the Business Process Framework and/or to extend the framework.



Click the NEXT button to continue throughout this course

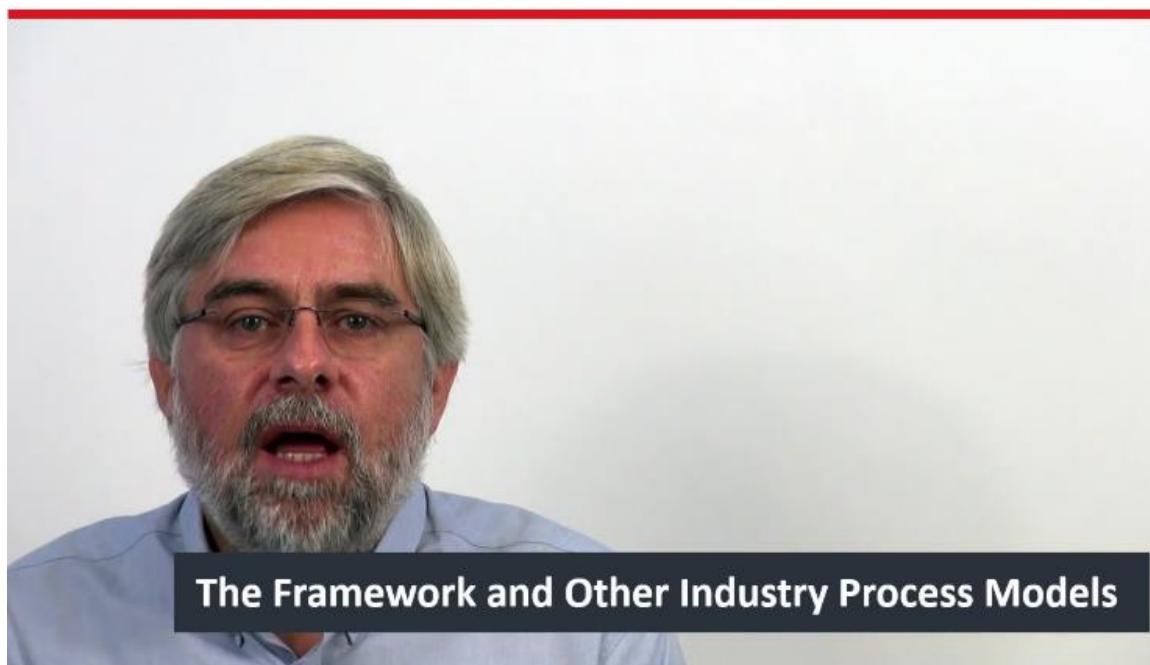
**Notes:**

## **THE FRAMEWORK AND OTHER INDUSTRY PROCESS MODELS**

### **INTRODUCTION**

THE FRAMEWORK AND OTHER INDUSTRY PROCESS MODELS  
