



www.ist.com.gr

Independent Software Vendor

Established in 1991

A financially healthy and independent, owner managed business

Vertical Markets: Telecommunications / Banking & Finance / Pharma

Market Presence: Greece / Eastern Europe

Services Portfolio: Proprietary Software Solutions / Bespoke – Custom Software Development / Managed Services / Time & Material Services / Staff Augmentation (Staffing Services) / Value Added Reselling (Value Added Services)

Specialization Areas: Web Applications / Mobile Applications / Big Data / Business Intelligence / Databases / Data Warehouse – Mining / Reporting & Dashboards / Robotic Process Automation / Kubernetes – Microservices / Cloud Computing / Integration Platforms / DevOps

Microsoft
Partner

IBM
Silver Partner

Red Hat
Ready
Business Partner

PingCAP





SPMS / MTB

(2023 - v1.0)

The solution has adopted a dual branding strategy: it's branded as either SPMS or MTB, depending on the client and / or the market it's addressed to.

- **SPMS (Service & Product Management System)** is the mainstream solution branding and the one that is communicated in most markets and clients.
- **MTB (Master Tariff Book)** is an alternative branding with which the solution is marketed to some specific CSPs and markets.

CHALLENGES

CSPs need to address urgent and rapidly changing market conditions.

MARKET

NEW PRODUCT DEVELOPMENT

Introduction of new rate plans, services, offerings, promotions and services must be continuous.

CSPs must satisfy their customer needs through an extended portfolio of services.

CUSTOMER NEEDS

INNOVATION

Convergence of technological developments lead to innovative services that could be incorporated into new products.

Sophisticated and highly intensified business competition must be encountered effectively.

COMPETITION

COORDINATION

Constant coordination between different departments is needed.

ENTERPRISE PRODUCT CATALOGUE - EPC

The role of a product catalogue is to serve as a central repository for all of a carrier's products (which are each based on a predefined architecture) within a carrier's portfolio and to serve as the central point for all of the processing systems that need regular access to complete, timely and detailed product information.



THE SPMS / MTB SOLUTION

Versatility & Flexibility

Not a “plain vanilla” solution:

Can be easily customized to meet customer preferences.

Versatile and flexible, ideally suited to support the CSPs’ need for rapid delivery of targeted product offerings.

Single “point-of-truth” approach

Functions as a central hub for all CSP departments seeking up-to-date product information:

- Product Management
- Product Development
- Cost Control
- Shops
- Customer Care
- Audit
- Regulatory

Feeds business systems with management-approved charging specifications as created / modified by Product Managers:

- Postpaid & Prepaid Billing
- Billing Verification
- IVR
- DWH
- Intranet / internet / extranet

Single repository for all products in order to avoid effort and data duplication across departments and systems.

THE SPMS / MTB SOLUTION

Incorporates the Telecom Industry business trends and best practices; a proven track record of successful deployments.

Built from the ground up in accordance with the Communication Service Providers processes.

Telecom Industry
oriented solution

Business Process
Automation

Streamlines the process of communicating, approving and implementing:

- Rate plans
- Services
- Discounts
- Promos
- Bundles

Triggers automatic update of charging information on CSP web site upon new rate plans / services implementation or modification of the existing ones.

Workflow support:

- Embedded SPMS / MTB workflow, or
- Integration with existing workflow

ARCHITECTURE OVERVIEW



SPMS / MTB Add-on module
and / or integration with
customer platform



Integration with
customer platforms

Integration with the CSPs additional platforms
is feasible using the SPMS / MTB API.



SOLUTION CONFORMANCE / CERTIFICATION



tmforum



- SPMS / MTB has been twice awarded the TM Forum SID Conformance Certification (September 2021, April 2015).
- The TM Forum certification establishes SPMS / MTB as a major EPC / PLM solution for CSPs on a worldwide level, while at the same time it emphasizes the advanced capabilities and characteristics that SPMS / MTB incorporates.

