

CUSTOMER CASE STUDIES

Ericsson Catalog Manager
Ericsson Order Care



NOTE: Do not forward deck as-is outside of Ericsson since not all customer's have given permission to be named.

To use any customer as a reference requires approval, at the time of need, from the CU

GUIDE TO CASES



Need	Customer Case
Issues related to sales and sales channels	
› Dealing with many different sales channels => introduce one central catalog and/or order negotiation rule engine	Verizon Business, BSkyB*, BMW
› Not ready to scale up the number of products to be sold	TSTT, Comcast
› More efficient order negotiation capability	Videotron*
› Focus on improving quoting and ordering for enterprise/business services	Verizon Business, MTS Allstream*
Issues related to catalog	
› One of the main needs was catalog federation to align different legacy catalogs	Verizon Business, Comcast
Issues related to order management	
› Too many different legacy order management systems in the chain => need for consolidation & modernization	TSTT, Comcast
› Lack of automation, performance, reliability, visibility on provisioning or workflow execution	Saudi Telecom, MTS Allstream*, Portugal Telecom
› Need for better handling of order fallout, exceptions, and manual tasks	Portugal Telecom, Videotron*, Comcast
› Seeking benefits of catalog-driven order management	Portugal Telecom, TOT Thailand
Part of global IT modernization; OSS/BSS transformation	
› Need IT environment adapted to business needs; use industry standards	TSTT, TOT Thailand



BMW

SUPPORTING IN-CAR CONNECTIVITY

Global Automotive Manufacturer



› The Challenge

- Support offers, products, services and devices required for in-car connectivity services in five million vehicles
- Complement proprietary legacy systems
- Support the Electronic Product Code for products, services and devices

› The Solution

- Ericsson Catalog Manager and Ericsson Order Care providing customer relationship management, subscription inventory, and order capture and management
- Support of agent, in-vehicle, mobile, and web-portal channels



SUPPORTING IN-CAR CONNECTIVITY

Global Automotive Manufacturer



› The Result

- Streamlined delivery of value-added services including vehicle recovery, remote lock, traffic monitoring, weather, and concierge
- Accurate billing through a pre-integrated joint solution with third-party supplier
- 1,250,000 individual contracts supported





BSKYB
(not to be named)

