



Customer Centric Fulfillment.  
The Basis for Next Generation  
Business.

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## T-Systems Customer Centric Fulfillment: The Basis for Next Generation Business

### It is high-time for an innovative approach

All over the world telco providers are in the middle of huge transformation programs to benefit from the so-called "IP-revolution". The primary objective of these programs is the installation of a Next Generation Network. However, to fully exploit the advantages of an all-IP network, the implementation of the business processes needs to be revisited as well.

Fulfillment is the core of the "order-to-cash" business process and refers to the collection of processes that are required to implement a service order and provision the service to the end user. Existing "legacy" fulfillment systems were built as "stovepipes", being able to handle only simple standardized voice or data services. With Next Generation Networks new converged services will become reality, combining voice, data and media-rich content. Even more, Web 2.0 mash-ups, seamlessly accessible from the fixed and the mobile network, require network- and device-independent fulfillment in real-time.

So it is high-time for the telcos to revamp their fulfillment systems to get ready for Next Generation Business.

### T-Systems Customer Centric Fulfillment (CCF)

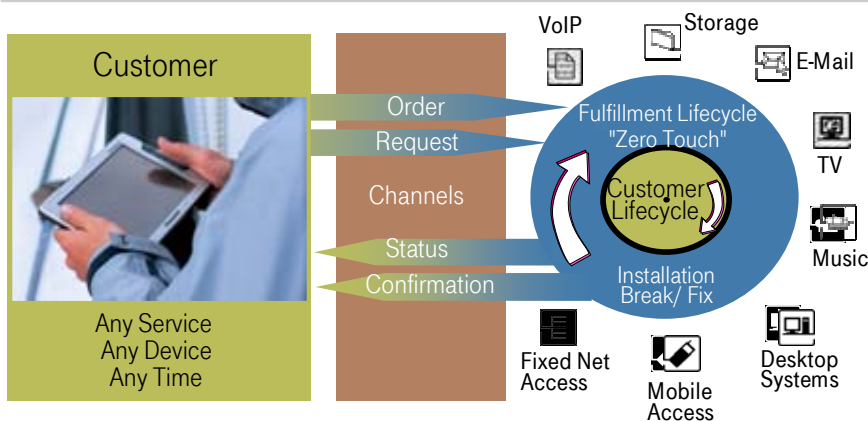
T-Systems has developed a solution framework for the end-to-end fulfillment process, which gets rid of the constraints of the legacy world, facilitates a seamless integration with an existing BSS/OSS landscape and allows for a smooth and cost-efficient migration.

A prerequisite of the solution design was to put the customer in the middle, rather than focussing on network-, technology- or device-specific aspects. This mandated the fully auto-mated implementation ("zero-touch") of the fulfillment workflow and led to an optimal combination of improved user experience and minimum cost-of-ownership.

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### T-Systems Customer Centric Fulfillment - Vision