INTRODUCTION

**tmforum**

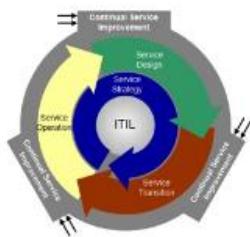


**Notes:**

## OVERVIEW

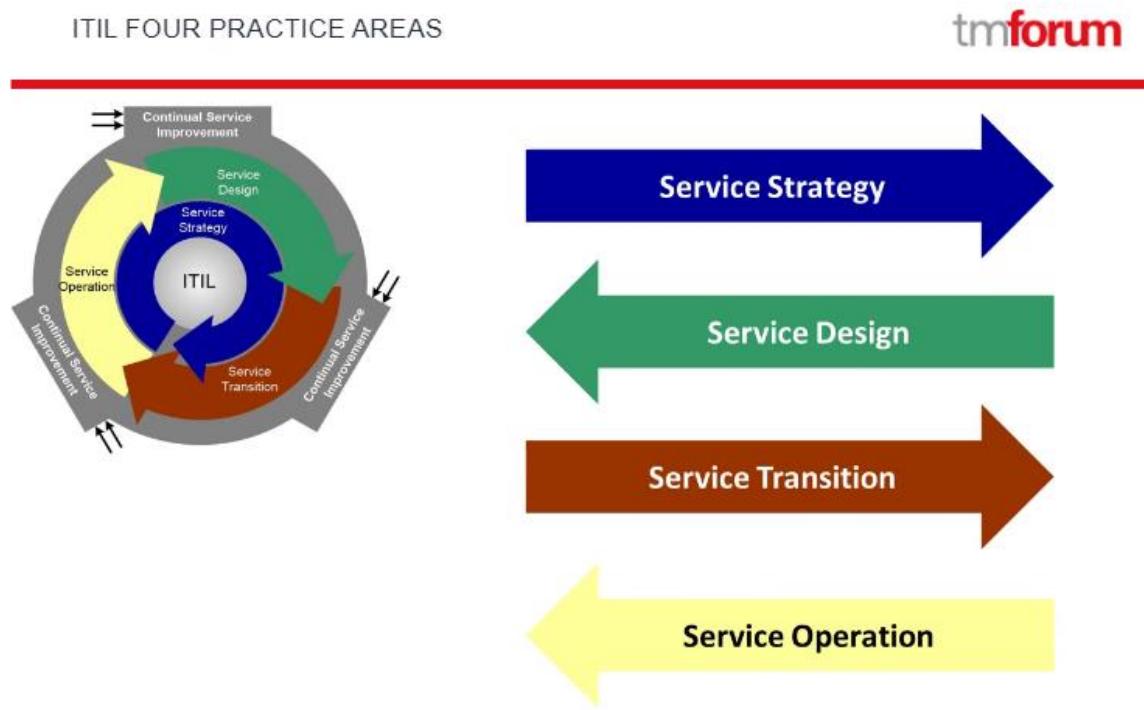
## **THE FRAMEWORK AND OTHER INDUSTRY PROCESS MODELS OVERVIEW**

## THE FRAMEWORK AND OTHER INDUSTRY PROCESS MODELS OVERVIEW



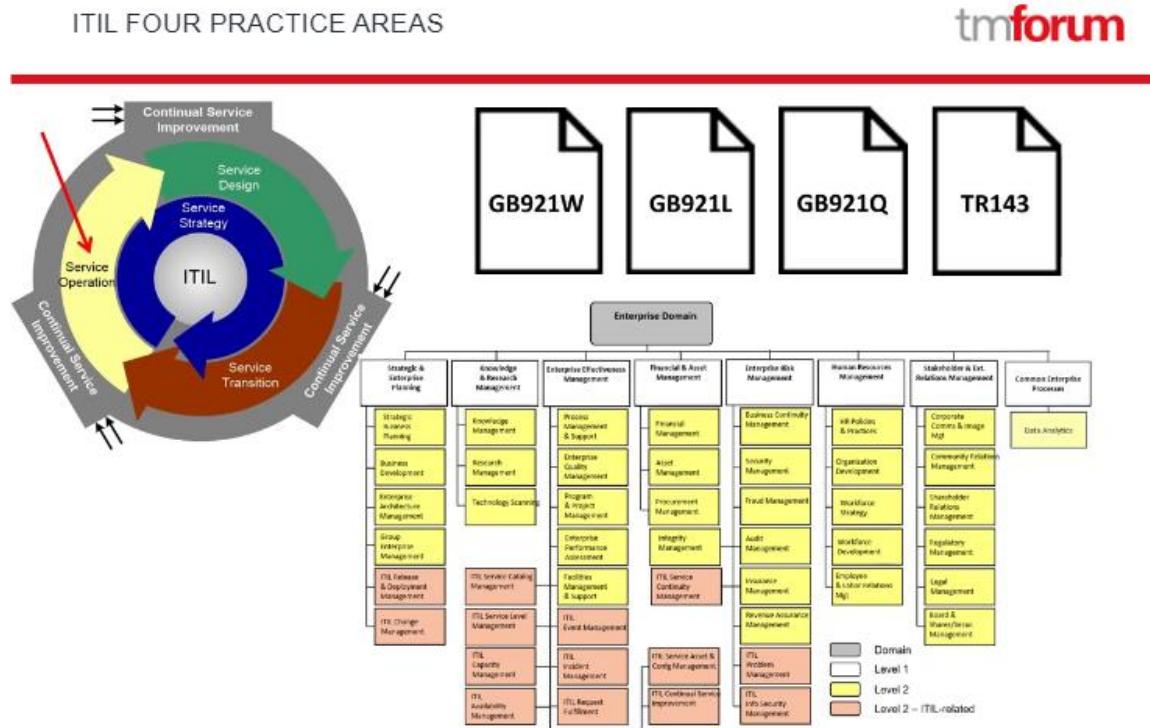
## Notes:

## **ITIL FOUR PRACTICE AREAS (1 of 2)**



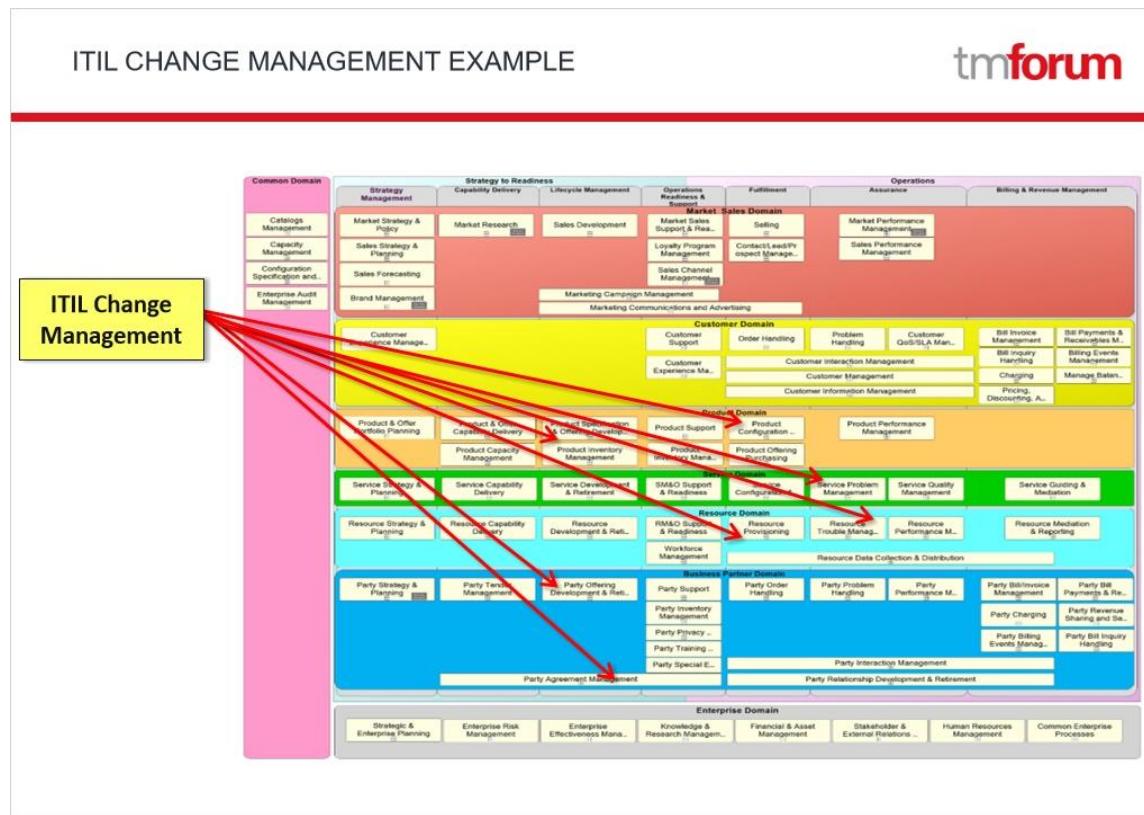
**Notes:**

## ITIL FOUR PRACTICE AREAS (2 of 2)



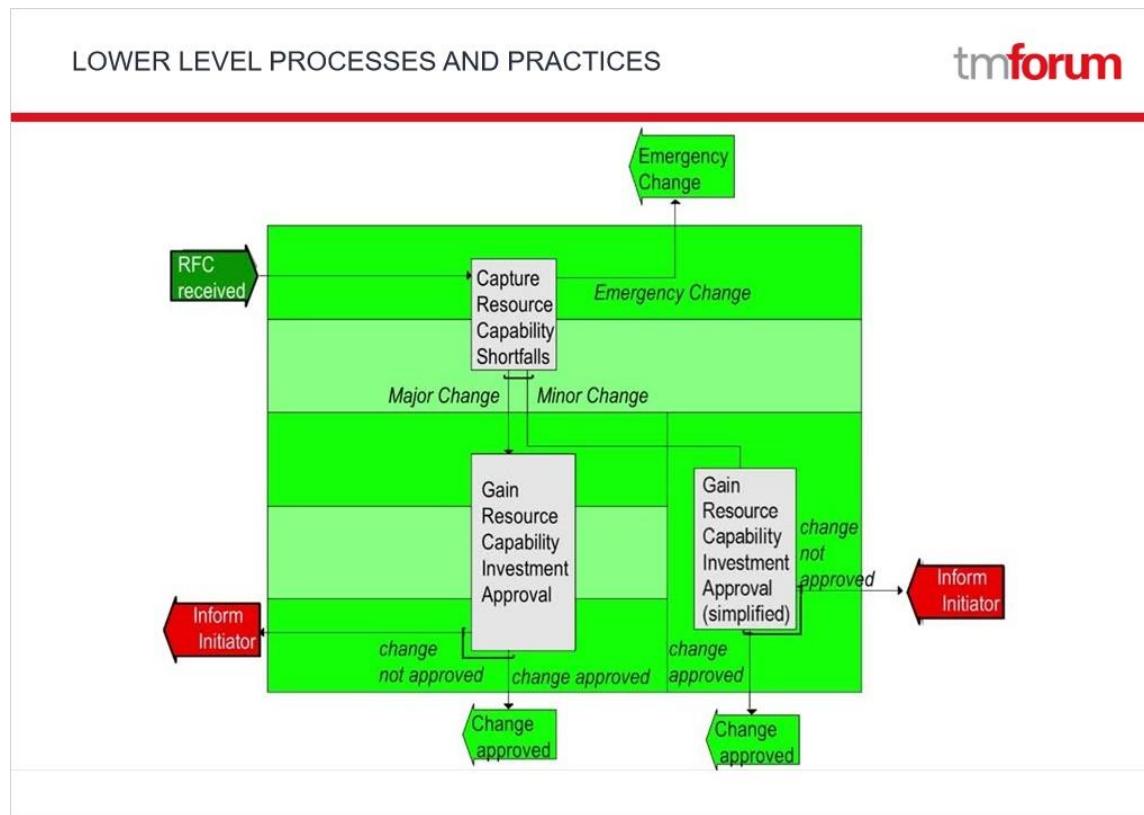