SPMS / MTB FEATURES

Comparative
tools for market and
competition analysis

Embedded
version
control

Fully customizable:
Supports user-defined
structures and characteristics

Supports complex
user-defined product
structures and charging
strategies

Advanced reporting
mechanisms

End-users can modify
any aspect of product
information through
parameterization forms

Embedded document
management functionality
for all product lifecycle
related documents

SPMS / MTB FEATURES

Full product history

Tools for massively updating charging information across products

User-friendly, Ajax-enabled web-based, thin-client environment

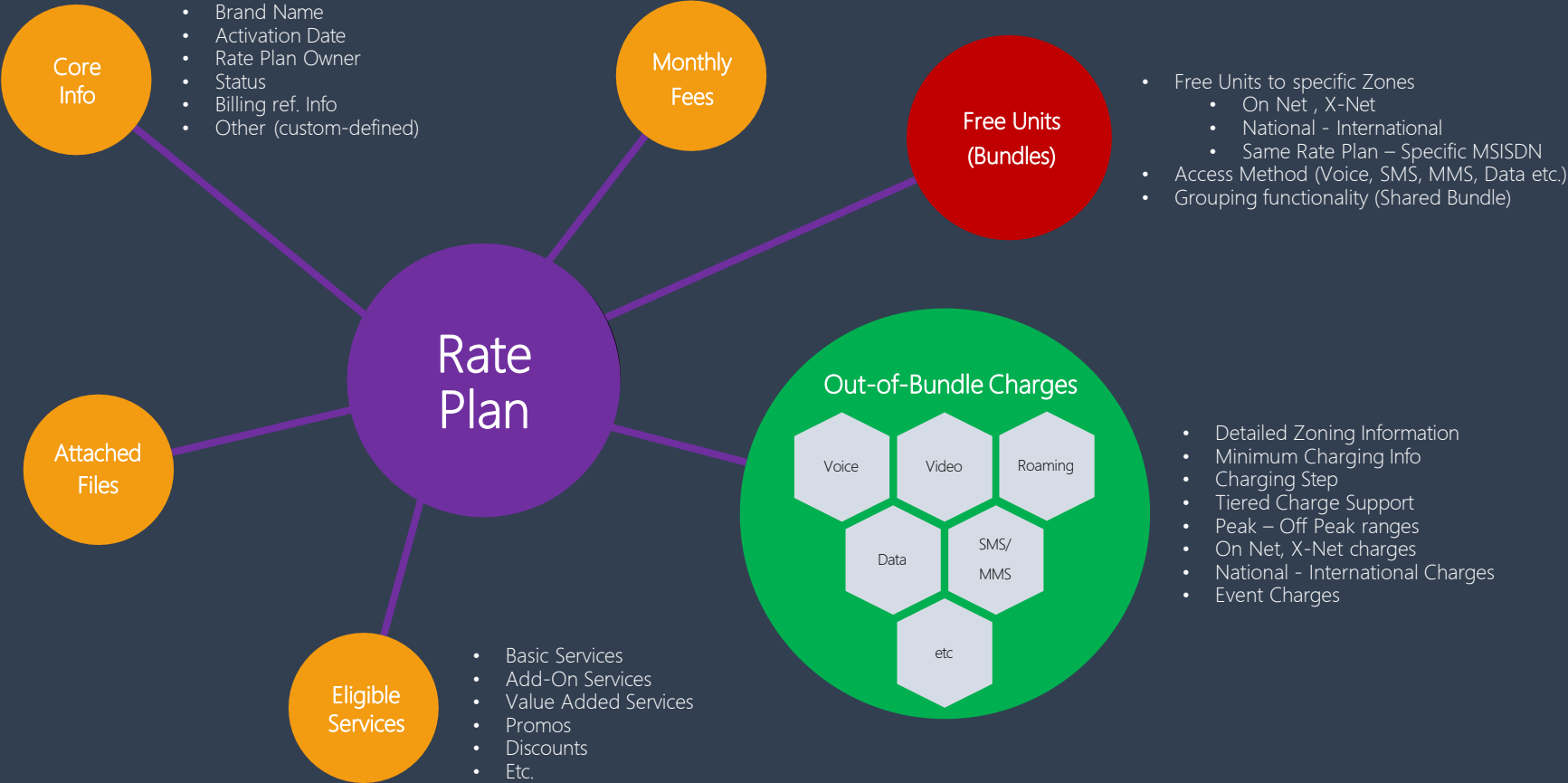
Workflow support

Large number of pre-defined templates and configuration for the Telecom market

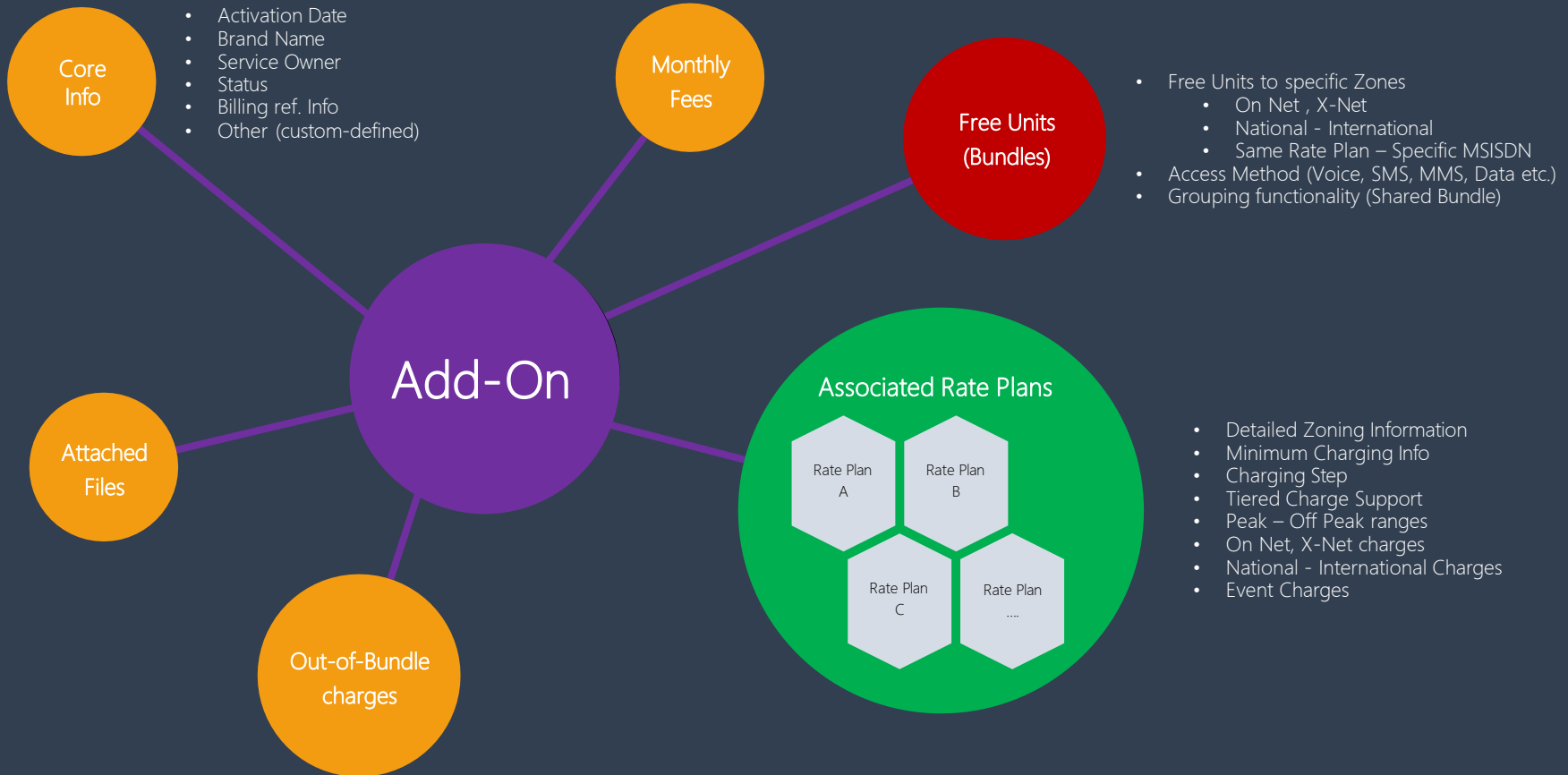
Advanced security & auditing features:
Domain, User / Role, Category, Department, and Product level security

