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Independent Software Vendor

Established in 1991

A financially healthy and independent, owner managed business

Vertical Markets: Telecommunications / Banking & Finance / Pharma

Market Presence: Greece

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





SPMS / MTB (2024 / 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.

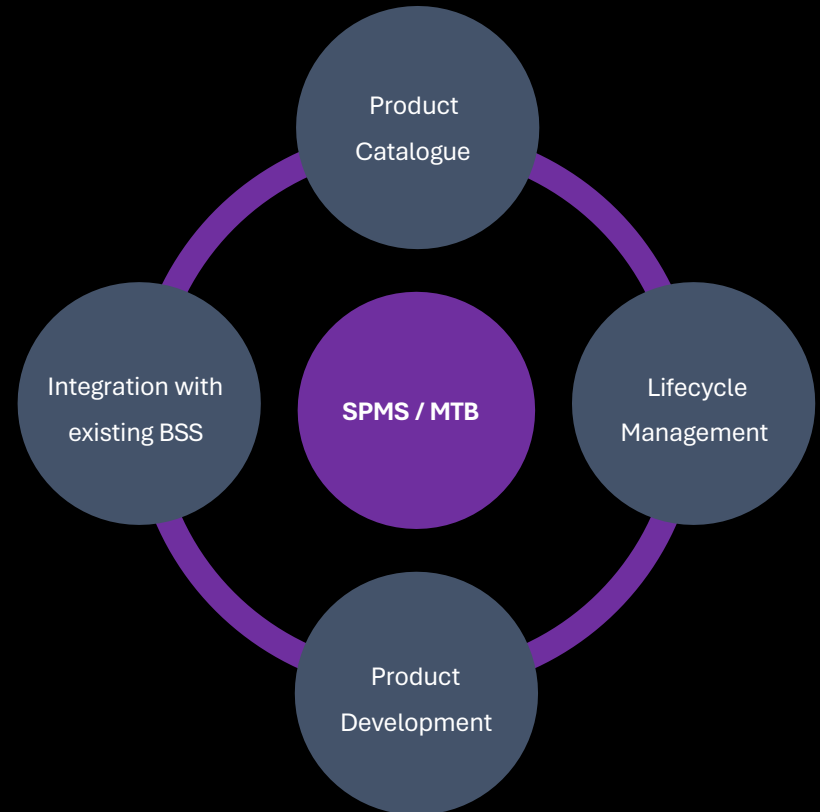
COMPETITION

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

Telecom Industry – specific 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.

