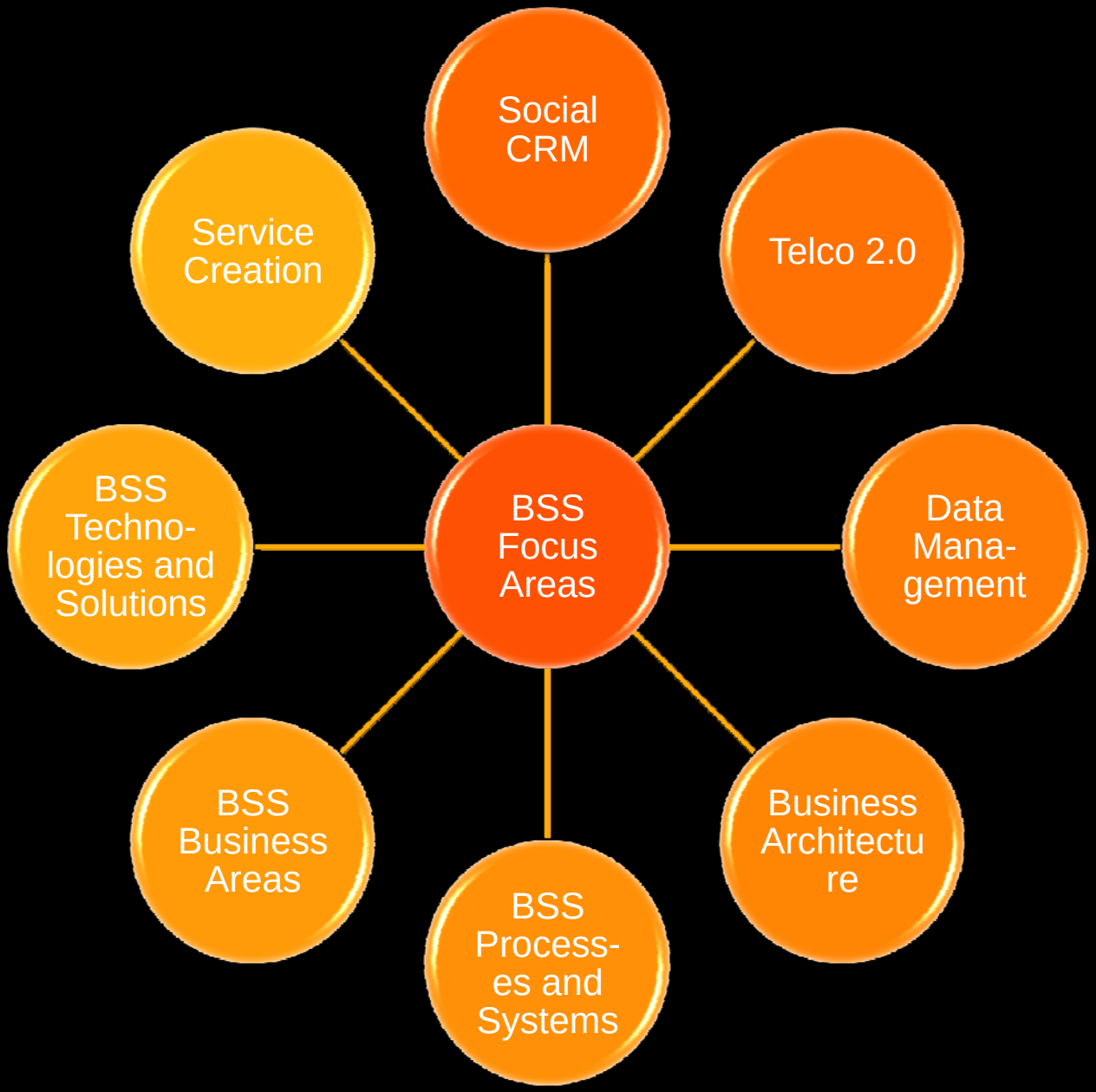
Business Support System (BSS)

Service Offering

Reply live

Focus Areas


Social CRM
Service Creation
Telco 2.0
BSS Techno-logies and Solutions
BSS Focus Areas
Data Mana-gement
BSS Business Areas
BSS Process-es and Systems
Business Architectu re

Telco Hot Topics

Telco 2.0

- Changing market and competition requires Telcos to rethink traditional ways of doing business with impact on Business Models, Service Portfolios and technical architectures
- **Live Reply supports customers in the selection, implementation and integration of systems, processes and data to support new models and services**