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



STREAMLINING SALES

Large European Operator



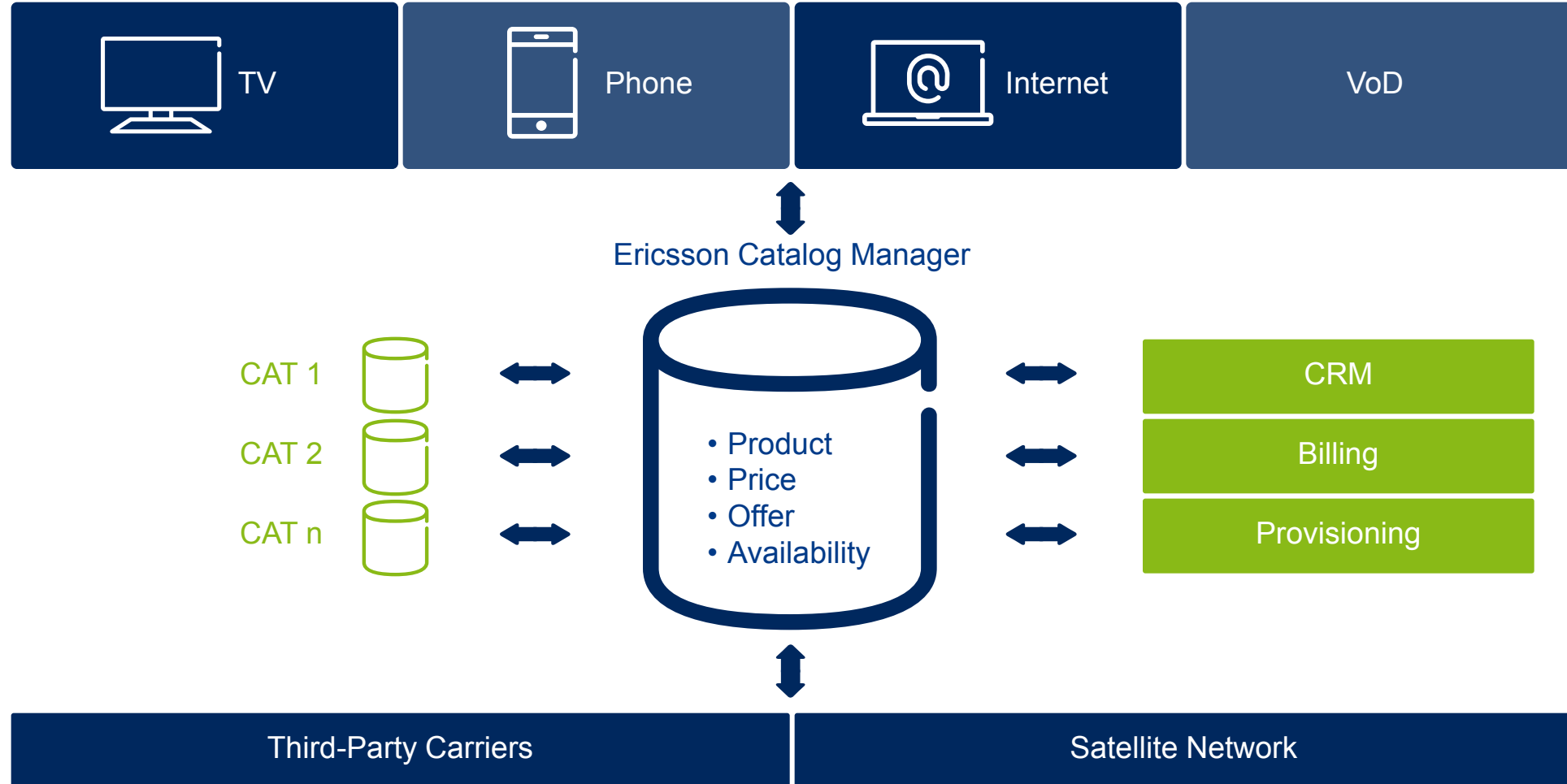
› The Result

- 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

Large European Operator





COMCAST

FASTER RESPONSE TO CUSTOMER NEEDS

U.S. Cable Operator

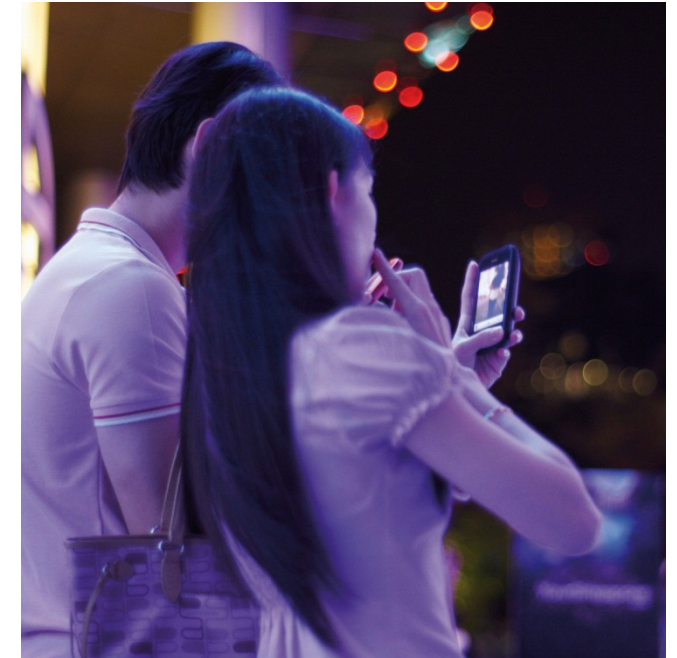


› The Challenge

- Lengthy time-to-market for converged triple play phone, internet, and TV offerings
- Limited ability to manage market-based promotions, products, and pricing
- Disparate CRM, fulfillment, and billing systems due to acquisitions
- Too many support calls due to high fallout

› The Solution

- Ericsson Catalog Manager to drive product lifecycle management from definition and approval through publication of offers
- Ericsson Order Care to unify and automate the end-to-end order management process from lead to service, including all manual tasks



FASTER RESPONSE TO CUSTOMER NEEDS

U.S. Cable Operator



› The Result

- Reduced time to market due to improved product lifecycle management process through application of PLM workflow and monitoring
- Automated population of product and service catalog data for improved accuracy and customer satisfaction
- Availability of product-related information throughout the organization
- Unification and automation of order process including front-end data collection, validation, and billing submission
- Coordinated jeopardy and exception handling, and better tracking and auditing of all manual tasks including shipment of customer devices
- Ability to add third-party mobile service to converged offering





MTS ALLSTREAM
(not to be named)

ENABLING ENTERPRISE AND WHOLESALE GROWTH

Major North American Communications Provider



› The Challenge

- Develop a workflow solution to streamline the acceptance of enterprise and wholesale quotes and orders from the sales force automation and ordering systems, and to manage the network design quotation process
- Leverage existing CRM and SAP systems

› The Solution

- Ericsson Catalog Manager and Ericsson Order Care for catalog-driven end-to-end order management of enterprise and wholesale services to enable automation of manual processes during order negotiations, network build quotations, and order fulfillment



ENABLING ENTERPRISE AND WHOLESALE GROWTH

Major North American Communications Provider



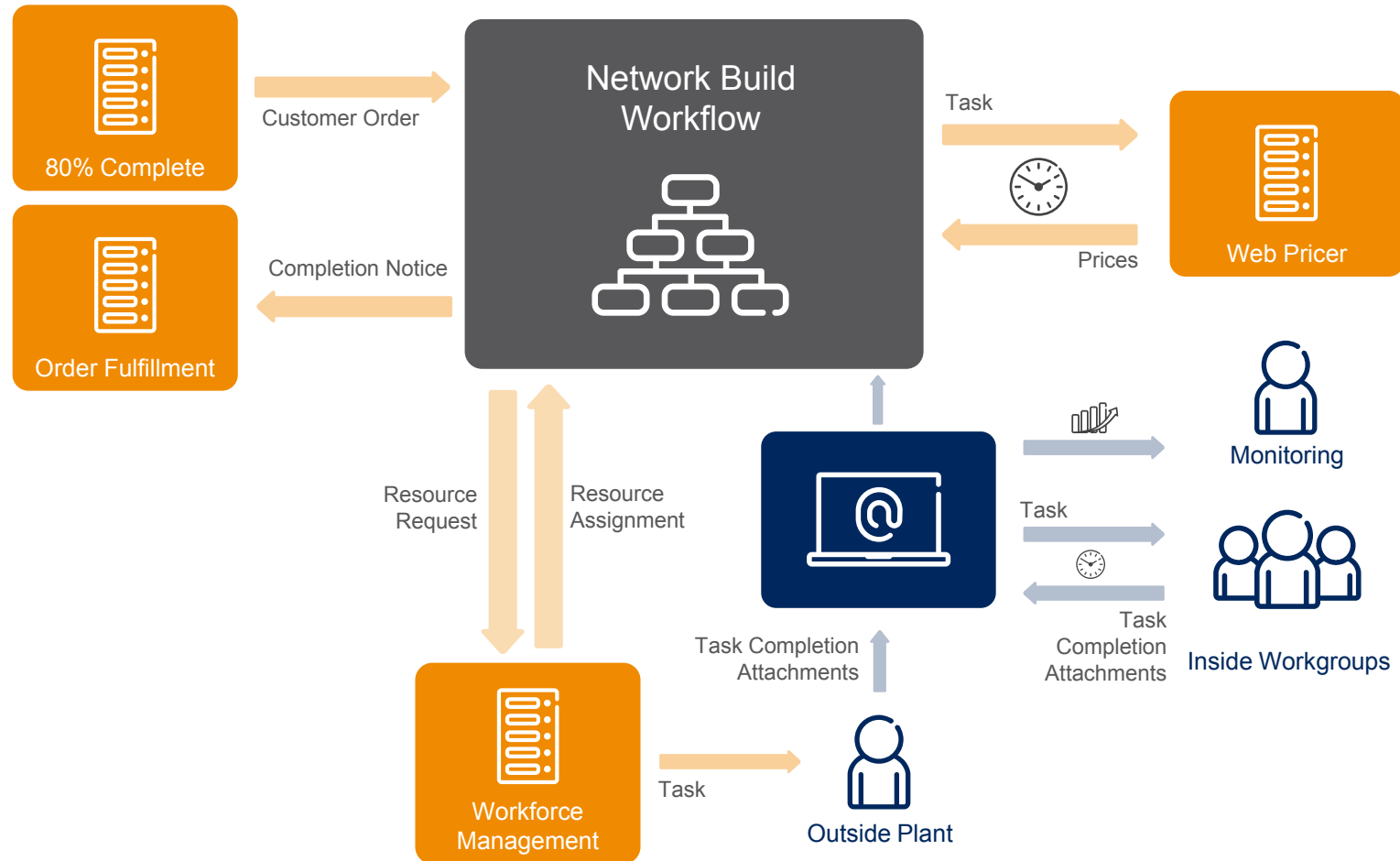
› The Result

- Automation of a highly manual process
- Reduced desk time and rekeying during order negotiations and initialization
- 100 complex enterprise/wholesale negotiations per month
- More accurate orders and network build quotations
- Faster order fulfillment for major enterprise customers



