



ERICSSON CATALOG MANAGER

ASSEMBLE PROVEN COMPONENTS FOR FASTER TIME-TO-REVENUE

A comprehensive product and service catalog solution supporting the full product lifecycle for service agility.

Operators are now facing the need to offer a vast and complex array of new products that, unlike ever before, have shorter lifetimes and multiple channel dependencies. As a result, you need a proven end-to-end catalog management solution to help you create these new products from many moving, and changing, parts. One that lets you create and offer your customers the services they want, when they want them.

Ericsson Catalog Manager does just that by transforming product creation. It lets you reuse proven components to assemble new offers from idea to implementation, and drives your lead-to-cash front and back office processes, avoiding a siloed approach to new product development.

Our solution simplifies day-to-day product management tasks. Ericsson Catalog Manager provides you with the product lifecycle management tools you need to efficiently define, introduce, modify and retire product offerings. By using one platform to integrate your existing commercial product information with your more technical service information, your product, service and resource information becomes a single, rationalized product and service catalog. This ensures a consistent way of managing offers and processing orders, including those involving third-party partners, so you can reduce development time and cost while improving the reliability of your fulfillment processes.

Embrace a new product lifecycle dynamic

Using the project management capabilities in Ericsson Catalog Manager, you can track and manage the creation of new product offerings including their definition, approvals and publication to the catalog. New service creation is vastly simplified when you create products from reusable components that have clear definitions for fast assembly, including specifications that tie new offerings to their

Ericsson Idea-to-Implementation and Lead-to-Service solutions offer a flexible, pre-integrated approach for creating and managing product portfolios and directly mapping to fulfillment processes with comprehensive catalog, order, inventory and provisioning management. They simplify service creation, automate order handling, provide inventory accuracy, activate services in minutes, speed fallout resolution and provide data federation – helping you leverage all of your resources, so you can speed services to market, lower operational costs and reduce total cost of ownership across a complex supply chain.

1

Improve product lifecycle management to reduce new offer launch and delivery cycles

2

Set the stage for managing change with a centralized repository of reusable components

3

Unify BSS and OSS processes from pre-order to fulfillment, assurance and charging

corresponding workflows and subflows. You can even include definitions of supplier components, all underpinned by repeatable functions of assembly.

First, all the technical and business aspects of the various components are defined, including attributes, workflows, policies, prices, bandwidth, suppliers and metrics. Product, service and resource specifications are then stored in a central repository, available for reuse or refinement in new product offers. Component reuse not only reduces service deployment time and expense, but also insures consistency from offer to offer for greater downstream reliability and efficiency.

Federate in real time

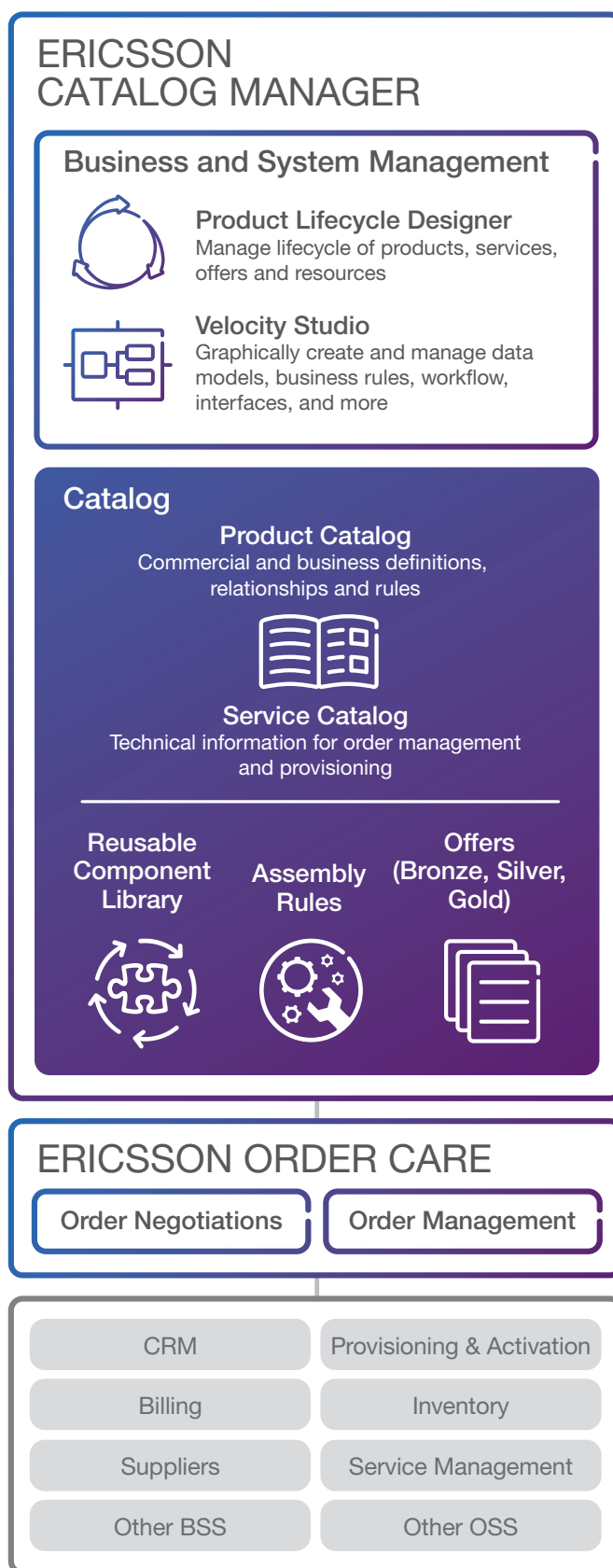
Ericsson Catalog Manager allows you to keep existing catalog-like assets in place while creating a modern and dynamic infrastructure, built to evolve with your changing needs. You can federate information in existing systems without the need to migrate product and catalog information, allowing you to tap into pertinent information in your customer relationship management, billing or order management systems. Ericsson Catalog Manager integrates with them seamlessly, simplifying and automating two-way synchronization to centralize your product and catalog information in real time. Just map the dependencies to create master catalogs and master-slave relationships. There is no need for major architecture transformation. Data reflecting products, services, network assets, offers, bundles and discounts are all coordinated.

