



ERICSSON

# ASSEMBLE PROVEN COMPONENTS FOR FASTER TIME-TO-REVENUE

Ericsson Catalog Manager

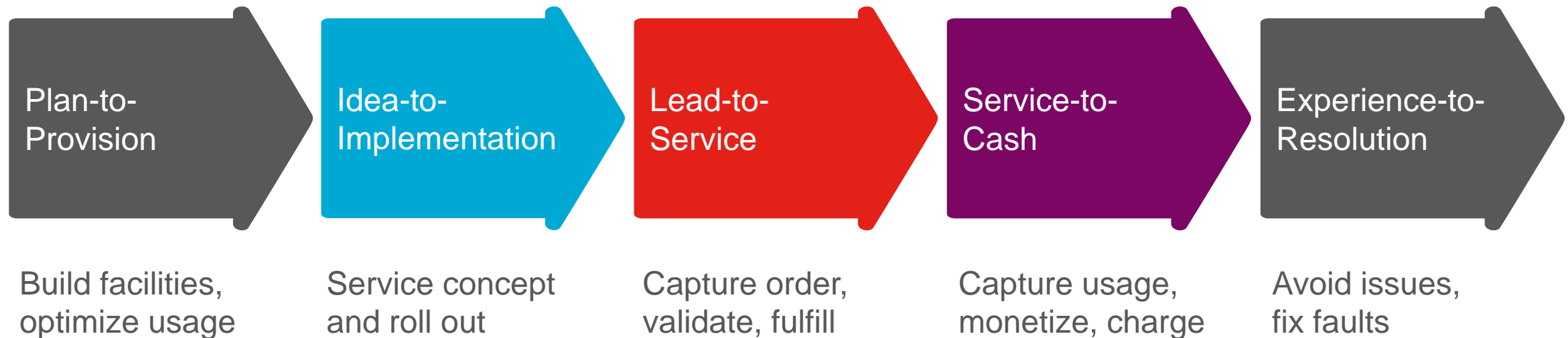
# WHAT IF YOU COULD...



- › Reduce the time to launch a new service from:



# OPERATIONAL PROCESSES



# PROCESSES INEFFICIENCIES

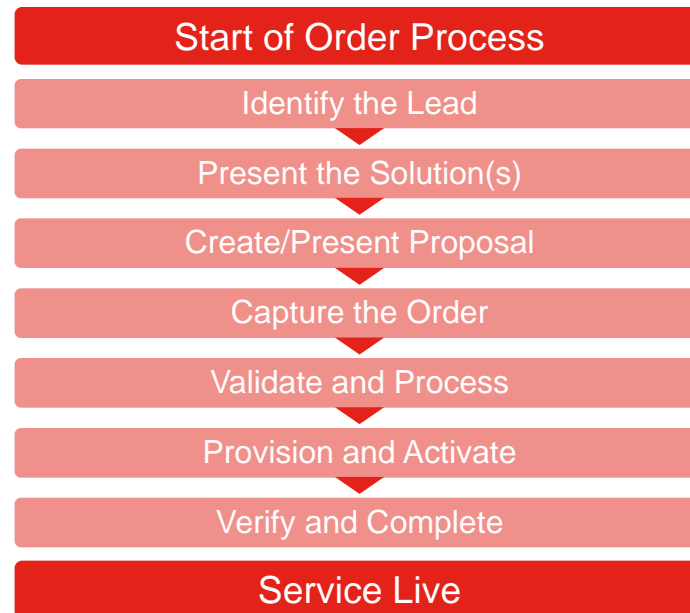


## Idea-to-Implementation Process



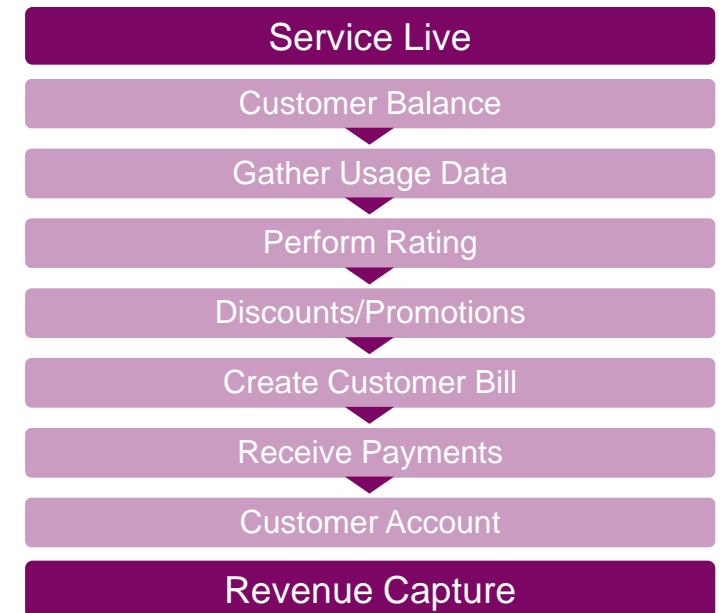
- › Inconsistent view of ideas
- › Long, costly development cycle
- › Limited ability to offer personalization
- › Reinventing the wheel
- › Limited visibility of third-party systems
- › High rework for variants
- › Delays, unrealized revenues
- › Inflexible offers, limited choices

## Lead-to-Service Process



- › Inconsistent offer understanding, delayed quotes
- › Manual coordination with third parties causes pricing errors
- › Workflows are inconsistent from offer to offer
- › Service requirements not properly tied to offer
- › Poor visibility of order status
- › Solution will not scale

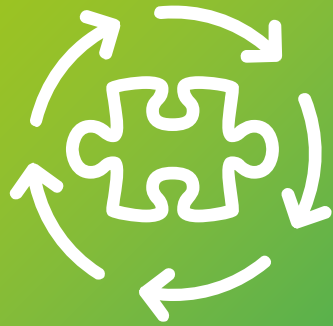
## Service-to-Cash Process



- › Rules not properly represented in multiple rating/billing/charging systems
- › Customer information does not properly make its way into downstream systems
- › Service issues cannot be tied back to customer

# HOW DO WE HELP?

Reduced time to market plus fulfillment reliability



Reusable  
Components

- › Quickly, systemically turn ideas into realized offerings



Federated,  
Consistent View of  
All Offerings

- › Align information: product, service, resource
- › Unify sales channels and third-party providers