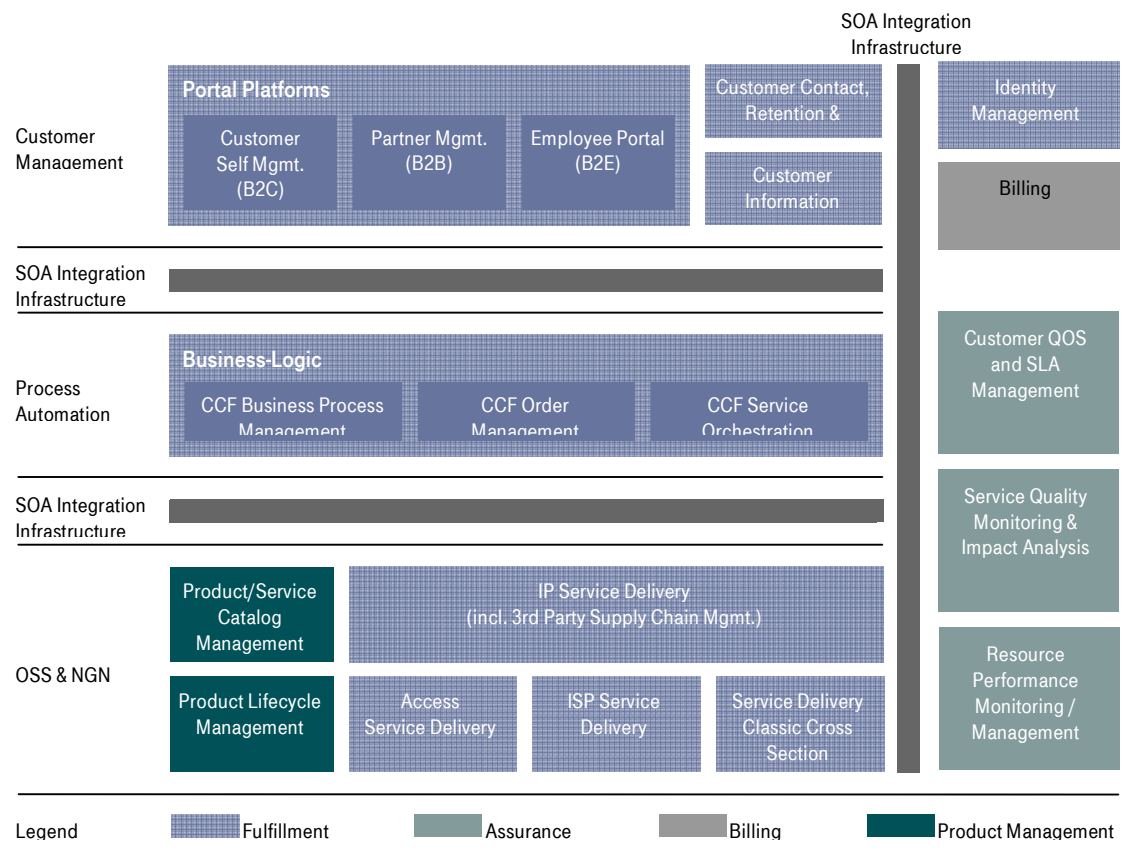
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T-Systems Customer Centric Fulfillment solution was developed to fully meet the demands of the Telco industry:

- Customer centricity
- Focussed support of end user demands to assure optimal user experience
- Order-to-cash
- Implementation of the complete end-to-end fulfillment process
- Flexible architecture
- SOA based architecture to enable fast implementation of innovative services
- Optimized total cost of ownership
- Minimization of OPEX and CAPEX by utilization of best-in-class COTS-products
- Legacy systems can be used as long as economically reasonable
- Seamless integration & smooth migration
- Step-by-step integration with an existing BSS/OSS infrastructure

## T-Systems Customer Centric Fulfillment - Solution Blueprint



T-Systems CCF solution supports the following sub-processes:

- Sales and Order Management
- Service & Product Creation
- Partner Relationship Management
- Product Usage & Service Management
- The solution is based on industry standards like eTOM, TAM, SID, etc.

## CCF Demonstrator

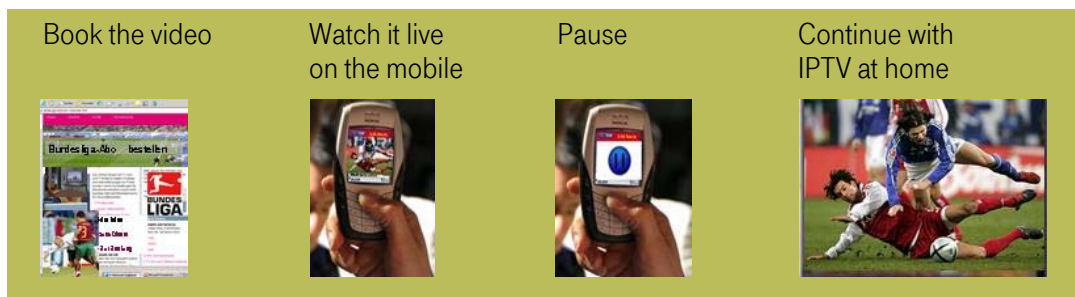
T-Systems has built a CCF demonstrator to showcase the innovative features and the immediate benefits of the solution.

The demonstrator exhibits the fulfillment of two multiplay services, which can be personalized and fully configured by the end user - a streaming video service and a multimedia push service in a fixed-mobile convergent environment.

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### T-Systems Customer Centric Fulfillment Demonstrator - Proof-of-Concept

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