Customer Experience

- Customer Experience is a key differentiator for Telcos.
- **Live Reply supports customers in the integration and utilization of ordering and CRM systems for converged scenarios as well as in the measurement of customer experienced Quality of Service**

Data Management

- Master and subscriber data are key asset to successful operations, customer relationship management and sales
- **Live Reply supports customers in the design and implementation of data management solutions and in the maintenance and analysis of master and subscriber data**

Convergence

- Customers expect a converged experience across all products and all channels from Sales over Usage to Billing and Support
- **Live Reply supports customers in the selection, implementation and integration of solutions for converged user experience, back-end processes and products**

Social CRM

- The integration of data from public networks with in-house BSS data and the active collaboration of operators with customers in communities will facilitate customer support, product design, marketing and sales to a large extent
- **Live Reply supports customers in the selection and integration of tools and in the design of comprehensive solutions around Social CRM**

BSS Service Portfolio

Professional Services

- Business Analysis
- Solution Design
- Project Management
- Demand Management
- Test Management & Execution
- Operations
- Engineering in Messaging, Data and Voice
- Engineering for BSS

System Development & Integration

- Design, Development and Integration of specific solutions and components
- Service Oriented Architectures
- Database Integration

Solution and Service Offerings

- Testing Services
- Demand Management Service
- RFx outsourcing
- Data Management Rules-4-Reconciliation (R4R)
- QoS Monitoring & Prediction (QoSMoS)
- Social CRM Solutions
- Enterprise Social Network

B/OSS Professional Services

Key Facts

- Project situations often require a flexible staffing policy where workload peaks can be covered or special expertise is required for a limited time only
- Experts are hired on demand

Challenges

- Due to the nature of the projects, external and temporary support needs to be efficient with minimal lead time
- The cost of external resources is often a main driver of the overall project cost

Reply's Solution

- Reply follows a staffing policy which is focused on excellence and experience
- Reply is constantly training on BSS, telecommunication, technology, process and business topics
- Reply's Living Network ensures expertise across a wide range of topics including BSS technologies and products, business analysis, project management, operations and testing
- Certification policy to provide a background of industry best practices incl. PMP, CAPM, ITIL, IREB, ISTQB
- Reply provides the appropriate resource to the role

Testing Services

Key Facts

- Efficient QA requires a solid methodology as well as understanding of the business and its systems
- QA includes many repetitive activities
- Test Automation can significantly increase quality while reducing cost at the same time

Challenges

- Insufficient documentation of test requirements, cases and results
- Limited reusability of QA efforts
- Limited coverage of QA

Reply's Solution

- End-2-end or partial service from Test Requirement Analysis and Test Definition over Execution and Tickethandling to final Test Reports
- Solid methodology for all steps of testing process
- Integrated Test Automation
- Cost efficient service based on high automation level and use of near shore centers where applicable
- Full transparency and traceability by use of standard tools and thorough reporting
- Reusabilty of efforts and wide coverage by tool based test documentation and automation

Demand Management Services

Key Facts

- Misunderstood, forgotten or inconsistent requirements are a major root cause of project issues, software problems and production incidents
- Required engineering techniques increase efficiency of process and quality of requirements

Challenges

- Long way from business requirements to software
- Project complexity, team size and project duration raise risk of inconsistent or incomplete implementation
- A single requirement affects multiple unconnected documents in multiple teams
- COTS strategy requires specific demand governance

Reply's Solution

- End-2-End or partial service from requirement engineering, documentation to scope validation based on a solid methodology and industry best practices
- Requirement engineering following eTOM, TAM and SID concepts
- State of the art tools to ensure consistency and traceability of requirements from business requirement down to the test case including all documents and steps of the SDLC
- Services range from tool selection and integration down to the operation of tools and processes, plus the engineering of technical, quality, functional and non-functional requirements

RFx Outsourcing

Key Facts

- A consolidated and standardized process for RFx helps to increase completeness and accuracy of responses and decisions
- Results of different RFx

Challenges

- Creation of tender documents prerequisites include the business analysis or a good understanding of involved systems and businesses
- Vendors require competent counterparts for clarification of open points
- Evaluation criteria must be relevant and measurable to provide a solid base for the decision process

Reply's Solution

- End-2-end service for the analysis of business requirements and evaluation criteria, creation of tender documents, vendor support and evaluation
- Independence from technology providers
- Reply's living network ensures the availability of specific expertise required for the current tender
- Interdisciplinary teams ensure that business, technical and operational aspects of the required solution are taken into account
- Solid methodology ensures efficient execution, accurate and relevant evaluation and full transparency

