



Inject agility back in your business

application management

Mobile telecom revenues and margins are under intense pressure right across the world. Completely new levels of efficiency and innovation are needed to achieve competitive advantage

Mobile telecom companies are facing a combination of four major challenges.

Changing environment: Fixed and mobile telephony is converging, leading to a shared service approach in many areas and the need for changed business models as telecom companies transform themselves into Combined Service Providers (CSPs).

Cost reduction: Margins are dropping fast, with Average Revenue Per Unit (ARPU) being reduced as higher profit business is targeted by aggressive new competitors, leading for a drive to automate, simplify and take costs out of core processes.

Revenue growth: The race is on to improve quality of service in order to maintain loyalty and rapidly launch new added-value services to differentiate in a crowded and competitive marketplace.

Business continuity: With more and more new services accessed via mobile devices, telecom companies have to meet higher standards of data protection and reliability, while ensuring that services stay as resilient as possible.

Most telecom companies are struggling with highly complex application estates, filled with specialized point solutions supporting legacy products and outdated tariff plans. At exactly the moment when the need for speed is at its greatest, current IT is acting as a brake. So what is the solution?

Agility, speed and security

Atos is changing the rules of application management (AM) in the mobile telecom market, decisively moving away from management by IT-related SLAs and towards a future in which everything is measured by business outcomes. Atos Right-Fit Application Management for Mobile Telecom is precisely tailored to the needs of what is still a specialized industry.

- ▶ Our approach is aligned with the enhanced Telecom Operations Map (eTOM), which provides a common vertical business language connecting operators, major Commercial Off The Shelf (COTS) suppliers, and IT service providers
- ▶ Our business model ensures that Atos takes responsibility for driving business outcomes, linking client business performance directly to the vital Telecom processes that we help you manage
- ▶ To achieve this, we look at processes, not as standalone items but as interconnected process chains to ensure clear visibility from end-to-end, avoiding interoperability gaps and awkward hand-over points
- ▶ Atos services are designed to be proactive, rather than reactive, using real-time intelligence through our Bridge operations centers to drive more effective, hands-on control of process chains.

The Bridge approach was initially developed to manage service continuity and quality within the telephony market. Major players (including one of Europe's largest PTTs and a major international mobile company) were early customers and our approach is especially suited to the need for uncompromising availability and flexibility demanded by mobile telecom companies, as they constantly introduce new services, upgrade their technology and manage millions of individual customer pricing plans.

Atos also ties its own commercial outcomes to client business success, doing this through a key differentiator in our service: business outcome-based pricing, which makes us accountable for the client's own business results. By implementing a flexible gainshare approach, we ensure that both over- and under-achievement are reflected in the price, with Atos incentivized to drive additional client success and clients credited if targets are not met. Commercial innovation of this kind delivers proven financial benefit to clients, speeding up billing cycles, reducing errors and raising customer satisfaction levels.

Enabling effective change

A three-layered approach to competitive advantage and industry leadership.

Right-Fit Application Management for Mobile Telecom is a transformational journey towards enhanced performance and efficiency across your IT landscape. Your journey takes place in three stages.

Foundation AM: Focused on low-cost, high-quality application management to optimize business operations across your IT landscape, based on ITILv3 best practices. Services are aligned with your business strategy and we also deliver long-term operational landscape improvement. End-to-end monitoring across applications will proactively detect bottlenecks and resolve them before there is a business impact.

Business-enabling AM: Taking a business process chain approach as measured through agreed business KPIs. Atos Bridge strategic monitoring centers deliver a consolidated, 24/7 view of end-to-end business process chain performance. It provides business alerts and traffic light functionality when agreed business KPIs are at risk of reaching their threshold. With process chain analytics support from the Bridge, we work with you to identify areas for improvement, making and implementing recommendations to drive business optimization and transformation.

Mobile telecom-specific AM: Atos has exceptional knowledge and experience of the telecom industry, and we deploy this in core process areas such as fulfillment, assurance and billing to help you reach higher performance standards. We combine this deep industry knowledge with leadership in application management by:

- ▶ Focus on your most business-critical processes as the key priority
- ▶ Map these essential processes together with the applications and systems that serve them
- ▶ Agree on business-specific KPIs for all of these priority processes, again with a powerful focus on those that have the biggest impact on business outcomes
- ▶ Monitor these 24/7, delivering real-time insights while moving from a reactive to a proactive response model
- ▶ This not only enables us to pre-empt potential issues before they become problems...
- ▶ It also helps us identify key points where new KPI-related insights can drive improvements with positive business benefits...
- ▶ Leading to a virtuous circle of continual improvement.

By focusing on business-critical process chains and prioritizing processes that most directly impact on business performance, Atos helps mobile telecom companies compete more successfully at once and make continual improvement a way of life.

Powering your success

The Atos Right-Fit Application Management vision is based on a combination of deep industry knowledge, broadly based capabilities and end-to-end client commitment.

Atos has a proven implementation strategy, based on four logical steps:

1. Due diligence

Atos will analyze the business process and application landscape to identify key process chains, major pain areas and critical success factors. We then develop a business case that defines customization of the business process framework.

3. Business-oriented service design

The Atos engagement team analyzes applications and technical components to understand how they contribute to core business process workflows. This enables us to develop a revised service design focused on business outcomes. We then continuously enhance Bridge monitoring services to respond proactively to issues as they are defined.

2. Set-up foundation services

We now begin to implement the foundation AM service, building a Service Management Center and deploying teams with appropriate technical and functional knowledge. Monitoring services are now set up and in operation.

4. Roadmap to improved business chain performance.

Atos business process chain management follows a phased approach to ensure that each change is driven by business needs, business case, proof of concept and pilot before changes take place. We work closely with your own teams to identify potential process and application gaps, agree on business process improvements, translate these into enabling technology changes and then carry out a release approach that delivers improvement with little risk of disruption.

Delivering the benefits

The mobile telecom market is well-suited to the benefits that Right-Fit Application Management and, in particular, business process chain management can bring. Atos Right-Fit maps the entire process chain landscape and identifies exactly what every application does, how it fits into the overall picture and how gaps can be managed. Then we create a virtuous circle as process improvements are fed back into the production environment, while opportunities for avoiding problems and improving performance lead to further changes for the better: all managed by business KPIs.

The Atos Right-Fit approach has transformational potential:

- ▶ Precisely customizing Right-Fit solutions to meet your exact business needs
- ▶ Invigorating and refreshing your core processes and applications landscape
- ▶ Clearing a path directly to the cloud
- ▶ Reducing costs and cutting risk down to size.

With 10,000 expert business technologists dedicated to Right-Fit around the world, Atos has the proven ability to take anything up to 20% out of your IT costs in year one and to drive continuous improvement across business processes after that.

Our ambition is directly linked to our clients' proven business success. We can help you move to a virtuous circle of improved efficiency, driving improved business outcomes feeding back into further continuous improvement across your core processes.

That's the Right-Fit difference.

Inject agility back in your business, call on your Business Technologist

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