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



- 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

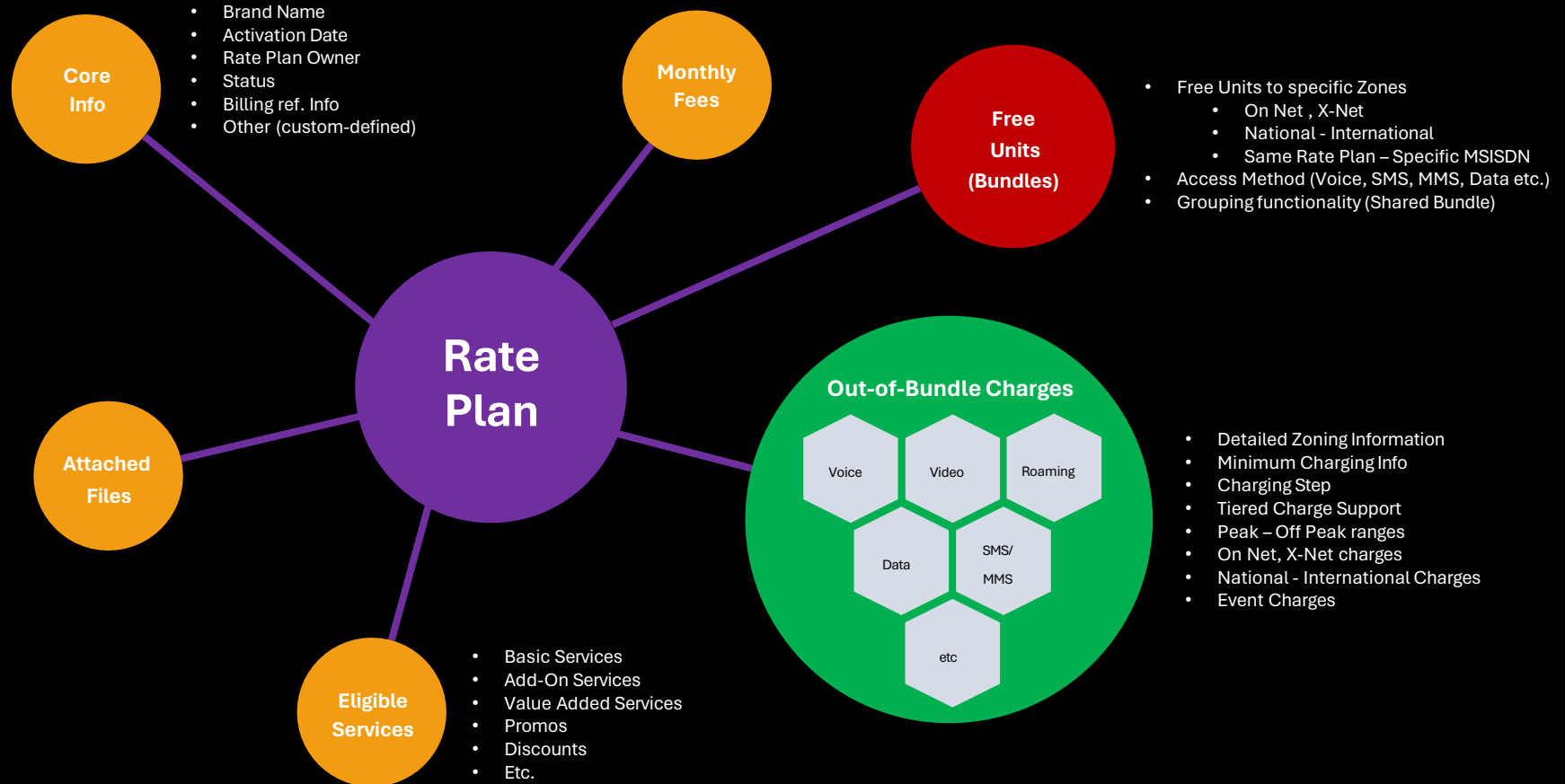
Workflow support