ENABLING ENTERPRISE AND WHOLESALE GROWTH

Major North American Communications Provider





PORTUGAL TELECOM

SPEEDING ORDER FULFILLMENT

European National Operator



› The Challenge

- Replace disparate standalone systems for service fulfillment
- Improve process and output consistency
- Enable efficient use of resources
- Reduce errors
- Reduce order fulfillment from days to hours

› The Solution

- Ericsson Order Care for automated order processing with minimal manual intervention – order entered once, decomposed and automatically updated



SPEEDING ORDER FULFILLMENT

European National Operator



› The Result

- One enterprise-wide order management platform for all market segments and products
- Orders fulfilled in less than one hour
- End-to-end order tracking to identify delays and reduce time to bill
- 500% increase in order throughput during peak hours
- Major labor savings, with resources focused on dealing with exceptions only
- Reduced IT OPEX
- Real-time service fulfillment





SAUDI TELECOM

STREAMLINED OPERATIONS

Middle Eastern Tier 1 CSP



› The Challenge

- Lead region in technology and business with full array of next generation offers
- Consolidate and integrate OSS/BSS to streamline operations and increase automation
- Reduce order-to-cash time

› The Solution

- Ericsson as trusted advisor for more than a decade
- Ericsson OSS foundation with Ericsson Order Care, Ericsson Customer Number Manager, Granite Inventory, Ericsson Network Engineer and COMMON LANGUAGE® Information Services



STREAMLINED OPERATIONS

Middle Eastern Tier 1 CSP



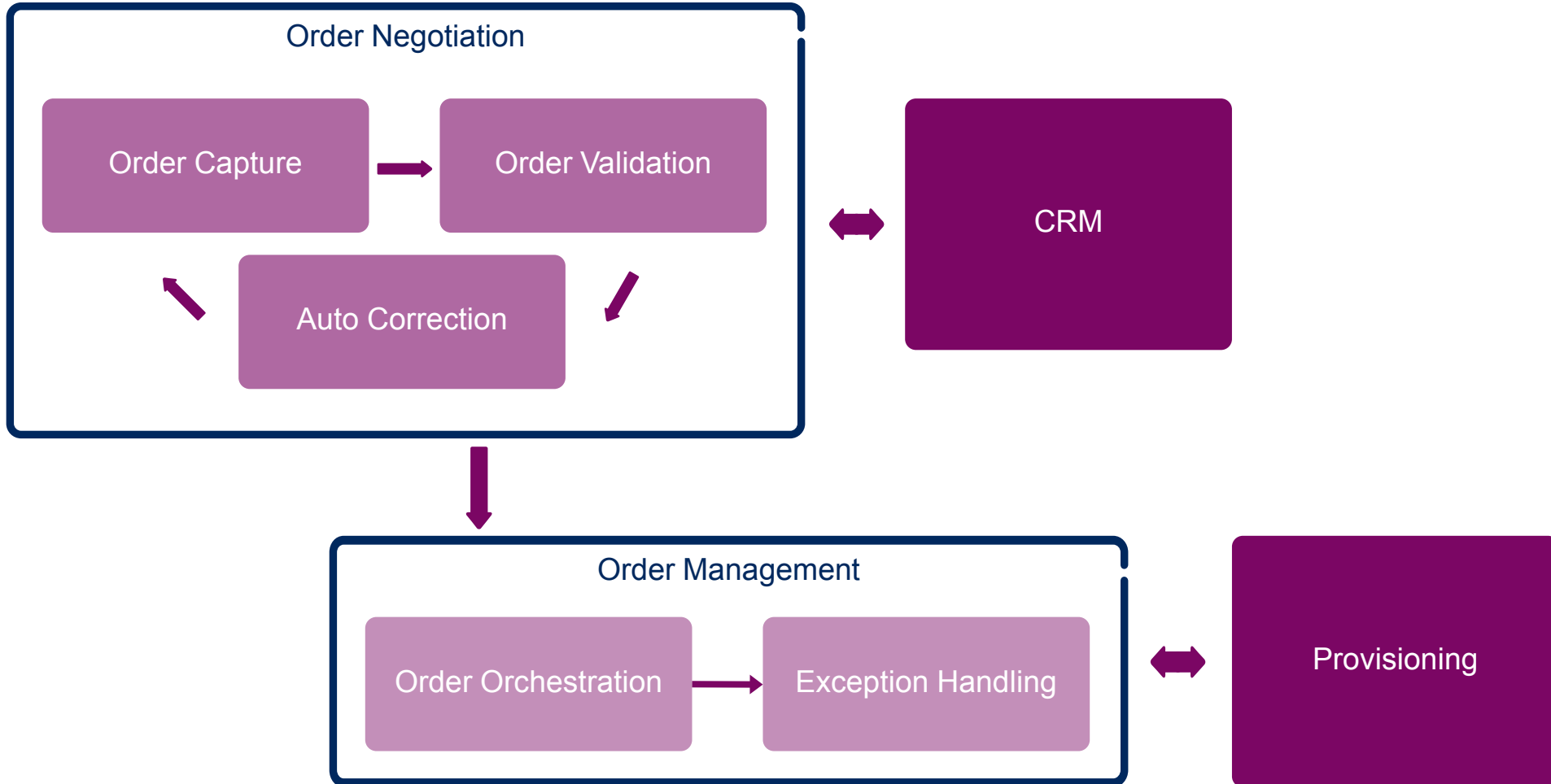
› The Result

- 150% increase in daily total of orders processed
- 36% increase in total number of services offered
- Reduced service order fallout with automated order validation using accurate profile of available capacity
- Reduced launch time for most services to less than a month, and for complex services to under six weeks
- Migrated hundreds of legacy inventory systems to one central repository
- Automated production of fiber design documents



STREAMLINED OPERATIONS

Ericsson Order Care at Middle Eastern Tier 1 CSP





TOT THAILAND

TOT PUBLIC COMPANY LIMITED*



› TOT3G

The wireless subsidiary of TOT, originally the Telephone Organization of Thailand, is the state-owned incumbent telephone company in Thailand.

› Vision

To be a leading telecommunications operator that closely responds to demands of its customer and the general public in both economic and social aspects.