Data Management – Rules 4 Reconciliation

Key Facts

- Distributed data with identical or similar meaning or interdependencies bear risk of inconsistencies which can cause production incidents, loss of revenue or open fraud potential
- Data reconciliation helps to identify and solve inconsistencies as well as to detect gaps

Challenges

- Data reconciliation requires the analysis of thousands or millions of data sets in distributed databases with different technology and structures
- Specific data reconciliation efforts only match current database and structures and can't be reused in other contexts

Reply's Solution

- Rule based data reconciliation service designed to reconcile data from different sources
- Rules 4 Reconciliation allows management of large amounts of data in short term, based on flexible business rules
- Rules 4 Reconciliation delivers comprehensive reports about consistencies and inconsistencies
- Rules 4 Reconciliation optionally aligns the data immediately
- Reply offers professional services around the analysis of relevant data bases, set-up of business rules for reconciliation and the root cause analysis of inconsistencies

Customer Experience - QoSMoS

Key Facts

- QoS is often measured on a technical level based on the performance of involved systems
- Customer perceived quality is not necessarily directly related to technical QoS
- Alignment of technical and customers' view brings valuable insights and helps increase customer satisfaction

Challenges

- The relation between technical problems and actual customer experience is not obvious. Technically small disturbances can have major customer impact while major incidents might even go unnoticed by the customer
- When customer satisfaction is the focus QoS must be valued with the customers' experience in mind

Reply's Solution

- With QoSMoS Reply offers a service which unifies the network and IT QoS view with the actual experienced quality
- The results of dedicated customer surveys are merged with the measured QoS of systems
- QoSMoS analyses and visualizes the correlation between technical and customer QoS
- QoSMoS provides insight to which systems really affect customer experience and helps to predict the impacts of incidents thus allowing to take preventive action at the right place
- QoSMoS can benefit also from Web Intelligence data

