

## 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

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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.

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### Reference:

\* IBM Global CEO Study "Telecom Edition," 2008

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