



TELECOM BILLING CONVERGENCE »»

PROVIDING MISSION CRITICAL BUSINESS SUPPORT

Network Operators are increasingly having to deal with the challenge of advanced digitization and network technology. Moreover the global economic slowdown is having an impact on consumers' behaviour which is likely to increase the segmentation between customers who will still be eager to access to high value and innovative offers and those who will look for cost effective basic services.

This should impact significantly the middle range offers and increase the fierce price competition. The Business Support infrastructure therefore has to be highly cost effective. And since technology advances will continue, operators must prepare and position themselves for the mobile data (and data-related) business to keep their high value customers.

Operators need to find their place in the mobile data value chain, not only because of these technological changes/advancements, but also due to other drivers in the competitive environment (saturated markets, new market entrants, etc.). They need to decide if they want to operate a pure transport infrastructure (a bitpipe operator) or become a true 'mobile media' company. Or in fact anything in between!

Atos Origin has already helped many leading Telecom providers make the decision and we can do it for you!

SUPPORTING AND ENABLING THE MULTI-MEDIA APPROACH

Advanced digitization and new network technologies fuel the “all IP” initiatives and drive the various flavors of convergence such as Prepaid Postpaid convergence, OSS/BSS convergence, Fixed Mobile Convergence (FMC), etc. All these initiatives not only have an impact on the OSS infrastructure (with initiatives like IMS), but also have a significant impact on the BSS infrastructure.

If a mobile network operator goes for the ‘mobile media’ option then a re-assessment of the distribution, display and some production related aspects of film, television, Internet, music, and writing will be required from a business (support) perspective across all the different industries/parties involved. Atos Origin has a practice in this area that can define the right Business Support infrastructure and has already implemented this for companies like Vodafone Live Event Rating and Turkcell Revenue Sharing.

WORLD CLASS CAPABILITIES

Atos Origin has a strong system integration practice in this area focusing on out-of-the-box, best-of-suite, solutions that can be tailored to particular BSS requirements. Our world class capabilities in the BSS area are honed in our Telecom Competence Center in Zurich and backed by:

- » A strong Billing practice, excellent BSCS and BRM skills, highly skilled professionals in BSS process and IT architecture design
- » Pre-paid service solutions centre with deep engineering skill in IN-design, network protocols and IN-Billing platforms integration
- » E2E Application Management – from development to operations – of highly complex BSS landscapes for a number of major telecoms
- » LMS (Loyalty Management System) is a modular, automated and highly cost-effective ZPrepaid / Postpaid Telco implementation of a classic Customer Loyalty Program. LMS aims to increase the existing subscribers’ loyalty by rewarding their spending and attract new subscribers.

COMPLETE LIFECYCLE EXPERIENCE

Our experience spans the full range of the Billing Domain. Our “design, build, operate” service offering has such strong practices and helps telecom companies during the complete lifecycle to:

- » Draft the right business support strategy
- » Implement it with appropriate solutions and services by selecting the right components
- » Upgrade existing solutions/services, replace legacy systems, or integrate with new (adjunct) systems, up to operating complex business support infrastructures based on our operational best practices

OUTSOURCING BRINGS EXTRA BENEFITS

We believe that increasing cost pressure today could fuel initiatives to look for further external synergies with potential outsourcing partners. Here Atos Origin can offer a standardized platform for common BSS applications and a basic IT infrastructure that offers economies of scale. We are a European leader in the outsourcing market and this allows us to offer an attractive synergy/cost package to Mobile Network Operators.

DRAWING ON GLOBAL EXPERTISE

It is clear that there is no one size fits all solution when taking a look at the trends in convergent billing. It will always require an individual assessment of the situation of the particular Mobile Network Operator in order to decide on the right initiatives and the right solutions. But this is where Atos Origin’s expertise really plays a key role. Our team of experts from all over the world is experienced in working together to help local teams during the pre-sales process, as well as delivery for leading companies such as Essent, KPN, Optimus Portugal, Tele2, T-Mobile and Vodafone.

For More Information
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