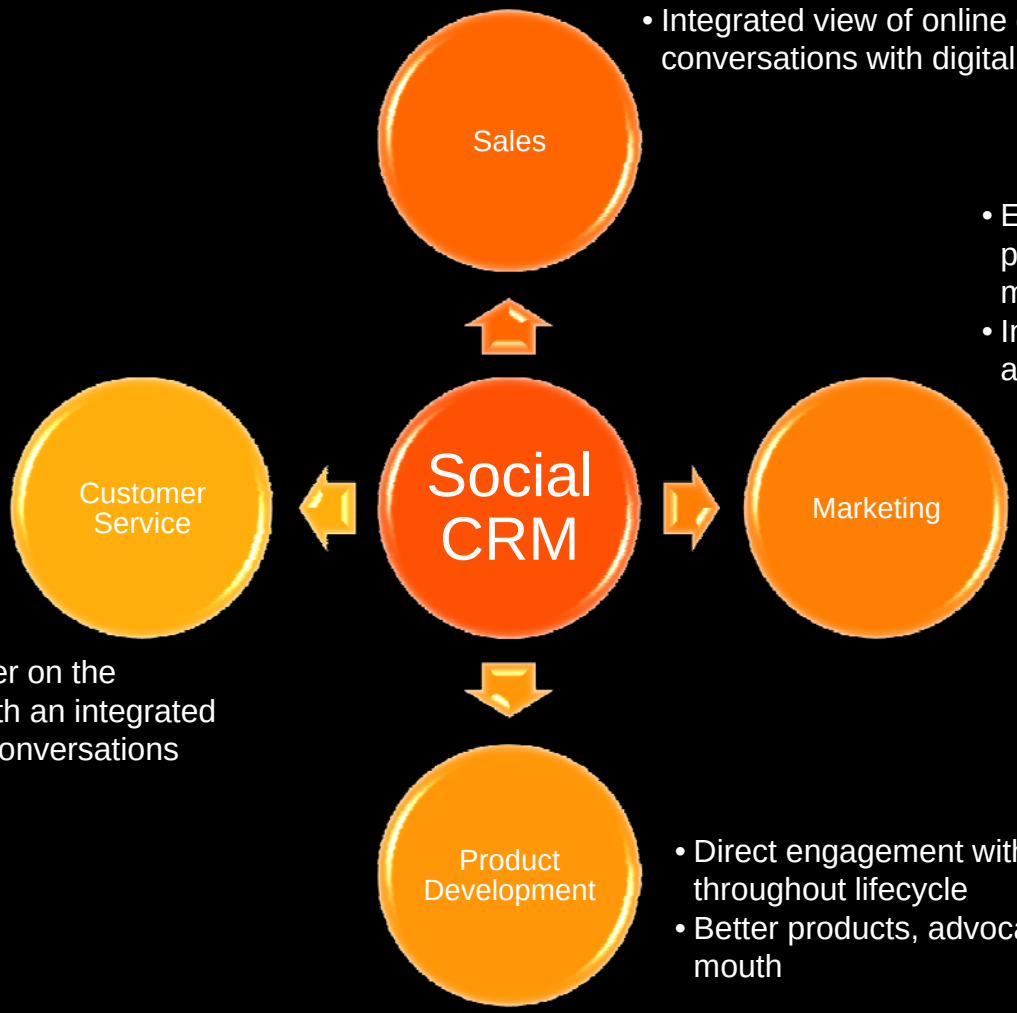
Social CRM – The Challenge

In today's 2.0 world the traditional way of doing business with the customer is outdated:

- Users easily find and also generate large amounts of information, including operators' quality and customer experience
- Users are networking and influencing in wide-spread digital social networks
- User value shifts from pure ARPU to the level of influence on other user groups
- Users can compare and take educated decisions which are often followed by peers
- Users expect integrated, converged and personalized experience
- Users generate large amount of operator relevant data outside the operator's domain and reach

Operators need to deal with the situation that **reputation**, **purchase decisions** and **customer satisfaction** are not built anymore in a dialog between operator and customer, but rather within and through networks where **the traditional operator is not part of**.

Focus Area Social CRM - Benefits



- More information about customers
- Integrated view of online customer conversations with digital analytics

- Earlier connection within the buying process with real-time listening and monitoring of online conversations
- Insights to effectiveness of marketing activities

- Proactively respond to customer on the customer's terms, equipped with an integrated view of the customer's online conversations

- Direct engagement with end customers throughout lifecycle
- Better products, advocacy and positive word of mouth

Social CRM – Web Intelligence

Key Facts

- Users communicate in the web using social network platforms, forums and Blogs
- Purchase decisions, brand reputation, trouble analysis and solutions are not done on an operator's home base anymore
- A wealth of creativity exists in the web community

Challenges

- Operators are not aware of the state of discussion and mindset of their customers unless they move where the users are
- Also information hidden in data which already exists in operators' domains often goes unnoticed

Reply's Solution

- Reply provides services to scan internet data sources for relevant information in form of public forum, blog or social network posts
- Data is evaluated and analyzed using state of the art tools and provides relevant insight to the operator about customer experience, effectiveness of marketing activities, network incidents but also about upcoming market trends
- Data analysis can be focused on a single user to provide valuable insight to support this customer based on the information provided by the customer and not necessarily in the dialog with the operator
- Interdisciplinary teams support customers in selection, integration and use of Social CRM tools

Social CRM – Web Collaboration

Key Facts

- Web communities bear a wealth of creativity and productive energy, which can be used for product development, testing and also for problem resolution

Challenges

- Web communities expect state of the art channels to be addressed and to be used to contribute
- Operators must be ready and willing to involve their customers and collaborate with the community

Reply's Solution

- Reply offers tools and services to launch Web 2.0 collaboration platforms for generation of product ideas, product design and general community interaction
- Reply provides the design, implementation and integration of the platforms with the business units of the operator and the web community
- As professional services, in addition to the platform integration, Reply offers business concepts, community development and community maintenance to the collaboration areas