Corporate Profile	
Services	Fixed line, payphone, data, mobile, broadband internet, leased line, multi-media content
Geographic Reach	Thailand
Tier	PTT
Market Segment(s)	Enterprise / Retail / Wholesale
Revenue	58.1B bhat (\$USD 1.7B), 2012
Subscribers	35.8M Mobile; 5.9M Fixed; 11.3M Leased Line

* Source: 2012 Annual Report

SPEEDING SERVICE LAUNCHES

Large South Asia Operator



› The Challenge

- Reduce time to market for innovative mobile service offers and bundles
- Decrease complexity to deploy products due to antiquated order management systems

› The Solution

- Ericsson Catalog Manager and Ericsson Order Care for catalog-driven order management
- Integration to OSS/BSS systems including core provisioning system
- Process automation for order taking and fulfillment with manual assignments for exception handling
- Unify ordering and fulfillment across operator's supplier channels



SPEEDING SERVICE LAUNCHES

Large South Asia Operator



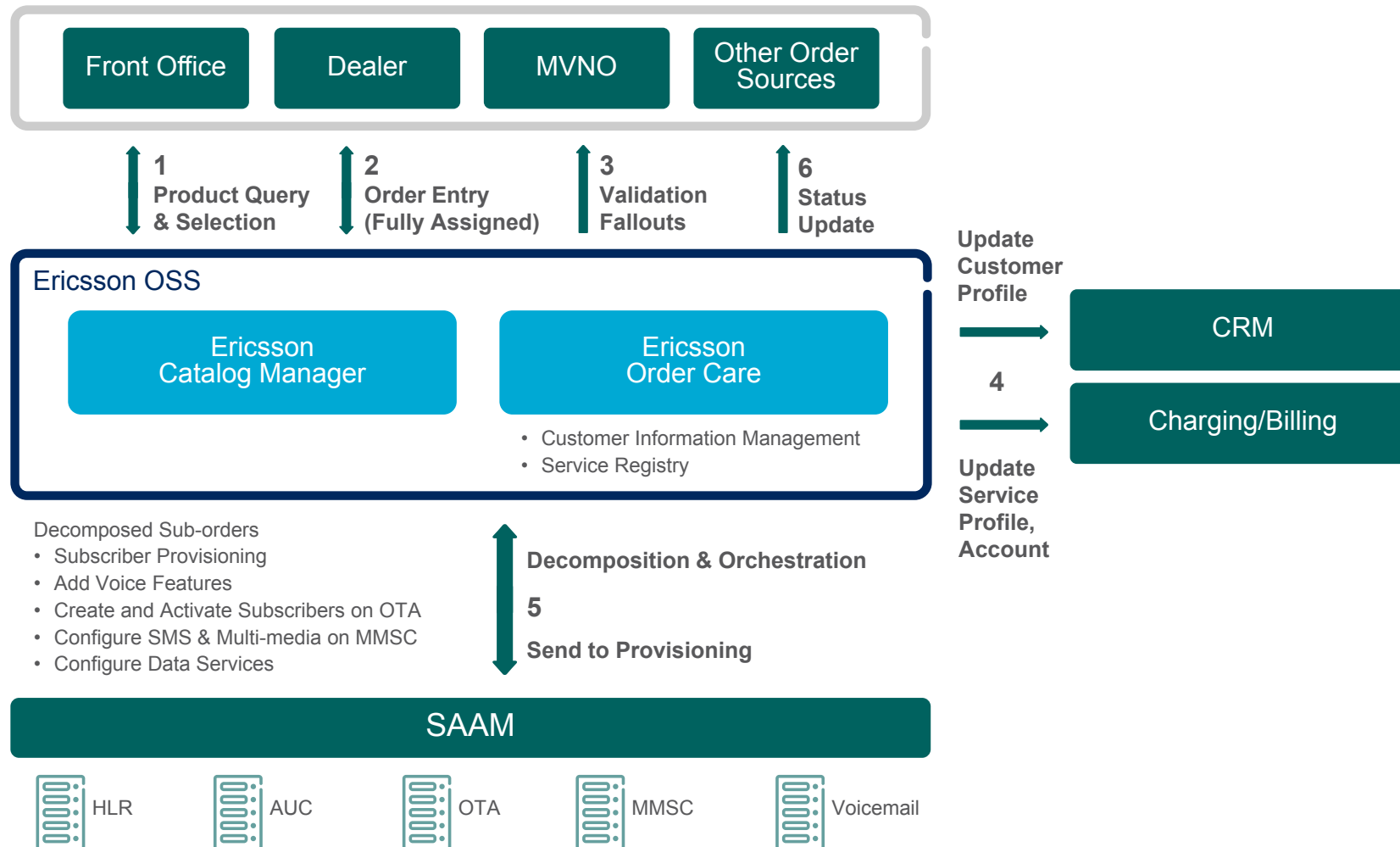
› The Result

- Unified ordering and fulfillment across all channels
- Faster and more innovative product launches
- Centralized support of voice, data, messaging, and voicemail
- Efficient handling of 300,000 orders per month
- End-to-end tracking of orders to identify delays and reduce time to bill
- More customers buying and recommending new services, increasing stickiness and reducing churn
- Adherence to quality metrics



SPEEDING SERVICE LAUNCHES

Large South Asia Operator





TSTT

DEVELOPING A NATION

Caribbean Converged CSP



› The Challenge

- Provide modern technology to mass market and business in response to government initiative
- Efficiently build a modern converged network to offer advanced services, such as IPTV and e-learning

› The Solution

- Ericsson Catalog Manager, Ericsson Order Care, Granite Inventory with Assignment Engine, Ericsson Discovery and Reconciliation, Ericsson Network Engineer, Ericsson Integrated Inventory
- Custom integration services to deliver a more robust solution in a shorter timeframe



