

Innovation & Empowerment in Product Lifecycle Management for Telecoms:

Issues & Risks Addressed



The goal of SPMS is to centralize all processes related to the introduction, management and alteration of rate plans, services, discounts, and promotions for Telecom Operators.

The SPMS solution functions as a central hub, through which a Telecom Operator organizes, monitors and controls one of the most important aspects of its business. SPMS is versatile and flexible, ideally suited and concentrated to serve the needs of all types of Telecom Operators (Mobile, MVNOs, Fixed and ISPs).



A Product Lifecycle Management System (PLM) specifically tailored to the needs of Telecom Operators.



A flexible and agile PLM solution, that can be combined with existing workflows and business processes, easily and timely.



A solution that is built-upon the methodology / framework and best-practices of TM Forum (certification pending).



A solution that is robust and mature, and which caters for the needs of both large and smaller-sized telecom operators.

MARKET

NEW PRODUCT
DEVELOPMENT

CUSTOMER
NEEDS

INNOVATION

COMPETITION

COORDINATION

Business Function	Issue	Risk	SPMS Solution
Commercial	Painful cross-departmental coordination for new product development	Delays	Unified product repository
PMO		Product quality issues	
IT		Stakeholders' frustration	Workflow application
Technology			
Customer Care	Lack of speed in product design	Delays in responding to competition	Grandfathering of products in SPMS
Commercial		Limitations in expanding services portfolio (new products & services are designed from scratch)	
Commercial	New Product Development & Introduction (NPD) Process fragmentation	Lack of adherence to project deadlines	Unified process of communicating, approving and implementing Rateplans, Services, Discounts, Promos and Bundles
PMO		Lack of End-to-end product development status visibility	
IT			
Technology			
Customer Care			
IT	Operational effort duplication & data duplication in various systems	Increased CAPEX & OPEX	Seamless Integration and data feed to business systems: Postpaid & Prepaid Billing, Revenue Assurance, IVR, DWH, Intranet/internet/extranet
Technology		Inaccuracies/inconsistencies since data reside in individual platforms and with varying degrees of quality	
Finance		Data incompatibility as various databases contain data in different formats	
Security	Product specifications may exist in one or more of the following: - marketing documents (various revisions) - IT technical documents, excel sheets, or even emails	Data inconsistency and security risks. Uncertainty about what the up-to-date specification is throughout product lifecycle	Unified product repository
Internal Audit		IT plays the role of product manager: - Missing/incomplete specifications sent to IT for implementation - Internal queries about Product specs (e.g. Charging) are usually exported from business systems, e.g. Billing	Document Management functionality embedded in SPMS
Technology			Standardization of necessary information for NPD
Technology		Product versioning	
Commercial		Advanced reporting mechanisms	
IT		Lack of information ownership	Data fed from SPMS to various business systems
Customer Care	Customer Care / Shops inability to provide rapid and accurate response to customer requests or bill-related complaints due to lack of access to up-to-date product specifications	Ticket resolution delays	SPMS Customer Care module (incl. access to historical data)
		Operational costs	
		Bad Customer Experience / complaints / churn	
Customer Care	End-customers or regulatory authorities lack direct access to up-to-date product catalogue and charging info	Bad Customer Experience / complaints / churn	SPMS Web module
Commercial		Fines	
Regulatory			
Internal Audit		Inconsistency between published MAFs, price-per-min charges etc. versus actual customer charged amounts due to delays in publishing updates on the website	
Finance			
Commercial	Competitive Intelligence	Inability to analyze/predict competition	SPMS Comparative tools for market and competition analysis
Finance	Revenue Assurance	Revenue leakage due to potential inaccuracies in billing system caused by manual development process	SPMS Revenue Assurance module
IT			

