

profitability

in business systems

BSS consolidation and harmonization



Your business technologists. Powering progress

Atos

Value Through Efficiency

After years of technology innovation and IP transformation, the telecommunication industry has entered a new customer era – where competitive advantage and market leadership belong to those best able to realize new value for the client. For telcos, that’s first of all a question of perfecting BSS architecture and performance.

As a telecommunication decision maker you are faced with a conflicting set of strategic demands. In an IP-enabled world, there have never been so many opportunities for reaching customers across the globe and delivering rich media experiences. But savage competition, regulatory change and - most of all - escalating customer expectations have raised the bar on telco performances and forced market actors to professionalize as never before.

Whether you are a business or a technology leader, you know that squaring the circle between customer service performance and corporate operations is the key to ultimate success. And in your business, that starts with BSS consolidation and harmonization. A new business and technology approach to this core challenge now enables telco players of all kinds to realize operational excellence as they drive flexible new service offerings and grow brand equity in customer eyes. That’s

because at Atos we adopt a process-centric approach to what was once seen as a pure system integration scenario. Harmonizing your core business processes before we consolidate your technology systems is the essence of BSS flexibility and performance going forward.

Telecommunication providers have always moved highly dynamically, resulting in technology landscapes that are at best fragmented and at worst a confusing mass of disparate systems. As you try to get closer to customers, cut down churn and eliminate fraud, remodeling your BSS architecture represents your first big challenge. However far down the road you currently are to next-generation operations, you know that disconnects in your environment mean lost opportunity at the customer front, lost momentum in the marketplace, and lost

shareholder value. Process stove-pipes and separated databases restrict a 360° view – limiting your ability to offer discounts and better offers, cross-sell or deliver a web portal with all relevant customer data.

But integrating business support systems across your extended enterprise is no easy matter, beginning with lack of current transparency. Conventional partners may not be able to follow you across borders, or may be limited by their own product agenda. The business technologists at Atos have now evolved a new

way of synergizing BSS performance – built on core process insights, complex integration skills from the engineering world and leadership in managed services and operations.

We harmonize your processes, help you streamline your vendor landscape and consolidate your technology using a systematic methodology which removes cost, cuts time and limits project risk. So you get to drive new kinds of customer relationships based on service speed, flexible pricing and unique brand reach.

System integration in BSS starts with mature understanding of front-facing telco business processes.



Systematic Excellence

The new approach to BSS consolidation and harmonization from the business technologists at Atos blends unique telecom business processes with exclusive industry integration and managed service capabilities. The result? Step-by-step enhancement of BSS capabilities.

Atos now brings the power of two - business process expertise combined with global integration skills acquired within industrial leader Siemens. This two-in-one expertise drives fresh value as you transform the CRM, billing and other functionalities within BSS. Whatever business scenario surrounds your integration challenge - post-merger rationalization, business remodeling, global expansion or service collaboration - we provide a knowledgeable continuum from initial consulting and design to ongoing operation and dynamic service delivery.

Atos uses best-practice process modeling (such as eTom and SID) as well as SOA, IT Governance and Change Management to transform the

logic at work behind your systems. We think and act differently in BSS integration because:

1. **We are business technologists who put business process first**
2. **We are global and independent of system agenda**
3. **We deliver full scope from Business Impact Analysis to web-based Learning Solutions**
4. **We understand customer interaction like no other**
5. **We master complex integration on a global industrial scale**

From the UK and Central Europe to Egypt, India and Malaysia, leading market providers including e-plus and Vodafone have already experienced exceptional BSS results - both in system integration and ongoing operation.

How can we help you reach the next level of BSS industrialization?



Take each BSS component and transform it into a business profit enabler.

The only way to really individualize customer offerings and anticipate market change is to standardize your technology platforms and applications. Consistent standardization is not only the doorway to service orientation, leveraged outsourcing or cloud delivery on a technology level. It enables highly customized rich media bundling, agile adaptability to customer behavior and enhanced brand loyalty.

The BSS arena is itself a broad spectrum of critical skills here - from billing, charging and rating to CRM, customer care and experience, fulfillment, performance management as well as

revenue assurance and fraud management. We have the knowledge and experience in place to systematically transform each of these activities:

- ▶ **From delayed reaction to real-time performance in assurance**
- ▶ **From fragmentation to convergence in billing**
- ▶ **From static rates to flexible customization in charging**
- ▶ **From passive to analytic and interactive CRM**
- ▶ **From churn to lifetime loyalty in customer experience**
- ▶ **From revenue loss to restored profitability in fraud**
- ▶ **From lack of transparency to 360° view in CRM**
- ▶ **From time lag to simultaneity in performance reporting**
- ▶ **From margin erosion to new income streams in revenue**

BSS functionalities are no longer support processes in the traditional sense. With Atos, you can turn them into business- and growth-enabling disciplines.

The BSS Payoff

Harmonizing your business support processes and consolidating the underlying technology systems has numerous benefits for telco carriers and service providers - including reduced operational expense, faster speed to market and greater customer loyalty. Doing this with Atos brings distinct additional advantages.

When you allow us to work with you on BSS consolidation and harmonization, a number of interesting options and advantages kick in. For a start, you're working with a global IT partner - but one without a hardware or software agenda for your landscape. That's rare, and means greater freedom of maneuver for your business and the best solution for your situation.

Secondly, we only consolidate your technology after we have analyzed and harmonized your process environment. That means you switch from an IT logic to a business logic in core BSS functions. So, for example, a former invoicing concept run on maintenance, license, hardware and labor costs is now transformed by a new hosted service concept run on data processed, customers served and business outcomes produced. We call this approach Business Value Drivers and it is easily integrated into your BSS program.

Then, of course, you're not simply getting integrated BSS as a point solution. At Atos you have the freedom to scale those benefits into managed BSS operation as well as combined B/OSS transformation. And, naturally, that comes with all our other telco-specific operations experience. To capture the full value of BSS potential, Atos is not only a system integrator with unique industrial insight, it is a European leader in outsourcing (nominated the number 1 partner in your market in Datamonitor's Black Book of Outsourcing) with a fully mature and flexible global delivery network in position.



Our convergent customer care and billing implementation for a leading Malaysian 3G service provider was a first in the Asian Pacific marketplace, enabling it to evolve beyond the limits of standard billing solutions with a fully unified prepaid and post-paid system. For Germany's third-largest mobile network operator e-plus we provide end-to-end process management across their BSS environment, utilizing KPI-defined forecasts to plan resourcing and optimize global delivery. For T-Mobile, part of a leading global telco brand, we are responsible for retail billing and enterprise integration in the BSS space - leveraging global economy of scale from India.

Legacy to consolidation and harmonization - Don't just integrate your BSS, differentiate your business.

These are just some of our proven partnerships in the telco BSS arena. Consolidation and harmonization - systematically executed - delivers lower cost of performance, swifter speed to market for new services and all-round enhanced customer experience. It provides a single client view, situational awareness as change happens, and more informed decision making for telecommunication leaders. In a customer-dominated age, harmonized BSS holds the key to seamless order-to-cash cycles and richer, more intimate customer service offerings. It is far too critical a challenge to be left in the hands of a software vendor with their own sales agenda. For the maximum of integration capability and global scope, you need a business technologist.

About Atos

Atos is an international information technology services company with annual revenues of EUR 8.7 billion and 78,500 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting, systems integration and managed services. Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid.

**BSS Consolidation and Harmonization:
It's no longer about old-fashioned
system integration - it's about realizing
next-generation customer performance
through enhanced business processes ...**

For more information:
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