DEVELOPING A NATION

Caribbean Converged CSP

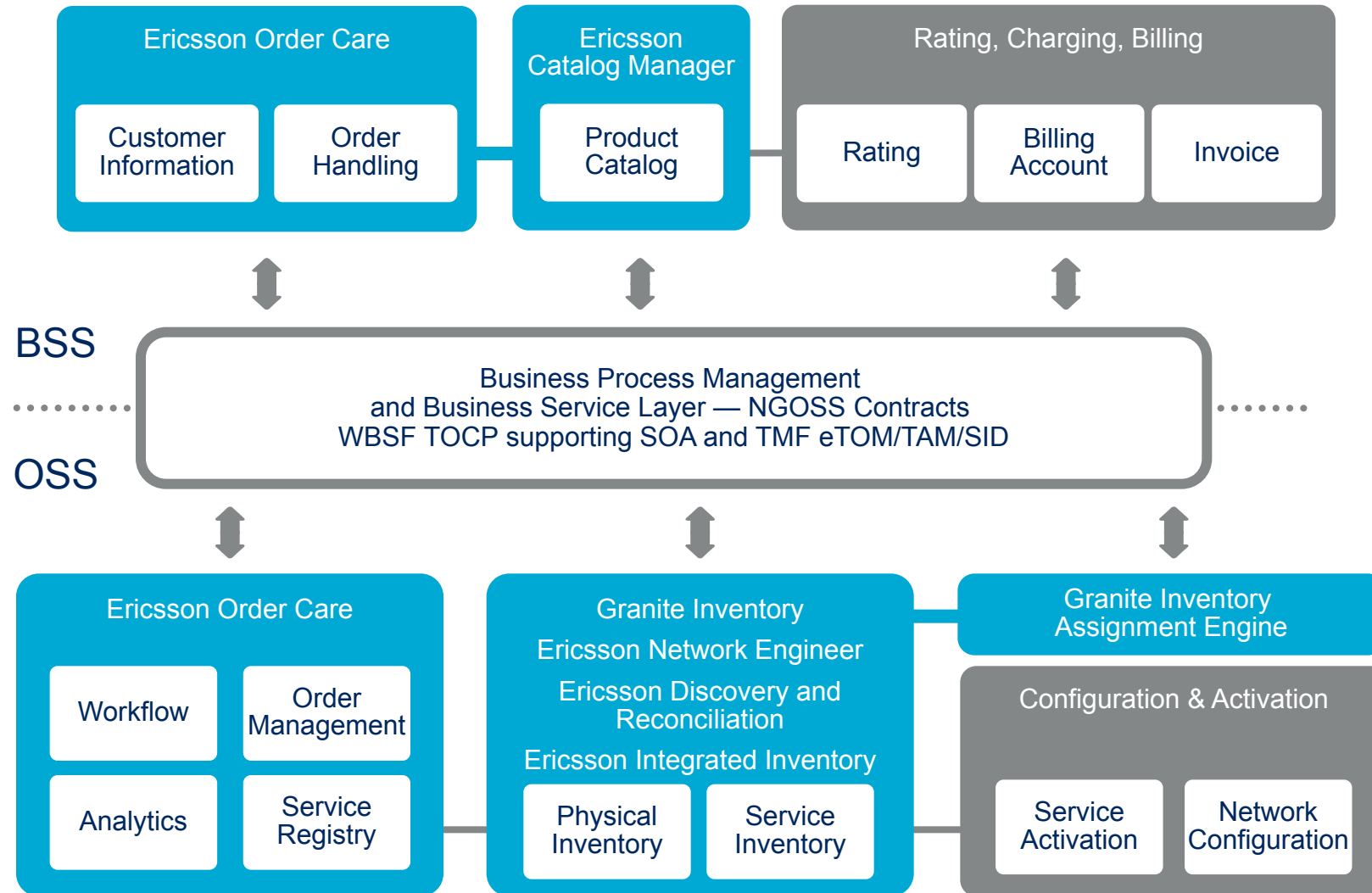


› The Result

- Retooling of OSS/BSS creating an NGOSS information platform supporting Network Operations and Maintenance, Network Planning, Customer Care, Billing, Sales and Marketing
- Synchronized inventory management, order handling, product catalog, provisioning automation and data management
- Reduced capital and operational costs through faster in-service of new network, faster service provisioning with fewer errors, and more accurate network and service resource queries
- Improved network asset visibility, accelerated capacity planning, and better data accuracy



ERICSSON'S SOLUTION FOOTPRINT





TSTT

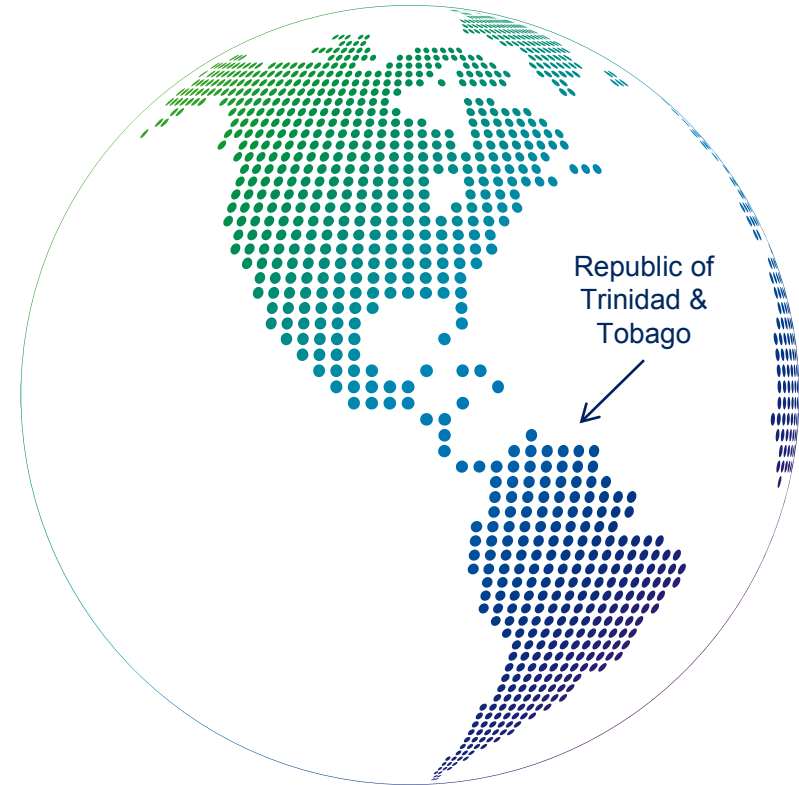
(Following slides from 2013 OSS/BSS Summit)

INTRODUCING TSTT*

Telecommunications Services of Trinidad and Tobago Limited



- › Partially privatized
 - 51% Government
 - 49% Cable & Wireless West Indies
- › Full-service and largest provider
 - 300,000 POTS residential customers
 - 85,000 broadband customers
 - 900,000 mobile subscribers
 - Full line of mobile devices; broadband access over FTTx, Wi-Max, HSPA+ 4G; 50 Wi-Fi zones; Metro Ethernet; TelePresence and Video Conferencing; business and home alarm monitoring



* source: <http://www.tstt.co.tt/>

EMPOWERING CITIZENS



Convergent operator upgrades technology to empower its citizens with advanced communications infrastructure

› Taking the initiative

- In response to a government initiative this convergent operator sought to bring modern technology to businesses and the mass market.
- It aimed to efficiently build a modern, converged network which could empower citizens with advanced services such as IPTV and e-learning.