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

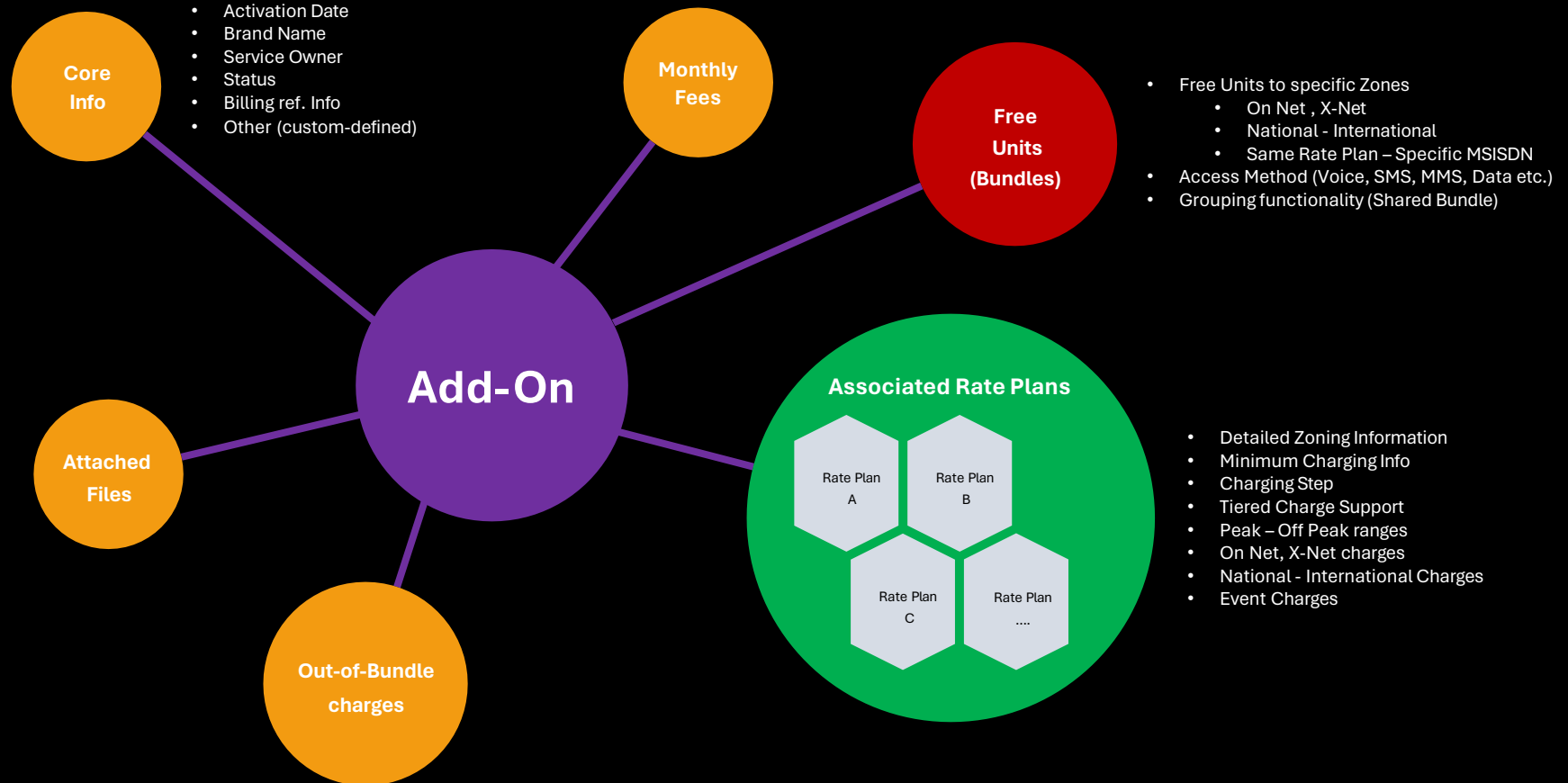
Advanced security & auditing
features:
Domain, User / Role,
Category, Department, and Product
level security

