

WebSphere Business Integration for Telecommunications

DSL focused demo targeted at IT managers

(Part 1)

Frame 1

The global telecommunications industry continues to face rapid change -- change driven by the need to reduce costs, to improve efficiencies for new services, to adjust to deregulated competition, and to adapt to an ever-changing economy.

Competition is strong and increasing. Customers are leaving one carrier for another, with churn rates ranging from 10 to 30 percent annually. To succeed, you need ways to set yourself apart from your competition, such as quickly deploying new services and accelerating your service provisioning processes.

Cost reduction is key to improving your bottom line, your ability to attract financing and your ability to deploy new revenue-producing services.

IBM provides solutions to help telecom companies overcome these challenges and help you achieve your desired results.

Frame 2

The broadband industry is undergoing healthy subscriber growth that is expected to average 49 percent annually through 2007. And lending weight to this prediction is the Insight Research Corporation's March 2002 report, titled *Broadband Access: DSL versus Cable, 2002-2007*.

To win in this rapidly growing market, DSL providers need to offer service quickly and efficiently, while at the same time, meeting customer expectations. Successful telecommunications companies have processes in place to achieve these results. Yet, like so many other companies, they struggle with disparate business and operational applications that were developed at different times on different platforms. And, with recent mergers and acquisitions, many companies are also struggling to manage a wide assortment of customers and services.

To compete effectively, companies must do more than get disconnected systems to exchange information. The first goal of any telecommunications company is to get their disparate systems to communicate. Information must be shared, analyzed, and used to support marketing initiatives across all business lines.

The true industry leaders build upon this messaging infrastructure by taking the next step toward business integration. To compete and win, telecommunications companies must achieve true business integration to merge disparate *processes* to quickly introduce new services and retire unprofitable ones.

Frame 3:

For service providers who need to rapidly deploy DSL services and integrate their business support systems with their operational support systems, help is at hand. IBM's WebSphere Business Integration for Telecommunications solution can leverage and existing infrastructure to lower operating costs, improve time-to-market, and increase customer loyalty.

The WebSphere Interchange Server can integrate new, business-support systems and operational, support-systems applications with your *existing* systems. The result is your ability to:

- Better manage relationships with customers
- Provide assisted or self-service selection and ordering, either through the Web or in the call center
- Take orders for existing and next generation products, services, and bundles
- Provide and activate network application and content elements
- Assure and bill for these services using a variety of business models

Frame 4

Disconnected processes are inefficient and expensive. It's not uncommon for large carriers to have 30 different legacy billing systems to handle multiple accounts, including long-distance services, local calling, digital subscriber lines and wireless services.

Some of these systems were created in-house, some were purchased from software vendors and others came from mergers and acquisitions. By streamlining your processes via business integration from IBM, you can reduce billing maintenance and service processing costs.

The IBM flow-through offering for DSL provides a 40 percent reduction in per-customer acquisition costs by reducing the typical 60 to 80-step provisioning process to a 10-step process.

Frame 5

As the history of telecommunications shows, competing on price alone leads to a commodity marketplace, where few providers can win. For long-term success, you must improve your average revenue per user, by providing your customers with new, desirable services. And, you must do it fast.

The average number of days to provision DSL ranges from 24 to 42, which is unacceptable if you intend to attract customers to your service. By joining disparate back-end systems to automate business processes, you can unite your customer-facing systems and service-delivery mechanisms, boosting the efficiency and speed of adding new customers and decreasing the time it takes to deploy DSL services.

Frame 6

Studies show that service providers can spend more than 350 dollars, U.S., to acquire new customers. And, it can take more than two years to recover these acquisition costs. Further, 25 percent of former DSL customers cited poor customer care and technical support as the reason for cancellation.

The core of the problem?