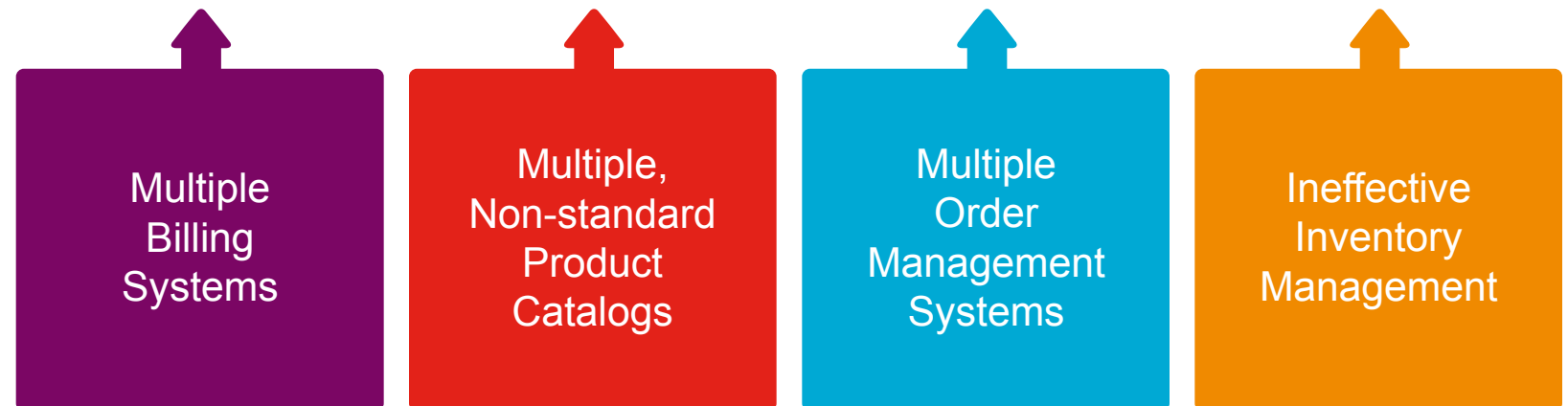
THE PROBLEM



› IT Architecture reflected the legacy vertical business model and network infrastructure

- Inability to provide innovative offers, promotions and discounts across business lines
- Demand for unified billing and ordering from customers
- Absence of 360 degree understanding of customer
- Duplication and inconsistency in process and data
- Very slow time-to-market

Business Agility Limited
by Operating Model and
Technology



THE APPROACH

Comprehensive Process and Technology Transformation



Implement best practice eTOM-based process flows

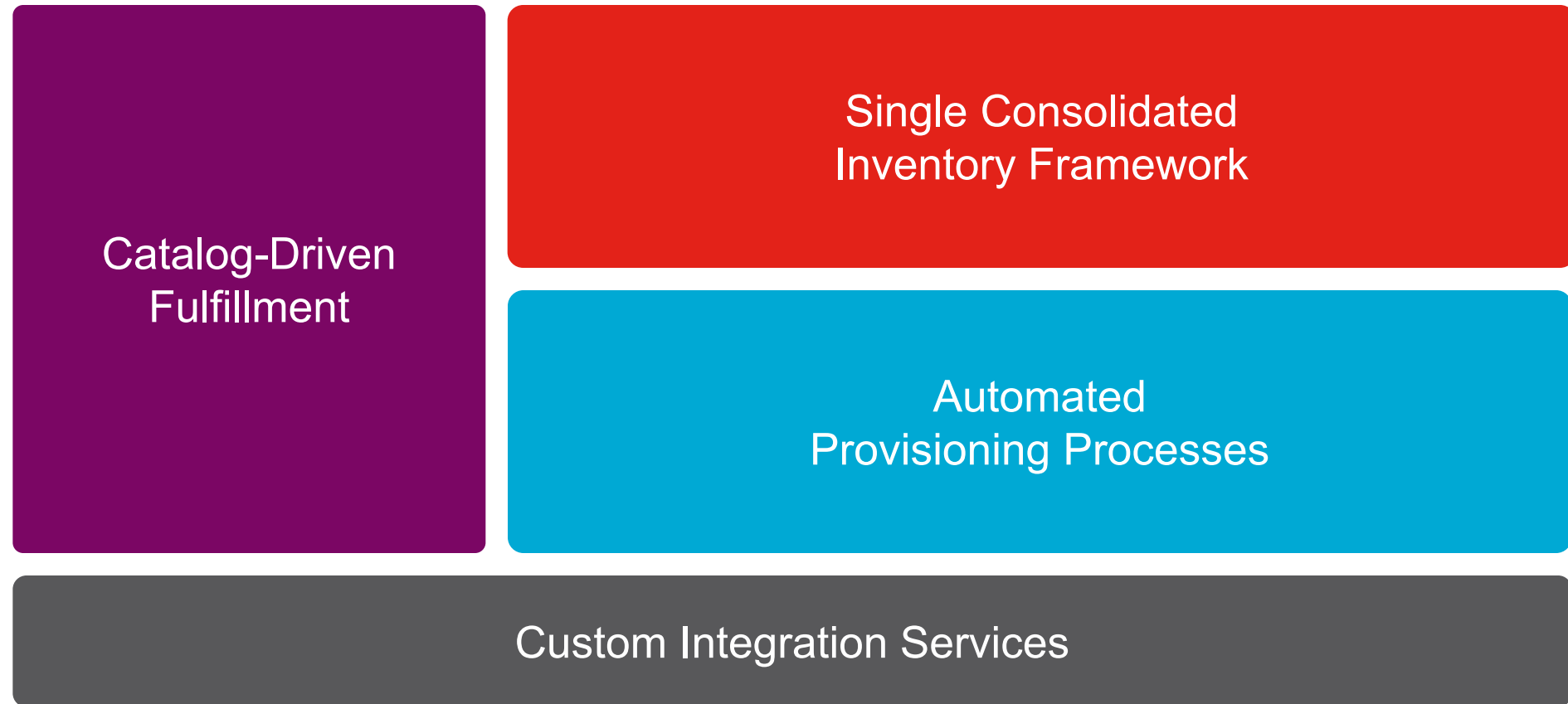
Catalog driven transformation from disparate to unified ordering and billing systems

Integrated OSS/BSS components with consistent access to inventory, service data and order information in real-time



ERICSSON'S SOLUTION FOOTPRINT

Supporting a Modern Converged Network to Launch Advanced Services



THE RESULT



Standards-Based Platform

- Retooling of OSS/BSS creating an NGOSS information platform

Greater Efficiency

- Faster in-service of new network
- Faster service provisioning with fewer errors
- More accurate and real-time network and service inventory information
- Unified billing