Business Architecture

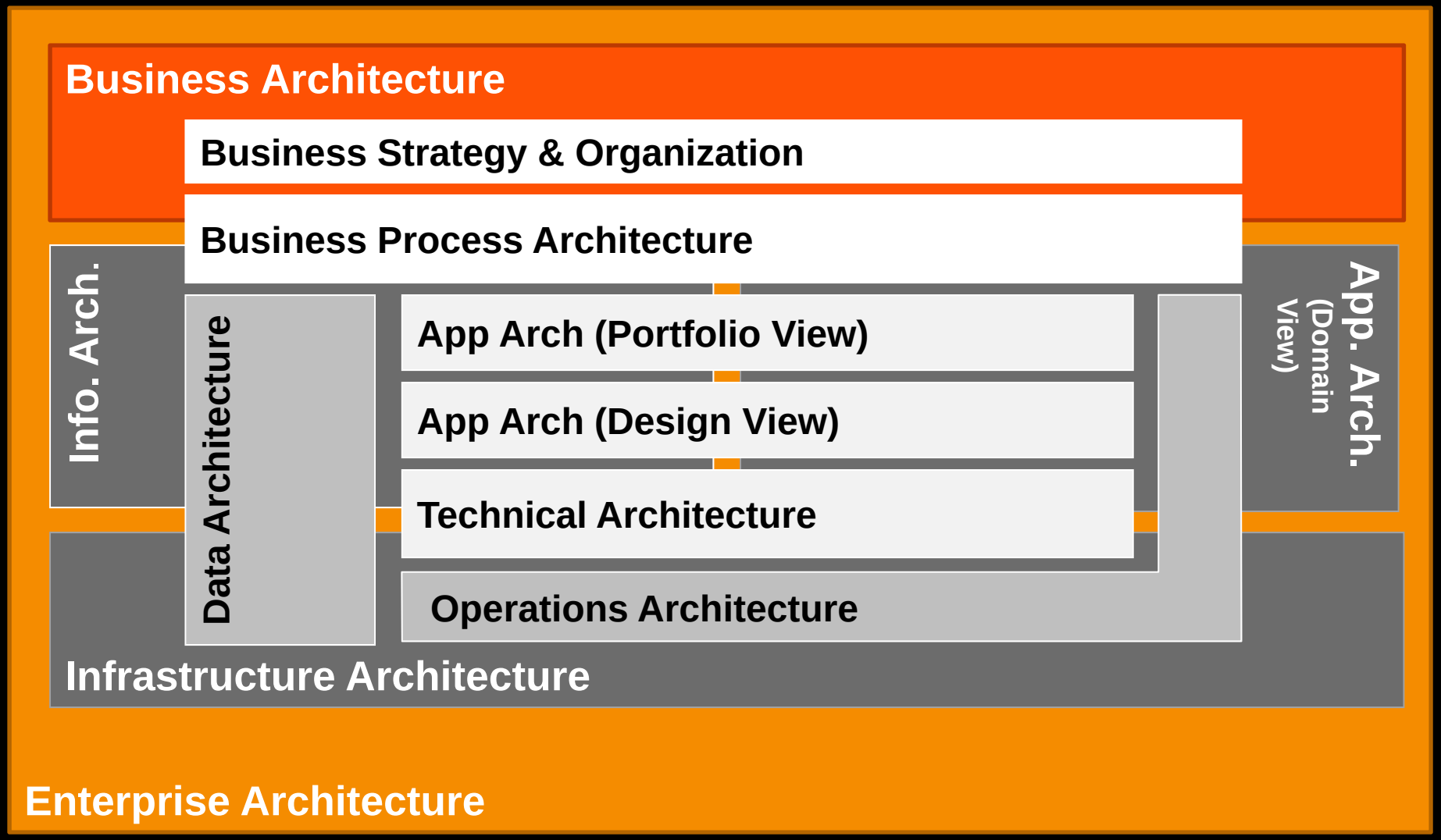
Architecture is the ‘Critical Success Factor’ for the shift to Business Technology

Business Technology is focused on Business Processes, End-2-end customer interaction management and is focused on direct business values

Business Architecture is based on Business Strategy and Business Process Architecture

Business Architecture is a paradigm change from IT & application oriented technologies towards business end-2-end values enabling technologies

Business Architecture is the new frontier of EA…



Telco Architecture Hot Topics

End-2-End Process Enablement

- Enabling the transition of Telco specific grown application silo architectures to allow end-2-end business process structures
- **Live Reply builds business understanding on Telco specific standardized process know how (TMF eTOM)**

Master Data Enablement

- All core Telecommunication processes are built on customer and product information. Product and Customer information in todays IT landscapes is distributed across the existing application landscape. This distibution across applications is mainly impacting bad Time-2-Market for new products / offerings.
- **Master Data Management is the key element to enforce and enable better Time-2-Market for new TelCo Offerings.**

Product Lifecycle Management

- Enablement and support of all stages of the product lifecycle process – from idea generation via the customer presentation towards implementation in Order management & fulfillment, CRM and Billing

IT Standardization & COTS Implementation

- Support for defining the customer specific approach from self-development towards IT Standardizations and COTS (Cost off the Shelf) products. Support for requirements definition, KPIs, preparation and transfer of PoCs and implementation.

