Communications Service Providers

Communications service providers, including landline and wireless telecommunications, cable and other media organizations, are facing growing economic pressures from eroding ARPU (average revenue per unit), high churn rates, new customer acquisition costs, demand for launching and managing new services and other impediments to innovating their business.*

To overcome these challenges, they need to enable new business models to protect and gain market share; differentiate the customer experience to increase revenue and reduce churn; and improve operational efficiencies to encourage innovation and growth. Above all, they need increased agility to respond to market changes and capitalize on new opportunities.

Create an Agile Business with IBM BPM
IBM Business Process Management (BPM) powered by Smart SOA™ can help communications service providers like your organization optimize business performance to gain efficiencies and reduce costs. With IBM BPM, you can simplify operations, automate crucial business processes and integrate key systems to accelerate delivery of new, innovative services. Whether your processes are simple and localized

"Adopting products based on Telecom industry standards from IBM means using the best practices from around the globe, which help us run optimally."

Source: CIO, Mobitel