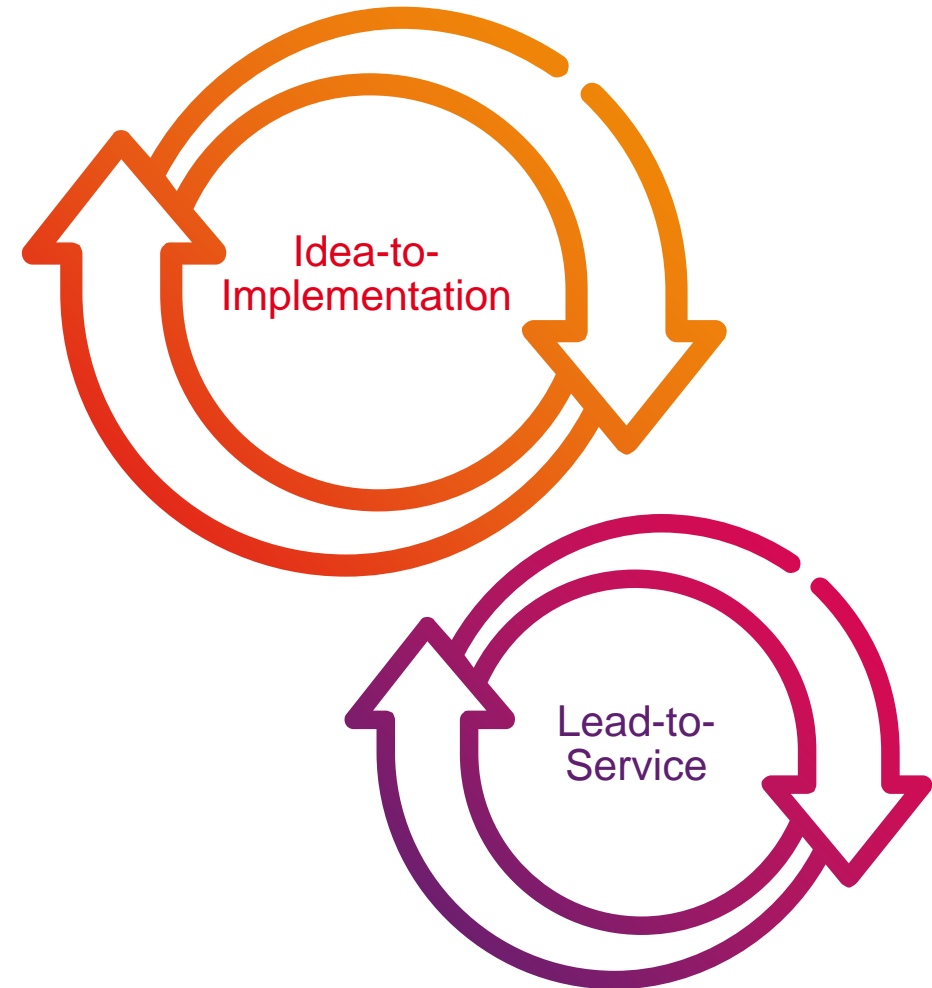
Catalog-Driven  
Order Orchestration

- › Real-time order accuracy for fast, right-first-time fulfillment

# ERICSSON CATALOG MANAGER



- › Defines, introduces, manages, and retires product and service offerings across distributed environments
  - Comprehensive catalog functionality
  - Component and rule creation
  - Process orchestration enablement



# ERICSSON CATALOG MANAGER



## Components

### Product Catalog

Commercial and business definitions, relationships and rules

### Product Lifecycle Designer

Manages lifecycle of products, services, offers and resources



### Service Catalog

Technical information for provisioning and service order management

### Velocity Studio

Graphically create and manage data models, business rules, workflow, user/system interfaces, and more

# ERICSSON CATALOG MANAGER



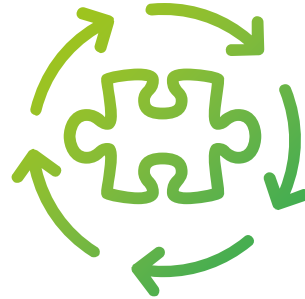
## Comprehensive catalog functionality



### Centralized definitions

- › Specifications and offerings
- › Product lifecycle management
- › Third-party supplier catalog federation

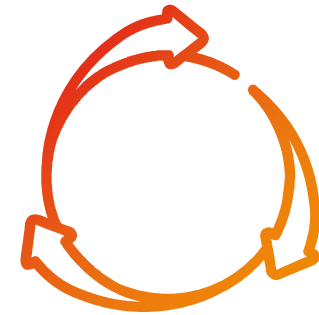
## Component and rule creation



### Reusable components

- › Product, service, and resource definition
- › Business rule definition
- › TM Forum guidelines

## Enables process orchestration



### Process optimization

- › Pre-order processing
- › Order decomposition rules
- › Process federation across all systems



# BRING CONSISTENCY

to products and processes with Ericsson Catalog Manager



Streamline product lifecycle to reduce time/cost of introducing and managing products



Use a centralized catalog of reusable components to change existing offerings faster



Assure consistency of offers, workflows and business rules across all sales channels



Tie products to resources and workflows to reduce order failures



Present offer bundles – yours and from business partners, to targeted customers/markets

# WHY CHOOSE ERICSSON?



## Broadest and deepest expertise

Expertise in telecom  
products and  
processes

Built-in product  
lifecycle  
management tools

Single repository  
for all product  
information

Single platform  
for service  
creation and  
execution

Proven in  
operators of all  
types, sizes,  
geographies

# STREAMLINING SALES

Large European Operator



## › The Challenge

- Drive fulfillment through a simplified catalog operation
- Retire multiple inflexible catalogs
- Reduce OPEX and maintenance costs from redundant systems

## › The Solution

- Centralized enterprise-wide catalog management platform using Ericsson Catalog Manager, with real-time services to ordering systems including self care
- Application development knowledge transfer
- Transparent integration with existing processes and applications