SOA Governance & Implementation

Business Architecture - Service Portfolio

Professional Services (Support)

- Project Management
- IT Architecture & Governance
- Architecture Maturity Assessments
- Tibco Support
- eTOM Mapping and process alignment
- SID Support

Concept & Strategy Projects

- Master Data Management
- Product Lifecycle Management
- Cloud Computing
- SOA Governance Models
- Governance Models
  - IT Standardization
  - COTS Project and KPI Model
- IT Architecture alignment with Business Strategy

Comprehensive Service Offerings (Solutions)

- IT Turnkey Projects
  - Architecture maturity surveys
  - eTOM / SID assessments
  - SOA Governance implementation

IT Architecture Professional Services

Key Facts

- IT Architecture experts are highly specialized professionals with typical extensive telecommunications background and experience
- IT Architecture specialists can be hired with specific knowledge for specialized projects

Challenges

- Due to the nature of the projects, external and temporary support needs to be efficient with minimal lead-up time
- The cost of external resources is often a main driver of the overall project cost

Reply's Solution

- Reply resources are highly specialized professionals with Telecommunications background
- Reply resources are used to connect strategy, business model, processes and technology
- Reply resources deliver according to Industry best practices
- Reply's Living Network ensures expertise across a wide range of topics
- Certification policy to provide a background of industry best practices incl. PMP, CAPM, ITIL, IREB, ISTQB
- Reply provides the appropriate resource to the role

IT Architecture Maturity Assessments

Key Facts

- The change from IT-centric Architecture towards a business architecture to support end-2-end processes and better time-2-market requires TelCo know-how and a structured methodology
- Architecture Maturity Assessments help to identify strength and weaknesses plus the current maturity

Challenges

- IT landscapes in large Telco organizations are typically grown and application centric
- Change processes require the overall awareness and maturity of the organization
- Definition of transparent KPIs and measurements for the target definition and for the change process

Reply's Solution

- Reply has Architecture & Governance models which can be customized to push and control Architecture maturity processes
- Development of Assessment models for management surveys to define the current status
- Development of an Architecture Roadmap according Governance Models

Master Data Management

Key Facts

- Master Data Management for products and customers is the acknowledged key driver towards better time-2-market
- All core Telecommunication processes are built on customer and product information

Challenges

- Product and Customer information is distributed across the existing application landscape
- Complex and distributed product introduction processes into various applications is impacting time-2-market

Reply's Solution

- Based on best practices Live Reply can help to build an architectural concept to centralize all product information and maintenance across the IT landscape to enable streamlined product introduction and faster time-2-market structures
- Live Reply offers a range of services, starting from MDM selection and integration capabilities
- Analysis of processes and the engineering of technical, quality, functional and non-functional requirements for introduction scenarios

COTS Implementation support

Key Facts

- The maturity of the TelCo Industries is growing and the trend away from self-devolped / strong customized applications towards COTS is a key architectural challenge
- IT standardization and COTS products are drivers to reduce IT costs

Challenges

- A common understanding of IT standards and the TelCo specific capabilities of COTS products is missing
- Roles and responsibilities in current organizations are grown along the IT application landscape
- The move towards COTS requires a specific goveranance structure with strong management backing

Reply's Solution

- Live Reply is vendor independant with profund knowledge in various TelCo COTS offerings
- Live Reply offers support to meet the TelCo business targets for the vendor selection and COTS implementation phases
- Live Reply offers based on TelCo Industries best practices a set of specifications of COTS Capabilities, end-2-end processes and KPIs, to define customer specific COTS approaches

Cloud Computing

Key Facts

Cloud Computing topics when it comes to infrastructure

- Equipment Replacement – Planned & Unplanned
- Cost Saving and avoiding Capital Spend
- Reduce TTM and improve infrastructure availability time

