

## Communications Service Providers

or global and complex, IBM BPM can help address your key priorities, including:

*Getting new services to market quickly* – enhance speed and flexibility throughout service delivery processes from innovation to creation, execution and promotion. Target customers with specially designed offers including integrated services, exciting bundles, and other content that reflect their interests and service usage. One Asian telecommunications company created a service delivery platform with a combination of BPM and SOA to reduce its time to market for new services by more than 80 percent.

*Differentiating the customer experience* – offer a highly personalized, convenient experience, and empower users by enabling them to control and customize their access. By automating processes and integrating business applications, a Chinese telecom improved customer satisfaction by decreasing time-to-resolve customer service calls from two days to less than one hour.

*Optimizing operations to reduce costs* – standardize, streamline and introduce flexibility into your support systems to leverage processes across business units. A mid-sized European service provider used BPM to accelerate time to build new applications up to 64%, freeing up IT resources to focus on delivering the innovative services to win market share.

### **Speed Implementation with Industry Accelerators & Industry Frameworks**

The IBM Telecom Content Pack offers a rich set of industry-specific solution accelerators to speed delivery of BPM & BSS/OSS integration solutions, to obtain faster ROI, consistency and reuse across your enterprise and ecosystem. Based on leading telecom industry standards, it offers assets for fulfillment, assurance, billing, customer interaction, inventory, order feasibility and incidence/problem management. The Telecom Content Pack is a core offering of the IBM Service Provider Delivery Environment Framework.

The IBM Service Provider Delivery Environment (SPDE) Framework helps you solve key industry imperatives such as delivering revenue-generating services and supporting evolving business models with partners. This open, scalable and flexible industry framework accelerates the end-to-end service life cycle: creation and delivery of a service, quality assurance, security for the service, and ongoing management and maintenance of the service.