Seamless integration with heterogeneous systems in existing BSS architecture

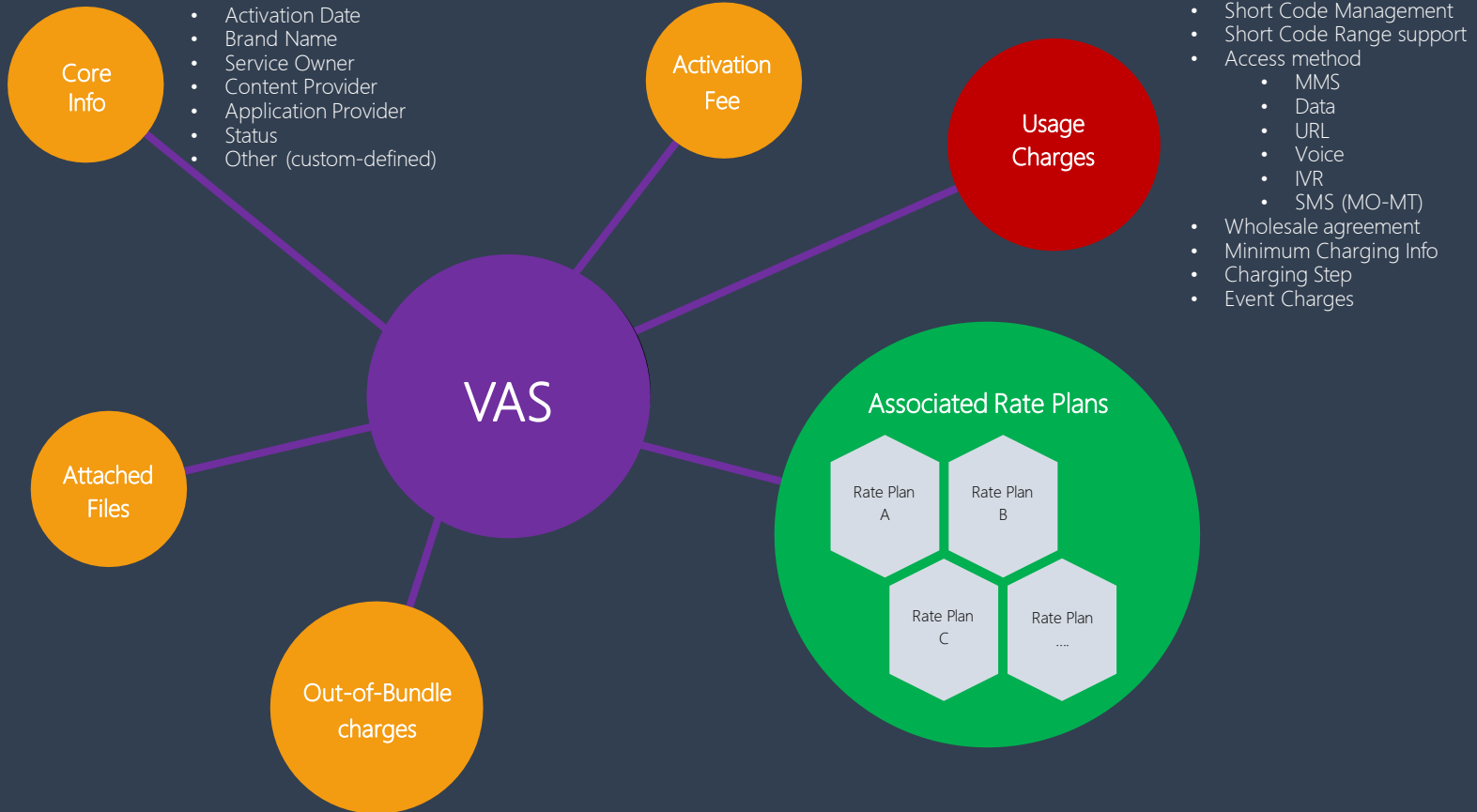
RATE PLAN IMPLEMENTATION



ADD-ON SERVICE IMPLEMENTATION



VAS IMPLEMENTATION



RATE PLAN MODIFICATION EXAMPLE

The Product Manager creates a new version of the rate plan.

The Product Manager modifies rate plan charging information.

The Product Manager initiates a workflow for approval.

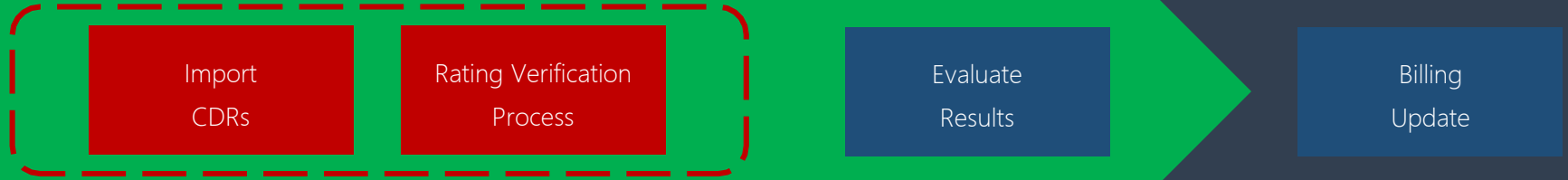
The modification is approved, and implementation starts.