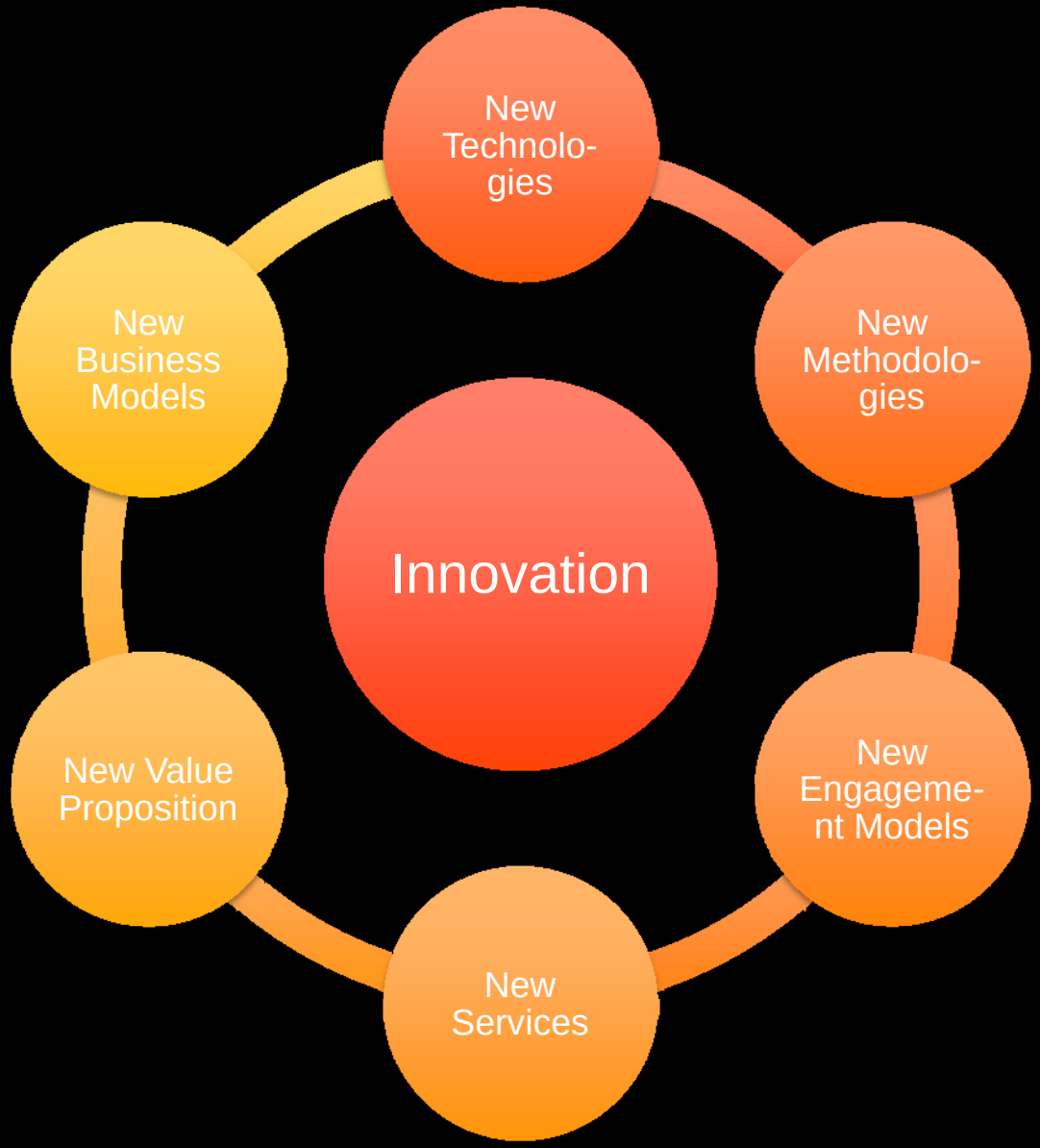
Challenges

- Data Locking issues : how to avoid them ?
- Security Issues: where is my data and who is accessing it ?
- Connection Reliability: Will the connection be stable and will the cloud instances behaviour be unaffected?
- Data Storage Location: Where is my data stored?
- Platform Uptime: How are the SLAs and the Uptime of the platform?

Reply's Solution

- Based on best practices Live Reply can help to build a cloud architecture
- Live Reply offers a service range from cloud migration and maintenance to cost calculation and security issues solving
- Analysis of internal platforms and architecture usage, cost comparing of on-premises platforms maintenance and development, definition of solution based on customer requirements for security, uptime and cost savings

Service Creation
Support business innovations



Telco Hot Topics

Telco 2.0

- Changing market and competition requires Telcos to rethink traditional ways of doing business with impact on Business Models, Service Portfolio and technical architectures
- **Live Reply supports customers to identify, evaluate and develop new business segments, to develop business, governance models and implement them**

Social Networks

- Social Networks are a new collaborative way to interact and work with customers, employees, people using Collaborative Solutions to increase sales, to reduce costs.
- **Live Reply supports customers to explore, evaluate the benefit and to develop a Social Network Strategy and Social Network Concepts and to manage the change**

Innovation

- Innovations enable Telcos to do new business or to do business in a better way
- **Live Reply supports customers to stimulate innovation by leveraging the intelligence of the crowd and to translate innovations into new (ways of doing) business**

Business and Governance Models

- Even the best strategy has no value if it is not implemented correctly.
- **Live Reply supports customers to develop business and governance models e.g. for 2-sided Engagement Model, Enablement and COTS Strategy Implementation**

Program Management

Service Creation - Service Portfolio

Professional Services (Support)

- Business Model Development
- Project Management
- BPM
- Governance
- Maturity Assessments
- Change Management