Process Consistency

- Synchronized product catalog, order handling, inventory management, provisioning automation, and data management leading to consistent customer experience

More Value from Network

- Improved and real-time network asset visibility
- Proactive and accelerated capacity planning
- Better data quality and consistency

BENEFITS REALIZED



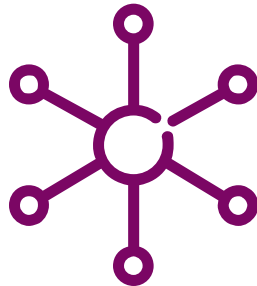
Time from order
to dispatch:
5 days to
5 minutes



Lead time for
service delivery:
4-6 weeks to
2-5 days



Reduced manual
order handling:
10 manual touch points
to 4 manual touch points
for 70% of orders



Reduced MTTR
(mean time to restore)
and reduced
truck rolls



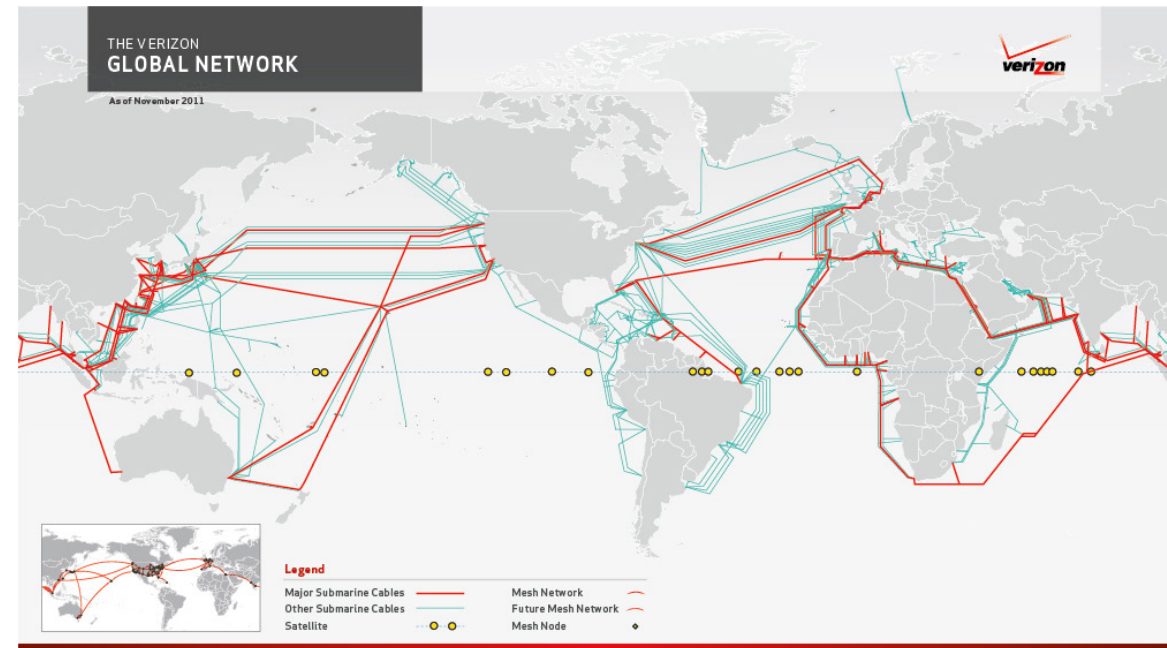


VERIZON BUSINESS

VERIZON BUSINESS*



- › The Verizon network is one of the largest wholly-owned, facilities-based networks in the world.
- › It supports tens of thousands of businesses and government agencies around the globe, including 99 percent of the Fortune 500.
- › Verizon provides cloud, mobility, M2M, unified communications, as well as traditional connectivity and data services.



*Source: www.verizonenterprise.com

CONSISTENCY ACROSS CHANNELS

Enterprise Services at Global Network Operator

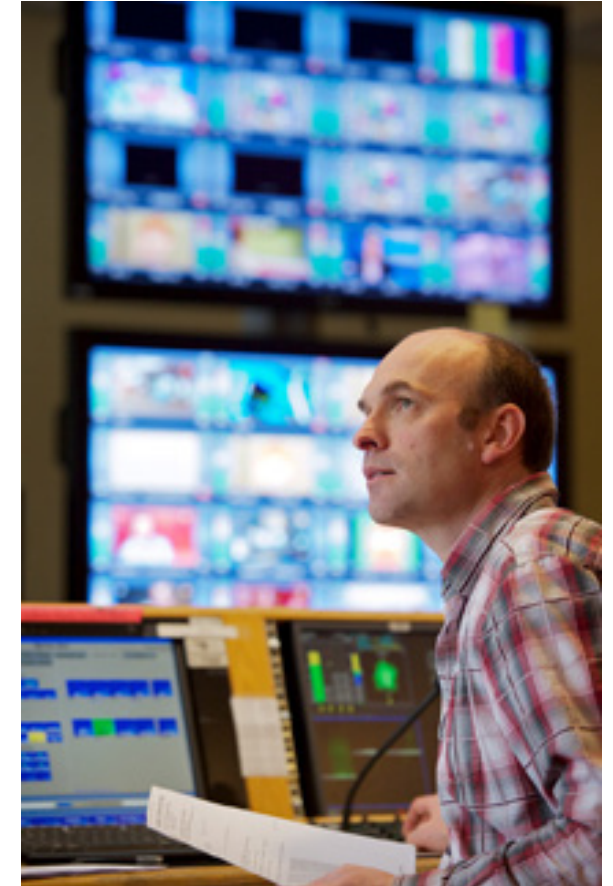


› The Challenge

- Consolidate ordering, quoting and catalog systems to support a wide variety of ordering channels
 - › Reduce operations costs
 - › Reduce time-to-market
 - › Provide consistent, high-quality customer experience and results across channels

› The Solution

- Channel agnostic, catalog-driven lead-to-cash process
- Central “buy flow controller” that supports all channels
- Central enterprise catalog