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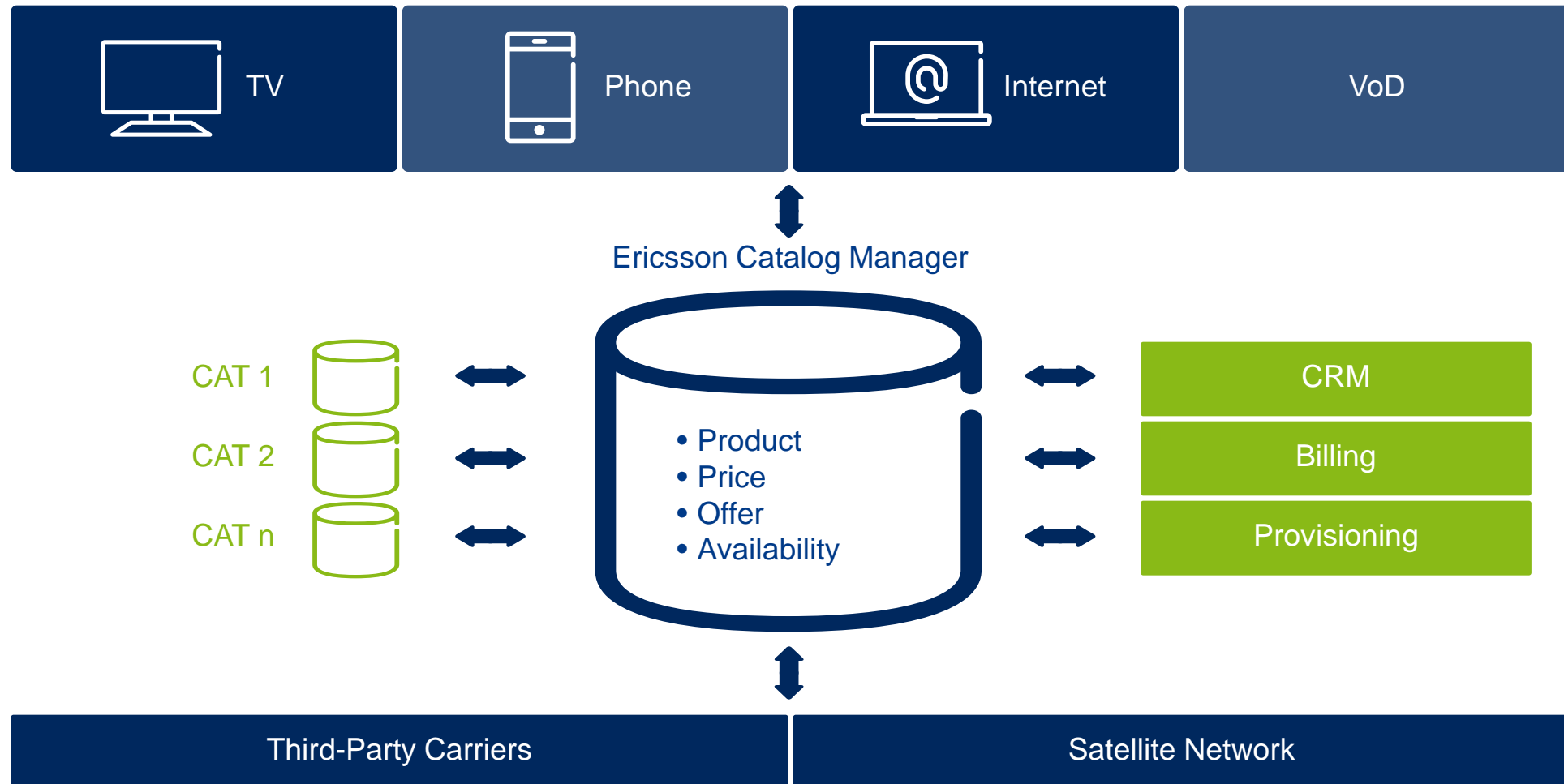
## › The Result

- Single point of reference for over 500 unique products and offerings to residential, commercial, and enterprise customers
- Faster application development for reduced time-to-market
- Consolidated sales and fulfillment processes for reduced cost of sale
- Reduced OPEX



# STREAMLINING SALES

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