Concept & Strategy Projects

- Customer Care Social Media Concept
- Telco 2.0™ Strategy
- Social Network Strategy
- Enabler Strategy
- Business and Engagement Models
- Governance Models
  - Telco 2.0™ Partner Model
  - Enablers
  - COTS Project and KPI Model
- Roadmaps

Comprehensive Service Offerings (Solutions)

- Customer Care Social Media (Cost Saving) Concept and Business Case
- Innovation Portal (PGI)
- Enterprise Micro Blog
- Enterprise Social Network
- Store Assessment and Activation
- Social Network Opportunity Analysis
- Social Network Health Check

Service Creation Professional Services

Key Facts

- Project situations often require a flexible staffing policy where workload peaks can be covered or special expertise is required for a limited time only
- Experts are hired on demand

Challenges

- Due to the nature of the projects external and temporary support needs to be efficient with minimal lead time
- The cost of external resources is often a main driver of the overall project cost

Reply's Solution

- Reply resources has experience on Telco 2.0™, Social Networks, Business Models and BPM
- Reply resources are used to connect strategy, business model, processes and technology
- Reply resources know best practices
- Reply's Living Network ensures expertise across a wide range of topics
- Certification policy to provide a background of industry best practices incl. PMP, CAPM, ITIL, IREB, ISTQB
- Reply provides the appropriate resource to the role

Social Network – Strategy

Key Facts

- Users communicate in the web using social network platforms, forums and Blogs
- Purchase decisions, brand reputation, trouble analysis and solutions are not done on an operator's home base anymore
- A wealth of creativity exists in the web community

Challenges

- Many Telcos are not sure what the right approaches are and what are the potential benefits and risks involved
- Operators are not aware of the state of discussion and mindset of their customers unless they move where the users are
- A successful Social Media Strategy requires an iterative learning model and organizational readiness
- How to leverage Social Networks to improve customer service / experience and to reduce service costs

Reply's Solution

- Support the client to understand the potential and develop a Social Network strategy which deliver results
- Reply is offering "ready to go" solutions and concepts which can serve as launching ramp for clients
- Reply offers scalable solutions and compelling RoI models
- Reply has a track record to deliver world class Social Network Solutions
- Reply offers a unique combination of strategy, process, technology and media capabilities for Telcos
- We know how to help clients to drive the required organizational change
- Reply is a 2.0 Company and a 2.0 Enabler

Telco 2.0™ – Strategy

Key Facts

- Revenue from traditional voice and data services are going down in mature markets
- Providers can generate additional revenue by providing services to ‘upstream’ service providers and ‘downstream’ end-users by enabling them to interact via a Telco platform

Challenges

- New business models and capabilities are required
- (New) global competitors have entered the market (e.g. Google, Apple,…)
- New Enabler capabilities required
- Operational Readiness

Reply’s Solution

- We help customers to evaluate and develop a Telco 2.0™ business models and value propositions
- Reply Consultants think Telco 2.0™
- We have designed and implemented Enablers for big Telcos
- We know Telco 2.0™ Eco Systems and Business Models

People Generated Innovation Portal (PGI)

Key Facts

- Social Media enable new ways of collaboration with customers, employees, partners
- Leading companies leverage Social Medias to support innovations (e.g. Dell Idea Storm)

Challenges

- A mature and scalable solution and platform is required
- Budget is limited and should be in line with benefit and success
- The concept should learn

Reply's Solution

- Reply has hundreds of successful implementations
- Reply knows the best practice solutions and is using the Portal itself
- TamTamy is a mature and scalable solutions
- You can get it in the cloud but also on-site
- Reply can offer all services from design, implementation to operate

Business Models and Governance

Key Facts

- Telco 2.0™ is changing business models and are creating new ones
- Telco 2.0™ requires an exposure of capabilities (enablers) to 3rd parties
- COTS – to get the benefits of a COTS-strategy a paradigm shift in project governance is required

Challenges

- How to implement, control and optimize Telco 2.0™ business models
- How to design Enablers, so that they provide business services and limit exposure
- How to measure COTS-Strategy benefits and how to implement the required paradigm shift?

Reply's Solution

- Development of Value Proposition and end to end Business Models which are considering to attract partners, earn money, and financial KPIs
- Develop specific Telco 2.0™ Partner Governance and SLA Model to push business and limit exposure
- Develop Enablers Strategy, Architecture, Roadmap and Governance Model
- Reply has COTS-Implementation Governance and KPI models, which can be customized to push and control COTS-Strategy implementation.

Thank you

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