CONSISTENCY ACROSS CHANNELS

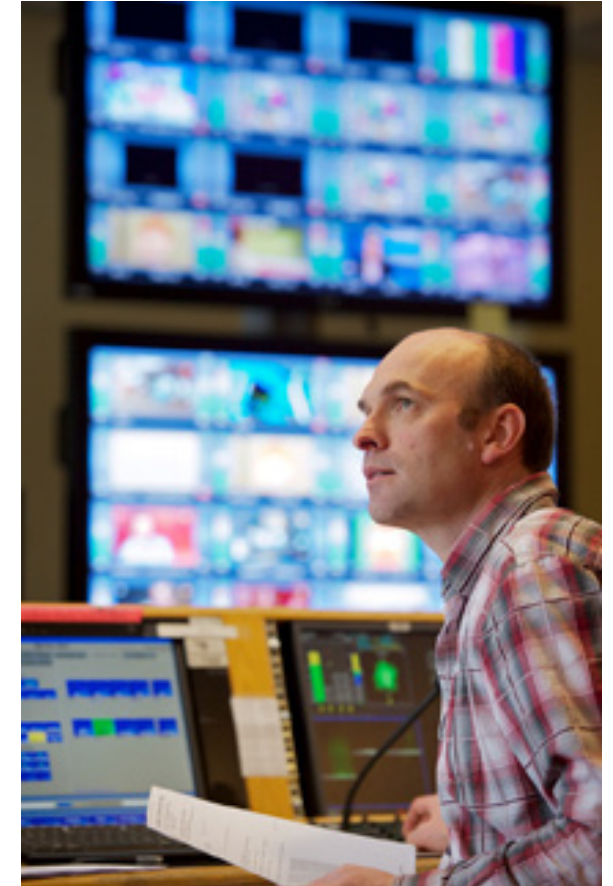
Enterprise Services at Global Network Operator



› The Result

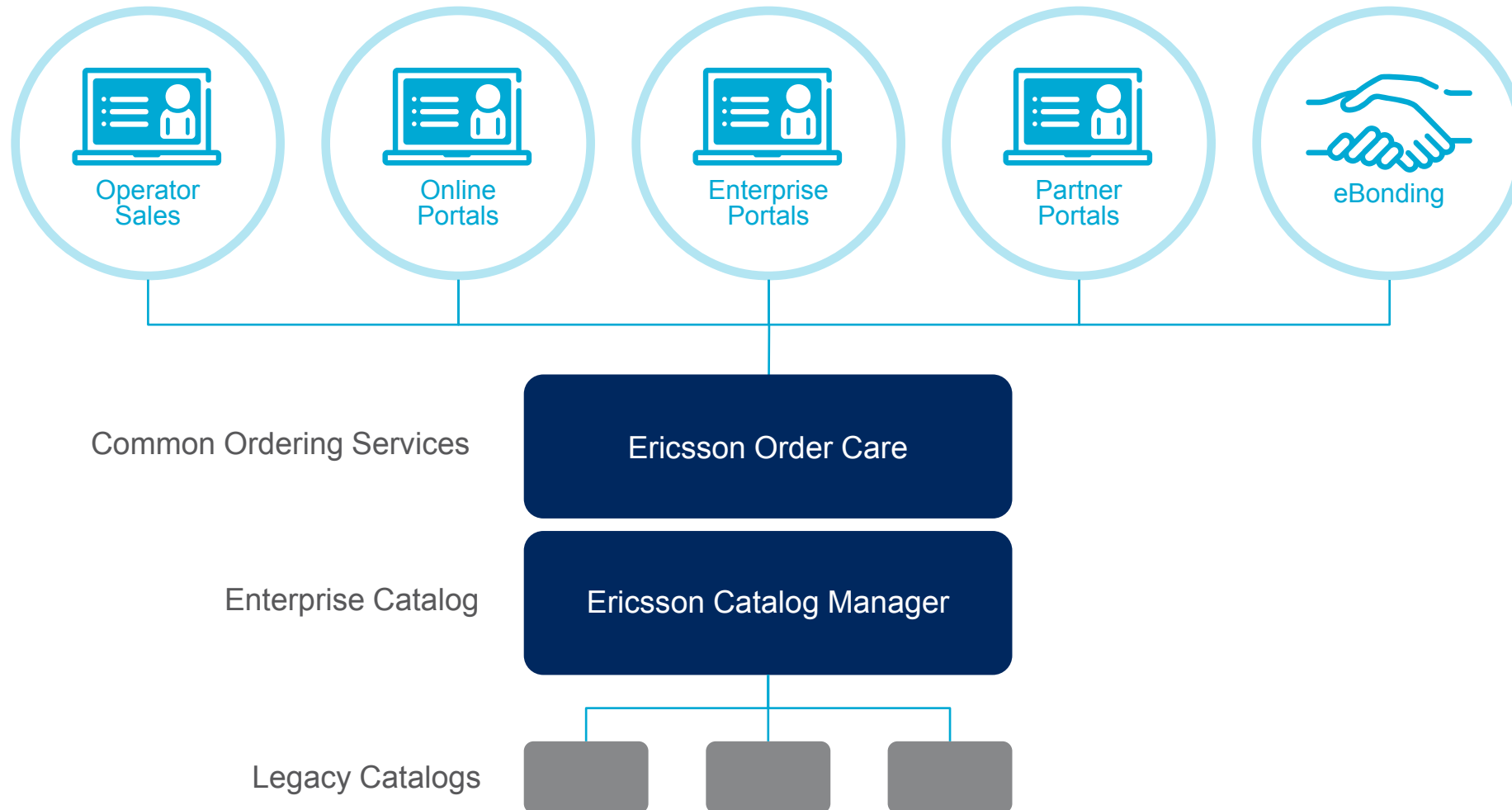
- Merged ordering silos for commercial and government customers
- Simplified product-to billing interactions
- More accurate and faster bills for new products
- Substantial reduction in overall operations costs
- Reduced time to market
- Ability for customers to start order in one channel, finish in another

Equivalency ♦ Consistency ♦ Predictability ♦ Convenience



CONSISTENCY ACROSS CHANNELS

Enterprise Services at Global Network Operator





VIDEOTRON

(not to be named)

TRANSFORMING BSS/OSS

North American Quad-Play Provider



› The Challenge

- Respond to competitive pressures in a mature market by shortening time-to-market, improving quality of service and reducing cost to provide service
- Introduce a future-proof NGOSS based solution that enables the retirement of the existing legacy billing platform

› The Solution

- Ericsson Catalog Manager driving ordering and billing functions, with automated data migration from legacy billing system performed on demand in real time
- Ericsson Order Care for order capture and management functions
- CRM and subscription inventory functionality
- Full integration into the billing system, providing a full agent desktop for both the call center and point-of-sale channels



TRANSFORMING BSS/OSS

North American Quad-Play Provider



› The Result

- 95% reduction in fallout
- Reallocation of 100 CSRs from fallout management to ordering
- Increase in ARPU through catalog driven up-sell/cross-sell
- Training reduced from four weeks to four days
- 1,200 users handling 9,000 orders per month





ERICSSON