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TIBCO Fulfillment Orchestration™ Suite for Next Generation Telco Order Management

Vincent Marqueton, TIBCO Verticals Solutions Consultant

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Agenda

1. Why a Catalog-Driven Order Management?

2. TIBCO Fulfillment Orchestration Suite overview and architecture

3. A Customer Success Story

4. TIBCO Fulfillment Catalog

5. TIBCO Fulfillment Order Management

6. Takeways
Trend: It's all about the Catalogue

Trusted marketplace

Broader catalogue of products

Increase frequency of customer interactions

The New Marketplace

Source: Chris Anderson’s The Long Tail

- Head
- Long Tail
- Products
- Popularity

Initial Contract Bundle

Add-ons, Out of core services and products

Promote affinity to brand

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The Problem

Product Catalog
- Multiple commercial and technical catalogues
- No master, no integrated view
- Orders refer to different product catalogues

Order Management
- Incomplete, incorrect and inconsistent orders
- Static order flows
- Limited or no change and jeopardy management
- No visibility
Goals

Business goals

• Fulfill customer and 3rd parties products
  • Reduced time to market for onboarding new commercial and technical products
  • Natively multi channel
  • End to end view of the fulfillment process

Technical goals

• Reduce time to market through a single catalogue driven order management
  • Dynamically create and amend fulfillment order plan
  • Single system of configuration to reduce errors and cost
  • Significant integration capabilities for catalog and order management execution
History: Delivering Fulfilment since 2001

Advanced Fulfillment Framework (AFF)

- Order decomposition, management
- Fulfillment and optimization
- Jeopardy management

Based on TIBCO® BPM & process layer

Introduction of TIBCO® Master Data Management technology to build a catalog

- SID-based product and services catalog
- Catalog-driven offer configuration and validation
- Catalog-driven order decomposition and order fulfillment

Version 1.0 of FOS as an integrated product suite

- TIBCO® ActiveCatalog 1.0
- TIBCO® ActiveFulfillment 1.0

2nd Generation of Advanced Fulfillment Framework (AFF)

FOS 1.1

FOS 2.0

Suite rebranding and integration of provisioning Components Rationalization

- TIBCO® Fulfillment Catalog 2.0
- TIBCO® Fulfillment Order Management 2.0
- TIBCO® Fulfillment Provisioning 2.0 (Kabra® KPSA™ acquisition)

FOS 2.1

FOS 3.0

- Offer and price engine
- Order capture system
- Manual order plan development

FOS 3.0.1 (current version)

- Large order processing optimization
- Template-based product model & building block

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TIBCO Fulfillment Orchestration Suite

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eTOM, TAM, SID Mappings

<table>
<thead>
<tr>
<th>TMForum eTOM</th>
<th>TMForum TAM</th>
<th>TMForum SID</th>
<th>TIBCO Fulfillment Orchestration Suite</th>
</tr>
</thead>
<tbody>
<tr>
<td>(enhanced Telecom Operation Map)</td>
<td>(Telecom Application Map)</td>
<td>(Shared Information Datamodel)</td>
<td></td>
</tr>
<tr>
<td>Order Handling</td>
<td>Customer Order Management</td>
<td>Product Offering</td>
<td>TIBCO Fulfillment Order Management &amp; Catalog</td>
</tr>
<tr>
<td>Service Configuration &amp; Activation</td>
<td>Service Order Management</td>
<td>Product Offering</td>
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<tr>
<td>Resource Provisioning</td>
<td>Resource Order Management</td>
<td>Resource Facing Service (RFS)</td>
<td>TIBCO Fulfillment Provisioning</td>
</tr>
</tbody>
</table>

**Differing Nature of different “Product Classes”**

- **Marketing Driven, Abstract**
  - Interested in combining and pricing offerings
  - Rapidly changing, but typically minor changes

- **Engineering Driven, Concrete**
  - Typically bound to assets deeper in the IT infrastructure
  - Slowly changing, typically stepped changes

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A customer success story
TIBCO Fulfillment Orchestration Suite at one of the world’s leading telecommunication operators — Order Delivery

TIBCO Fulfillment Orchestration Suite is the only recommended solution for Order Delivery, for all of its affiliates.

Decoupled, Highly Scalable, API Ready

TIBCO Fulfillment Order Management & Catalog is used in 4 affiliates (Europe & Middle-East), for 80M of subscribers

– Skill Centre for support and Innovation (future project PoC)
– Architecture Governance across group
– Mobile, Fixed, Broadband B2C and B2B

TIBCO Fulfillment Provisioning is used in 24 affiliates, for provisioning of 193M of subscribers

– Skill Centre for support
– Mobile, Fixed, Broadband B2C and B2B
– Architecture Governance across group
Profile

- First French CSP
- 27 million mobile lines, 10 million broadband accesses
- Not compliant with the group guidelines, architecture and data model
- BPM-based order management: static processes approach, not catalog-driven
- Service inventory not flexible
- Multiple order management systems and interfaces exposed to upstream systems

Project Scope

- First step of a multi-years IT renovation program: Introduction of a Service Order Management layer (OSS) — Service Order Management, Service Catalog and Service Inventory
- One single order management for all markets (B2B, B2C), allowing reuse of technical services configuration (voice, data, access, services...)
- Phased approach: B2B services, followed by B2C services
- Project done by the Client IT, with strong TIBCO involvement during first phase, and full expertise handover from TIBCO to Client within 6 months
Initial Project Duration

- First phase implemented by TIBCO: 6 months
- Client was autonomous for implementation of the following phases
- **Deadlines met** (none of the other solutions evaluated would have allowed to meet the deadlines — it was an important decision criteria)
- First phase live in July 2014, following phases deployed regularly

Outcomes Delivered

- **One single application and interface for Service Order Management**
- **Catalog & Architecture Governance**
- Functional requirements almost fully covered with OOTB features
- **Reduced operational costs**
  - Less production issues, less investigation hours on issues
- **Predictable TCO**
- **Sustainable future – proven scaling**
- **Reduced Time to Market & Agility**
  - New project delivery every 2 weeks, deployment to production every 6 weeks
Product Usage in the Group

Main components / features covered for Order Management solutions:

- MDM-based Product & Service Catalog (TIBCO Fulfillment Catalog)
- Order validation, decomposition, process composition and execution (Order Management) (TIBCO Fulfillment Order Management)
- Product & Service Inventory (TIBCO® Event Processing and in-memory cache)
- Front-office and back-office monitoring and order administration (TIBCO BPM, TIBCO® Analytics)
- Integration to all other systems (TIBCO® Integration Platform)
TIBCO Fulfillment Catalog

• Stores commercial and technical products
• Masters rules for fulfillment
• Integrated workflows for Product Lifecycle Management
• Based on TIBCO Master Data Management capabilities
  • Import, export, synchronization capabilities
  • TIBCO® MDM Studio

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- Offering, Pricing and Validation services
- Dynamically created order execution plan
- Real-time visualization of orders and plans
- Cancellation and rollback plans
- In-flight changes
- Jeopardy Management
- Error Handling
- Manual order plan development
Takeaways

1. It’s all about the catalog

2. To address today’s challenges, order fulfillment must be catalog-driven

3. TIBCO Fulfillment Orchestration Suite provides a comprehensive suite of products that accelerates the concept-to-cash cycle by automating the end-to-end process from product definition and design to the efficient, accurate fulfillment of associated orders

4. It applies also for non telco customers: banks, insurance companies...