**Notes:**

## ITIL CHANGE MANAGEMENT EXAMPLE



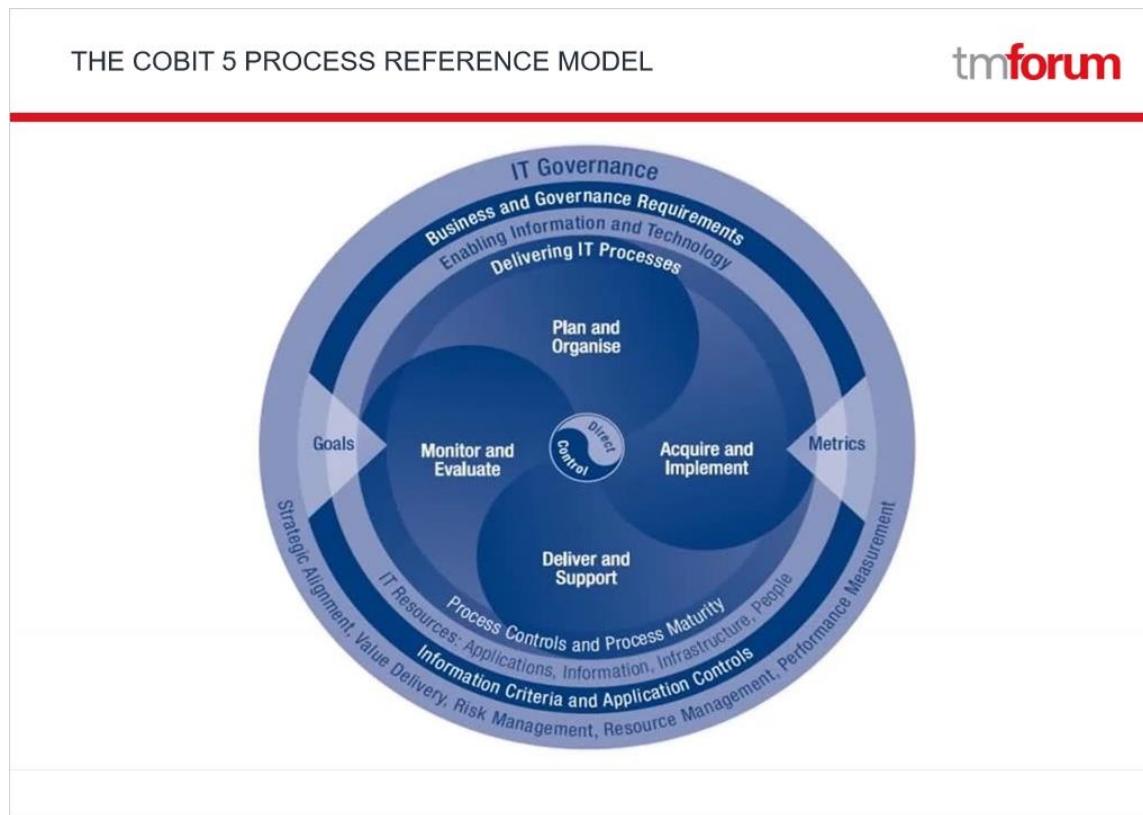
Notes:

## LOWER LEVEL PROCESSES AND PRACTICES



Notes:

## THE COBIT 5 PROCESS REFERENCE MODEL

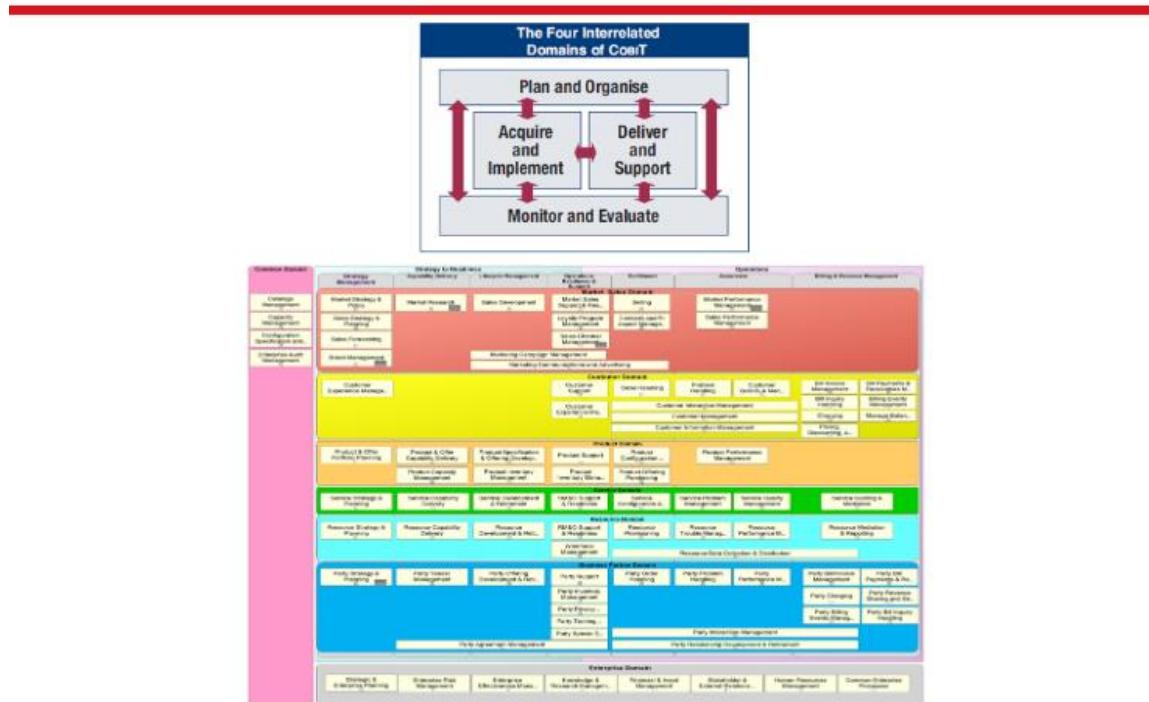


**Notes:**

## **EXAMPLE MAPPINGS (1 of 2)**

### EXAMPLE MAPPINGS (1 of 2)

**tmforum**

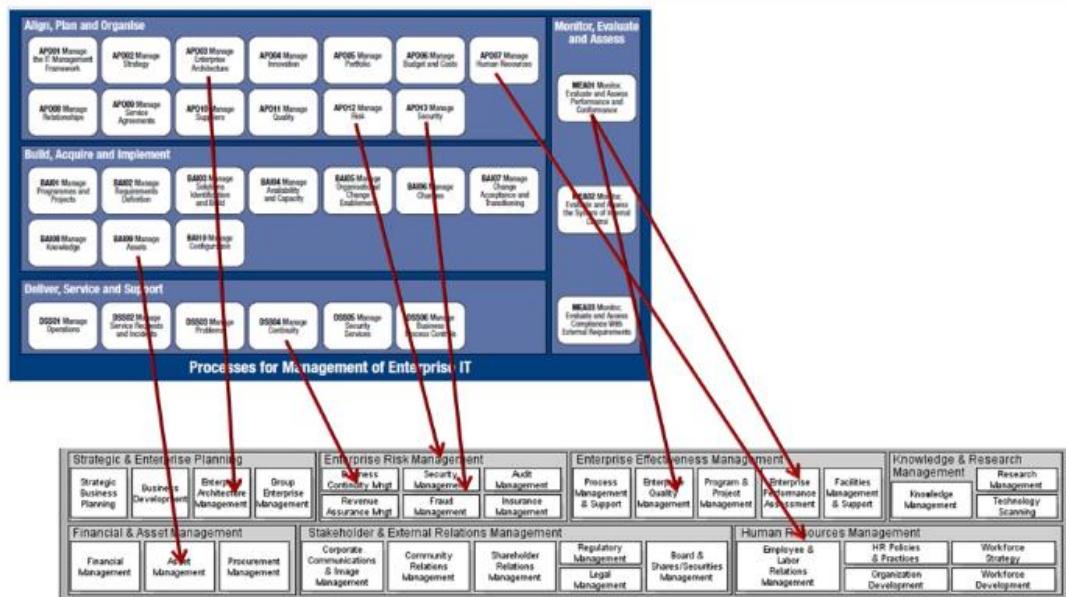


**Notes:**

## EXAMPLE MAPPINGS (2 of 2)

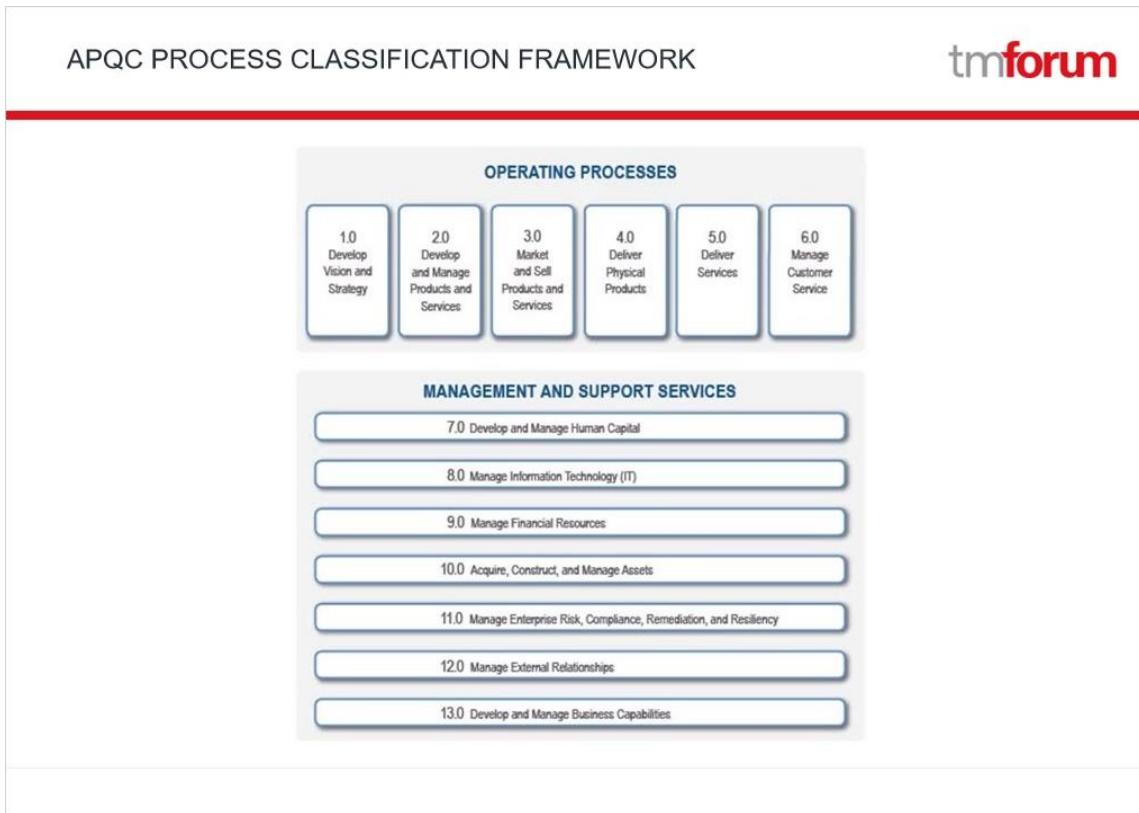
### EXAMPLE MAPPINGS (2 of 2)