Seamless integration with
heterogeneous systems in
existing BSS architecture

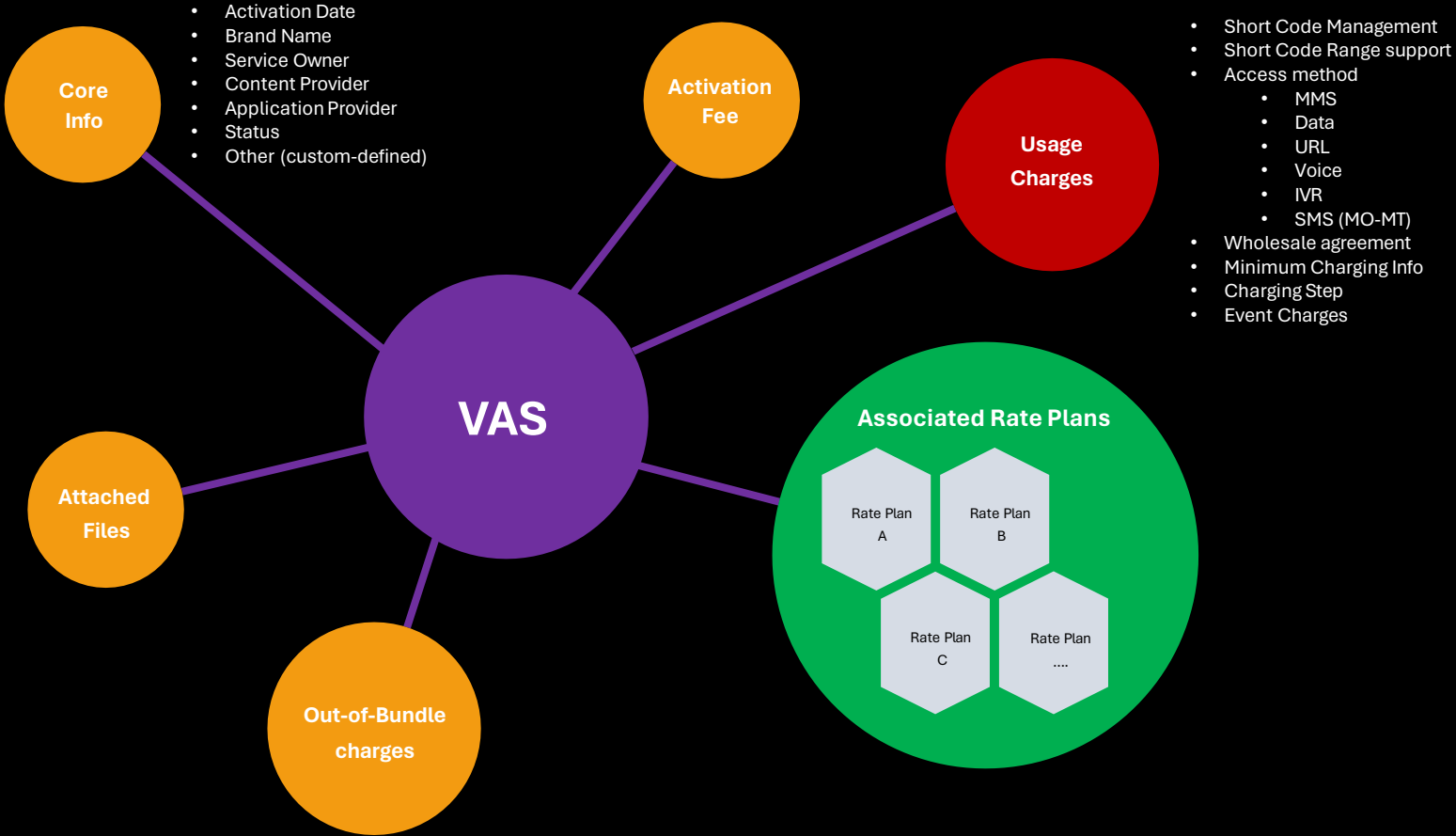
RATE PLAN IMPLEMENTATION



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.

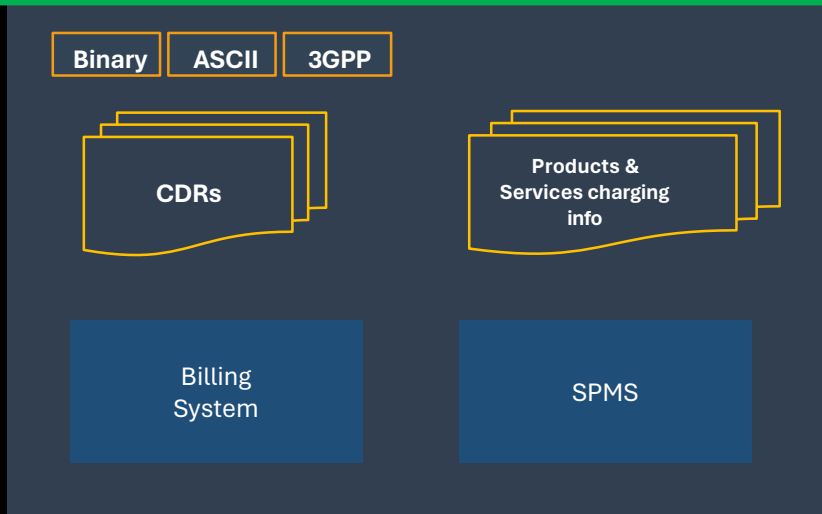
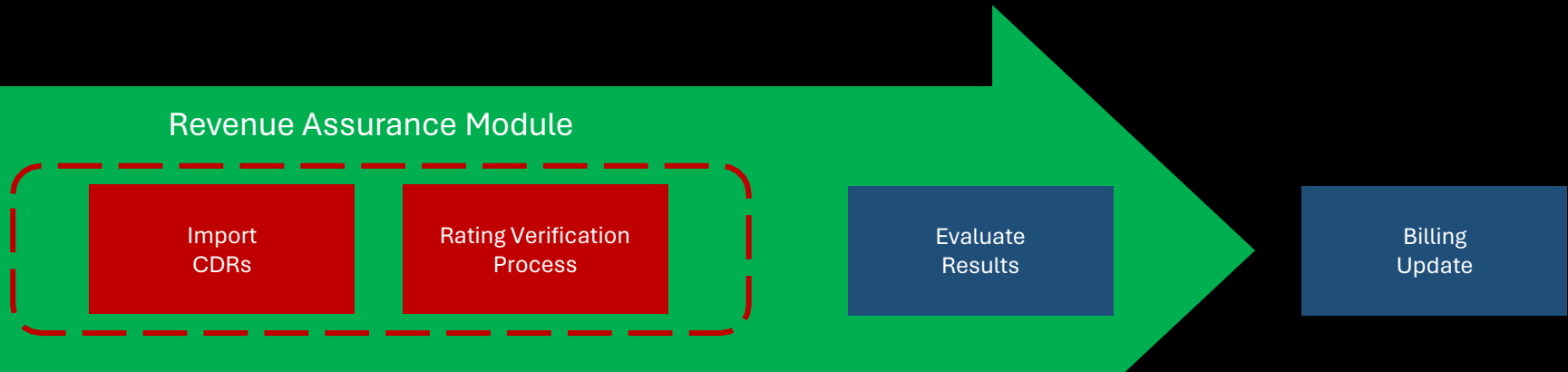
The Product Manager initiates a workflow for approval.

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



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 / MTB



SPMS / MTB
Web Module

Automatic updating
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

For more information, please visit
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Acknowledgements

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