The implementation finishes and the new version becomes active.

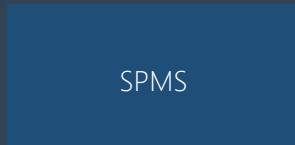
The new rate plan version becomes commercially available.

REVENUE ASSURANCE MODULE

Revenue Assurance Module



Binary ASCII 3GPP



How it works:

- This module imports CDRs, utilizes data and re-rates all events using original-approved product charging specifications that exist in SPMS / MTB.

Value-add:

- To identify and quantify key revenue leakage indicators and link them with the underlying organization processes (e.g., charging).
- Additionally, special value is gained by verifying billing system accuracy in order to protect revenue stream.

WEB INTEGRATION MODULE

New tariff creation by
the Marketing dept.

Workflow
approval

SPMS



SPMS
Web Module

Automatic update
of web site

Value-add:

- Automates the process of publishing and effortlessly keeping up-to-date charging information of rate plans and services on the Operator's web site.
- The SPMS / MTB Web Module can be easily integrated with the Operator's existing web site or web-based application (customer care, intranet) through exposed interfaces.

CUSTOMER CARE MODULE

The customer care module provides advanced search functionality for retrieving detailed information regarding rate plans and services (incl. commercially unavailable).

Value-add:

- Differentiate customer experience in call centers and shops.
- Reduce ticket resolution time for bill-related requests.

Features:

- At-a-glance association / identification of rate plans and services, based on eligibility rules.
- Ability to filter specific information achieving a less cluttered environment customized for customer care agents.
- Rate plan cost benchmarking report.
- Rate plan build form (monthly service subscription, add-ons, promos, subsidy, and taxes).

BUSINESS BENEFITS

SPMS / MTB Business Benefits	Time-To-Market	Widening of Product Portfolio	Product Quality	Cost Optimization
Speed				
Rapid response to frequently changing market conditions.	✓	✓		
Acceleration of Product Development				
Introduction or alteration of rate plans and services can be accelerated dramatically.	✓	✓		✓
Quality Assurance				
Less mistakes, higher productivity, more efficient time management.			✓	✓
Simplicity				
Better and more efficient communication / cooperation between cross-functional stakeholders.	✓		✓	✓
Access to up-to-date product info through a user-friendly UI.				✓
Ownership				
Centralization and simplification of product management.	✓		✓	✓
Transparency				
Workflow execution optimization.	✓		✓	✓
Regulatory Compliance & Security				
Operator compliance with external audits & industry regulations.			✓	✓
Data access management with role-base authorization.			✓	✓
Customer Experience				
Unified product portfolio across all sales channels.	✓	✓		✓
Speed-up resolution of charging-related customer tickets.			✓	✓
PLM Benchmarks proven by referenceable case studies (TM Forum)	-50% TTM +20% revenue	+30% revenue	+35%	-60% cost-to-market

Thank you



Papaflessa 16, 151 24 Marousi, Greece
Call Center: +30 210 74 88 678

For more information please visit:
www.ist.com.gr

Acknowledgements

© 2023 (v1.0)

The information contained in this presentation represents the current view of IST on the issues presented as of the date of publication.

Because IST must respond to changing market conditions, it should not be interpreted to be a commitment on the part of IST, and IST cannot guarantee the accuracy of any information presented after the date of publication.

This presentation is for informational purposes only. IST MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.

Complying with all applicable copyright laws is the responsibility of the user. Without limiting the rights under copyright, no part of this presentation may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), or for any purpose, without the express written permission of IST.

IST may have patents, patent applications, trademarks, copyrights, or other intellectual property rights covering subject matter in this presentation. Except as expressly provided in any written license agreement from IST, the furnishing of this presentation does not give you any license to these patents, trademarks, copyrights, or other intellectual property.

“IST”, “SPMS”, “MTB” are registered trademarks of “International Software Techniques S.A.”. All other product names, logos, brands, trademarks and registered trademarks are property of their respective owners.