**tmforum**



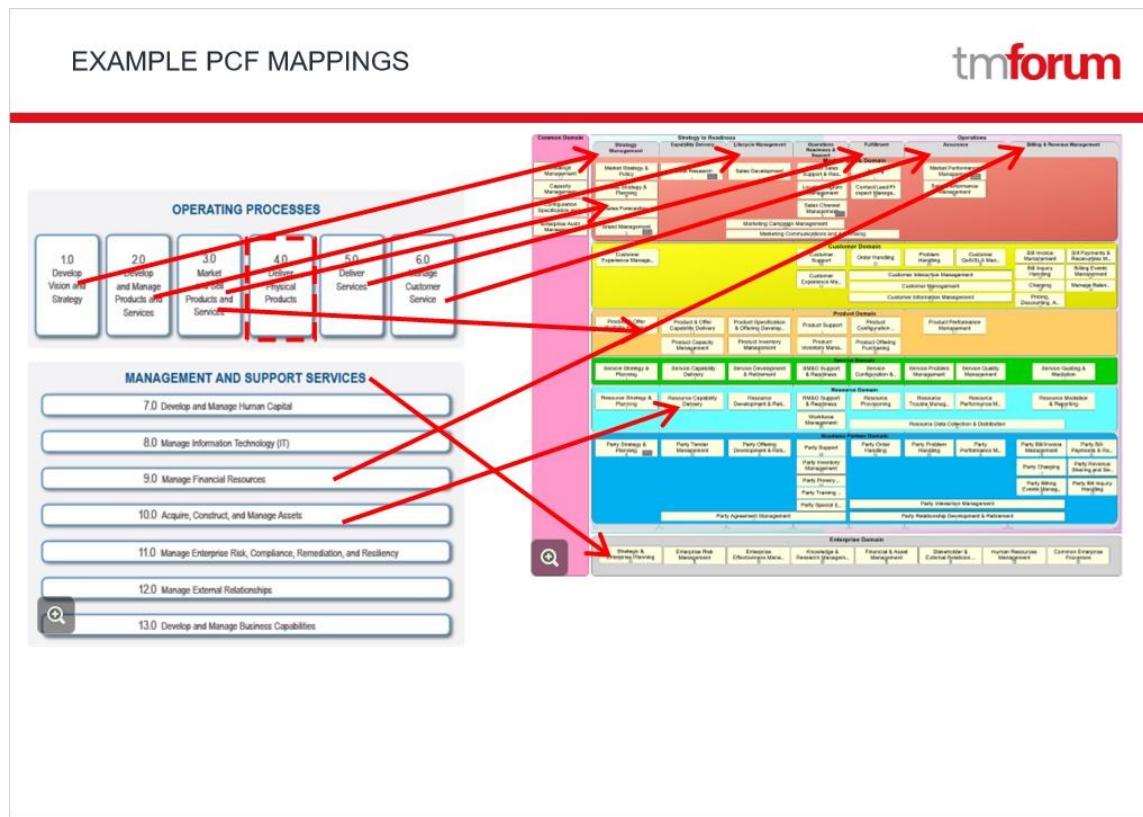
### Notes:

## APQC PROCESS CLASSIFICATION FRAMEWORK



**Notes:**

## EXAMPLE PCF MAPPINGS



### Notes:

## **DEVELOP AND MANAGE PRODUCTS AND SERVICES DECOMPOSITION**

DEVELOP AND MANAGE PRODUCTS AND SERVICES  
DECOMPOSITION



### **2.0 Develop and Manage Products and Services (10003)**

#### **2.1 Govern and manage product/service development program (19696)**

##### **2.1.1 Manage product and service portfolio (10061)**

2.1.1.1 Evaluate performance of existing products/services against market opportunities (10063)

2.1.1.2 Confirm alignment of product/service concepts with business strategy (10066)

2.1.1.3 Prioritize and select new product/service concepts (10074)

2.1.1.4 Plan and develop cost and quality targets (10073)

2.1.1.5 Specify development timing targets (10075)

2.1.1.6 Plan for product/service offering modifications (10076)

##### **2.1.2 Manage product and service life cycle (10067)**

2.1.2.1 Develop plan for new product/service development and introduction/launch (16824)

2.1.2.2 Introduce new products/services (10077)

2.1.2.3 Retire outdated products/services (10078)

2.1.2.4 Identify and refine performance indicators (10079)

2.1.2.5 Conduct post launch review (11423)

2.1.2.5.1 Carry out post launch analytics to test the acceptability in the market (19646)

2.1.2.5.2 Review market performance (11424)

2.1.2.5.3 Review effectiveness of supply chain and distribution network (11425)...

### **Notes:**

## **SUPPLY CHAIN OPERATIONS REFERENCE (SCOR) MODEL (1 OF 2)**

SUPPLY CHAIN OPERATIONS REFERENCE (SCOR) MODEL  
(1 OF 2)

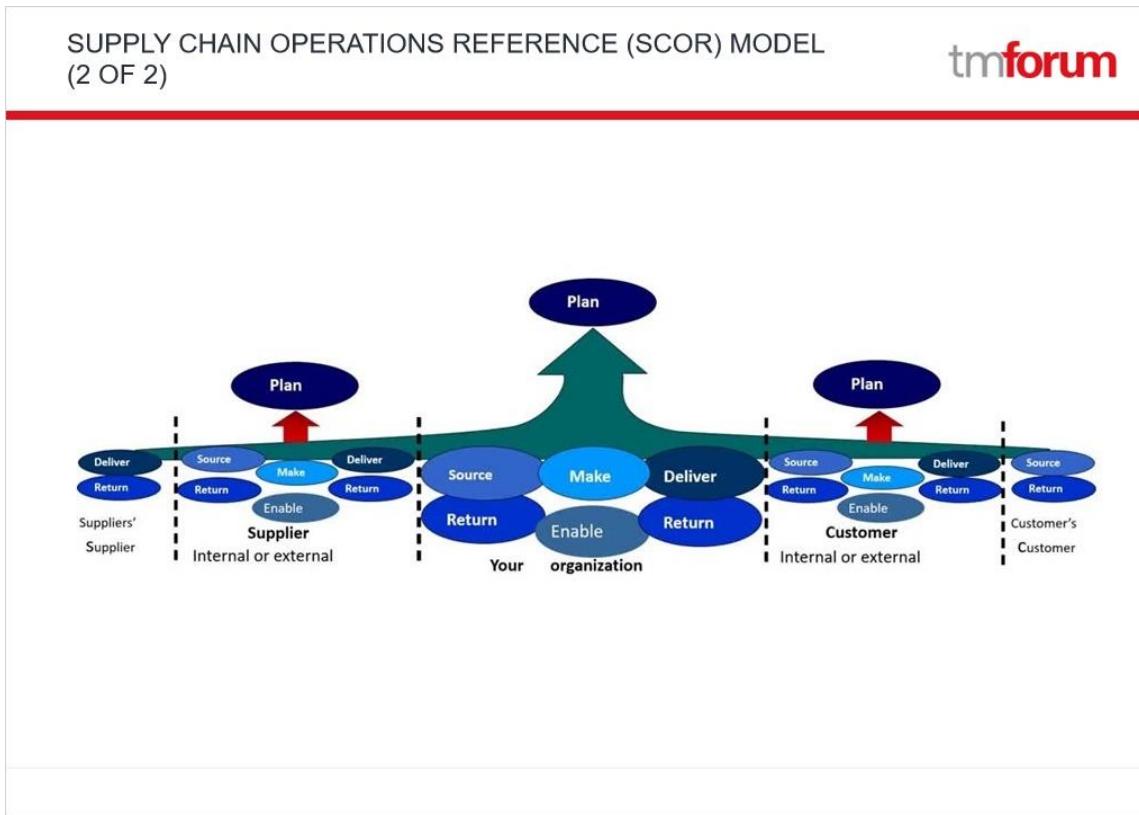
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The diagram illustrates the SCOR model structure. On the left, a blue rounded rectangle contains a small image of three SCOR books and the text "Supply chain operations reference model". To the right, four teal-colored rounded rectangles are stacked vertically, each representing a component of the model:

- Product and process design (DCOR)
- Sales and support (CCOR)
- Management for supply chain (M4SC)
- Product life cycle operations reference (PLCOR)

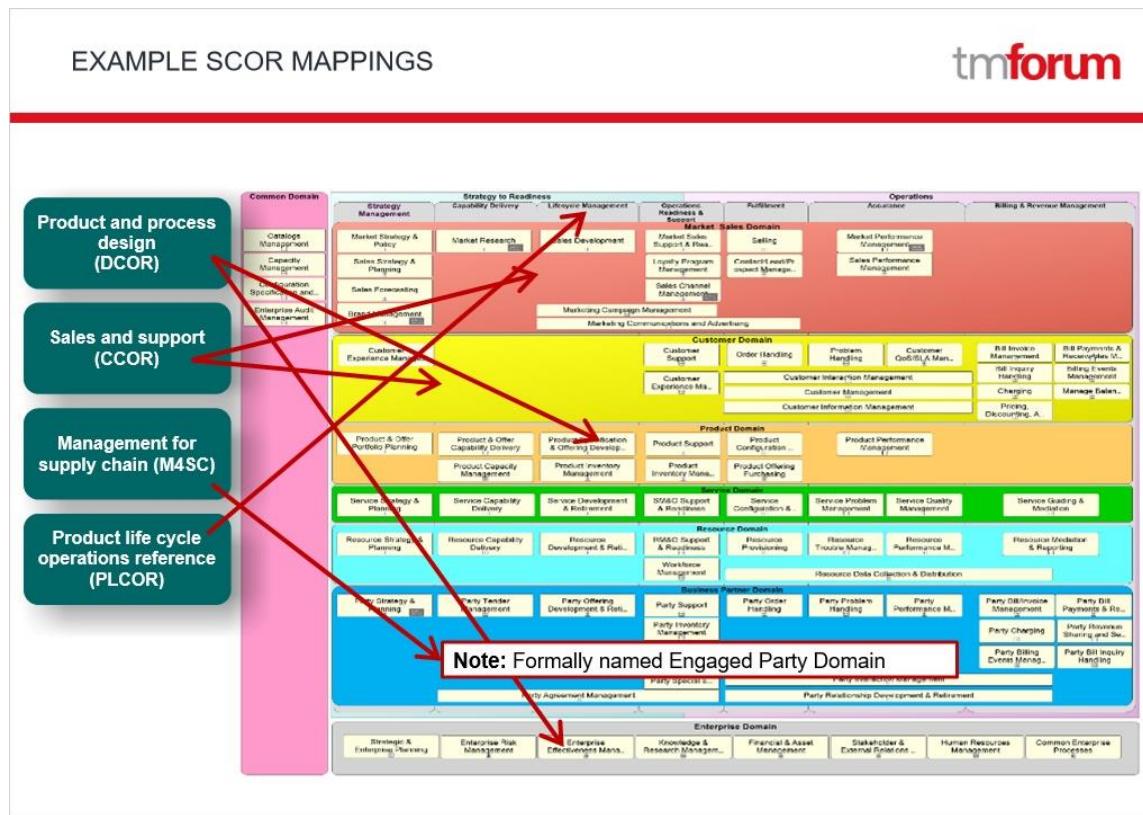
**Notes:**

## SUPPLY CHAIN OPERATIONS REFERENCE (SCOR) MODEL (2 OF 2)



Notes:

## EXAMPLE SCOR MAPPINGS



**Notes:**

## WRAP UP

### WRAP UP

The slide features a red header bar with the word "WRAP UP" on the left and the "tmforum" logo on the right. Below the header is a large white area containing text about the module's content. At the bottom is a grey footer bar with two buttons: "RESTART" on the left and "EXIT MODULE" on the right.

This wraps up the sixth module, in this module you learned about four other industry models that could be used to extend and enhance the Business Process Framework. **ITIL** provided best practice, **COBIT** and **PCF** provided processes and **SCOR** provided a combination of processes and best practices.