Incompatible applications and systems not only obscure a complete view of your customers, but also make it harder for customers to interact with you. To gain a complete, accurate view of each customer and deliver outstanding customer care, you need to integrate your operating systems with relevant business applications, thus creating a rich, comprehensive customer view – a view that will support convergent billing, applicable discounts, and tiered rates.

Arming your employees with in-depth knowledge about your customers enables you to better gauge investments in your employees and measure the value they bring to your business.

You'll be better positioned to anticipate and respond to customer needs – even before they're articulated. And, you can proactively target the right products to the right customers...delighting them with personalized offers. You will provide better service to your customers and be better suited to cultivate a strong, long-term relationship.

Frame 7

Current systems are complex and problematic. Common problems include:

- Complex point-to-point integrations that are not scalable
- CRM systems that are not connected with billing and provisioning systems
- Repetitive manual tasks such as a need to individually enter customer data into CRM, billing and back-end systems
- Long lag times between accepting an order and providing the service, due to inefficient work scheduling, and
- An inability to offer bundled services

Frame 8

The IBM flow-through hub solution provides an e-business software infrastructure to integrate Business Support Systems and Operational Support Systems business processes. Applying these systems across the enterprise's application portfolio, you enable faster ROI and provide a complete DSL solution.

WebSphere Business Integration for Telecommunications:

- Provides sophisticated, business-support systems and operational-support-systems integration capabilities that reduce total cost of operations by streamlining business integration and processes
- Allows rapid deployment of new services and accelerates their time-to-market
- Allows fast integration of best-of-breed or legacy applications, automates individual process steps and streamlines processes for competitive advantage, and
- Enables the offering of a single, Web-channel interface for all users, no matter how they access it

Frame 9

IBM WebSphere Business Integration for Telecommunications enables companies to quickly and cost-effectively implement both process integration and application connectivity.

It uses secure and scalable technology that accelerates e-business initiatives for customers, suppliers, partners and employees. Its logical, distributed hub-and-spoke architecture provides rapidly scalable integration, and reduces the risks of new system integration projects through its pre-built connectivity.

This translates into faster, easier and dramatically more effective results from integration projects, and gives companies a competitive edge in managing their core business processes.

(Part 2)

To show how IBM's WebSphere Business Integration for Telecommunications solution can improve the way you do business, let's take the example of a new customer ordering DSL service for the first time:

1. Allison calls ABC Telco and reaches a customer service representative or CSR.
2. The CSR receives the call and begins the “create new customer” process.
3. The CSR then enters Allison’s information, verifies her eligibility, and checks the service availability in Allison’s area. By completing the correct screen form and submitting it, the CSR invokes a work process that checks Allison’s credit and determines the services available in her area, automatically.
4. Now that the CSR has received notice of services available to Allison, and her satisfactory credit record, she informs Allison of her service choices.
5. Once Allison has selected a service level, the CSR submits the request for that service, invoking another process that issues an order for DSL service. This alerts a DSL technician that an order needs to be fulfilled.
6. Once the order is fulfilled, the DSL technician notifies ABC Telco that the work order has been completed, activating the billing process and completing the service fulfillment process.

Without business process integration, each of these steps would take more time, allow for more errors, and cost ABC Telco more money. With the integration provided by IBM, many of the steps are automated, speeding up the process and enabling ABC Telco to better meet the needs of more customers with greater efficiency and at a lower cost.

Frame 12

WebSphere Business Integration incorporates the latest in business integration software technology from IBM. It can be used to automate many of the major business processes in the telecommunications industry.

Integrating your business-support systems and operational-support systems with IBM can help you reduce operational costs, improve existing services, accelerate their time-to-market and help you acquire and retain new customers.

Connected systems, departments and processes help boost your operational efficiency. It's easy to see the impact on your bottom line when your application-delivery platform supports the business processes and services that underlie your competitive success.

To learn more about Business Integration for Telecommunications, please contact us at [BI sales@ibm.com](mailto:BIsales@ibm.com) or visit our website at www.ibm.com/websphere/integration/telecom