A graphical, 360° view of products and services

All of your information is graphically displayed to give you an integrated, end-to-end view of products, services and resources, and their associations to the entire fulfillment process. The enhanced user interface also graphically presents tasks and screen features. The nodal product tree visualizes all catalog item relationships, which enables you to more rapidly find and use what you need. The entire solution is designed to keep you productive and your transactions intuitive and easy.

Consolidate your entire supply chain

Ericsson Catalog Manager supports offer creation, pre-ordering and ordering processes in a cohesive fashion, across all internal and third-party systems. When a service request comes in, Ericsson Catalog Manager recommends a choice of offers complete with price quotes. Once selected, Ericsson Catalog Manager provides, in real time, all of the information needed to decompose and execute the order fulfillment process across all BSSs, OSSs and third-party systems. The centralized approach not only reduces time-to-market for new product launches, but also improves order orchestration and billing to accelerate order-to-cash. Offer consistency is assured across all sales channels, and order failures and corrections are dramatically decreased – even with multiproduct orders.



Ericsson Catalog Manager Architecture

Configuration, not coding

With Ericsson Catalog Manager, you can effortlessly create your own data model for your product and service portfolio. The product catalog structure is completely customizable, so you can easily define product hierarchies, bundles, features, availability rules and associated workflow definitions as your business dictates. Catalog rules can be easily read and understood by non-programmers, so you'll have less complexity constructing and debugging the logic. You can also have multiple versions of the same information table, letting you dynamically apply different price sets to meet your needs.

Effective and efficient business operations

The product catalog is a central component in the overall OSS/BSS stack, informing the entire lead-to-cash cycle. This calls for understanding the entire cycle and improving it to leverage best practices that conform to industry standards.

Ericsson Catalog Manager supports both TM Forum's Information Framework (SID) and Business Process Framework (eTOM), and adheres to Web services principles. Plus, with our new SID-compliant APIs, you have a catalyst for product and operations convergence as well as enterprise-wide integration and transformation initiatives.

A complete, end-to-end solution

Ericsson Catalog Manager has everything you need to change the way you manage the product lifecycle. Bring new, differentiated and personalized offerings to your enterprise customers and consumers alike in a matter of hours, through:

- > A single federated view of your evolving mobile and fixed product offerings
- > Unification of your sales channels around a consistent set of offerings
- > Integration of your products with the technical assets needed to fulfill orders
- > Best practice templates for products, services, orders, workflows and more
- > A flexible rules engine for real-time verification of product and service data
- > Catalog-driven fulfillment workflow and engine for order automation and accuracy
- > Seamless integration of complex pricing models with third-party pricing and taxation engines
- > Standards-based, third-party integration components for a more sustainable solution.

Contact us to learn more about how the unique features of Ericsson Catalog Manager accelerate the time from product ideation to revenue. Ericsson can also support you with expert consultants who will review your operations and prepare a practical business guide to streamlining your product lifecycle.

AT A GLANCE

Ericsson Catalog Manager helps you increase product and service profitability by letting you:

- > Use a centralized catalog of reusable components to reduce the time and cost of introducing and managing new products
- > Present product offers and bundles, including those from your business partners, to the specific customers and markets you want to target
- > Assure consistency of offers, workflows and business rules across all available sales channels
- > Reduce order failures and streamline the entire product lifecycle.