**RESTART**    **EXIT MODULE**

#### Notes:

## BUSINESS PROCESS FRAMEWORK FUNDAMENTALS - MODULE 7

### INTRODUCTION

#### WORKSHOP WRAP-UP

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# Workshop Wrap-up

This course began with a short overview of the framework after which you learned about the structure of the framework. Next, you learned about one of its most common uses and then the course concluded with a look at some other industry process models that could be used in conjunction with the Business Process Framework.



Click the **NEXT** button to continue throughout this course

#### Notes:

## COURSE SUMMARY

### **BUSINESS PROCESS FRAMEWORK FUNDAMENTALS SUMMARY**

BUSINESS PROCESS FRAMEWORK FUNDAMENTALS SUMMARY

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**Notes:**

## **CONGRATULATIONS**

CONGRATULATIONS...



...on completing this TM Forum training course. You are now equipped with an understanding of one of the most well-known and widely adopted standards in our industry. You are also now ready to progress your learning journey to more in-depth courses on the components of Frameworkx, and wider, related topics:

- Business Process Framework (**eTOM**) Practitioners Course
- Information Framework (**SID**)
- Application Framework (**TAM**)
- Revenue Assurance and Billing
- Customer Centricity
- Transition to Virtualized Networks
- Digital Maturity & Transformation
- Digital Business Ecosystem



Simply complete the feedback survey in the next module and you'll have the option to download and print your **\*course completion certificate**.

**NOTE:** \*The course completion certificate attests to completion only of this course and should not be confused with a Knowledge/exam certification, which must be completed separately.

### **Notes:**

## ***CERTIFICATION***

CERTIFICATION

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Having completed this course, you would be eligible to attempt the related Knowledge Certification exam.

The certification exam is free to TM Forum members and they will be enrolled within one week of course completion, while non-members may contact [education@tmforum.org](mailto:education@tmforum.org) to arrange exam purchase and enrolment.

Candidates will have a 30-day period in which to take the 40 question / multiple-choice exam, at their convenience. Once launched, the candidate will have one hour to submit their exam.

More details on TM Forum Certification can be found here: <https://www.tmforum.org/training-certification/career-certification/>

### **Notes:**

## FURTHER INFORMATION

### FURTHER INFORMATION



The TM Forum Training Team hope that you found this course enjoyable and useful. You can contact us via [education@tmforum.org](mailto:education@tmforum.org).

For further information about the framework, refer to the Business Process Framework (eTOM) pages on the TM Forum website here: <https://www.tmforum.org/business-process-framework/>

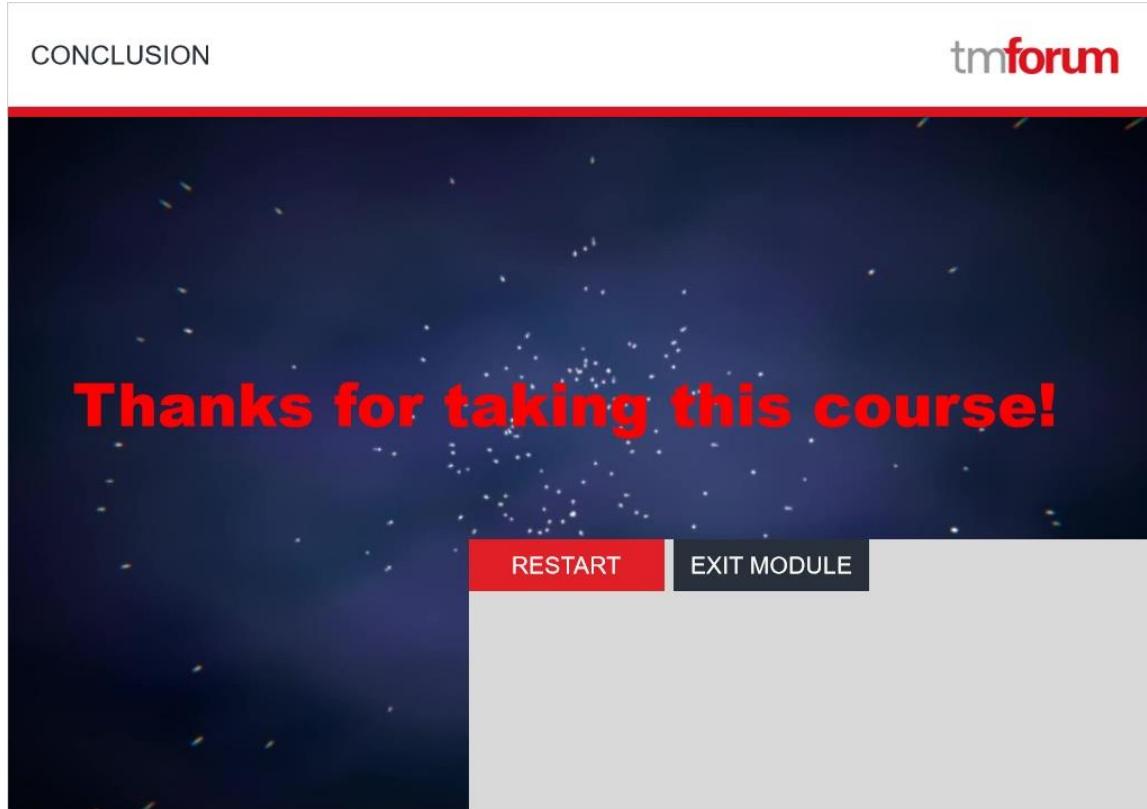
Advanced training and coaching is available for Frameworx and associated topics. Select further training courses here: <https://www.tmforum.org/training-certification/>

You can learn about TM Forum's collaboration communities and join in [here](#).

### Notes:

## CONCLUSION

### CONCLUSION



**Notes:**