

Think 360°.

Customer Centric Fulfillment.

Need for an innovative approach.

Telecommunication service providers have to face the major challenge of evolving to fully integrated providers of converged multi play services based on a Next Generation Network. Future NG service providers have to provide their end customers with individually configurable content and access services which have to be network agnostic and device independent.

This change in the telecommunication industry has a major impact on a service provider's fulfillment processes and the supporting fulfillment IT systems. In short, future fulfillment demands can not be solved economically with legacy OSS environments. That's why T-Systems has developed a radical new architecture and framework for the end to end fulfillment process of the future.

Customer Centric Fulfillment (CCF) – architecture and solution.

The CCF framework is a solution for NG fulfillment based on TMF's reference map eTOM with a strong focus on fulfillment processes and emphasizing the aspects of customer centricity and network agnostic NGN multiple play services. Its architecture is based on TMF's Application Map

TAM, the Data Model SID and it implements a service oriented architecture (SOA) accordant to the NGOSS technology neutral architecture.

The CCF solution covers the following areas:

- Sales and Ordermanagement,
- Service & Product Creation,
- Partner Relationship Management, and
- Product Usage & Service Management.

The functional architecture is shown in figure 1

To showcase the boundless possibilities of the CCF solution, T-Systems has built a CCF demonstrator which covers the following components interacting according to a service oriented architecture (SOA):

- Service Delivery Platform
- Service Orchestration
- Business Process Modeling Engine
- Dynamic Personalized Customer Self Service Portal
- Identity Access Management
- Product Management and Product Configuration
- Service Level Management.

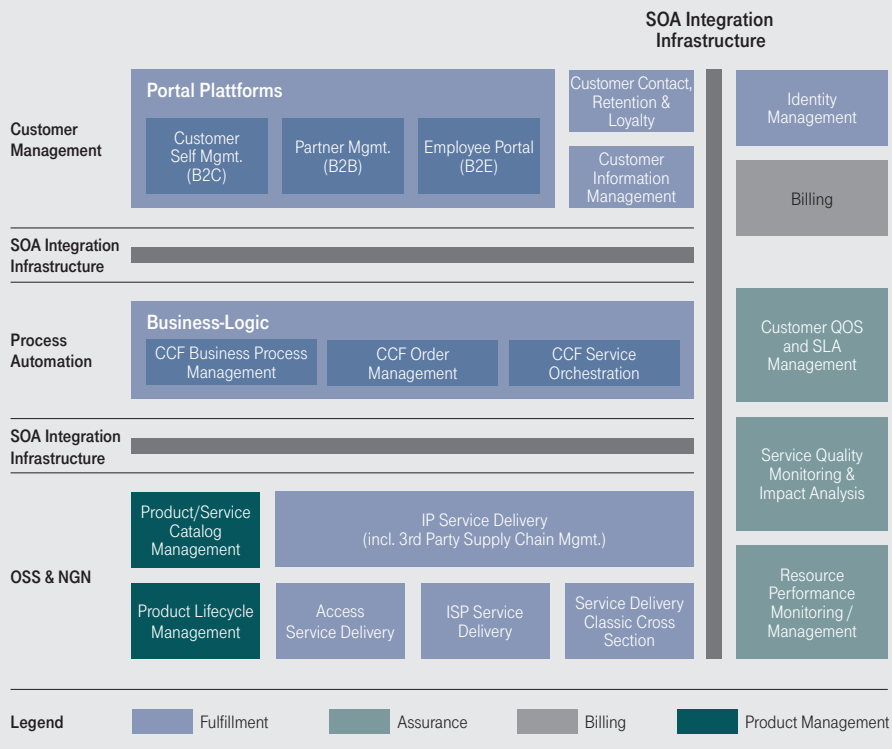


Fig. 1: CCF Logical Architecture

The architecture of the CCF demonstrator is based on COTS products: particularly Bea Systems for Service Creation and Business Process Management, Sun Microsystems for Portal and Identity & Access Management and Managed Objects for Service Level Management.

The demonstrator comprises a challenging use case: The first part covers a complete service design and orchestration of a push and pull based video service. Together with the product creation and configuration process, it shows the service provider's view. The next part shows the customer centric ordering process of the video services. These services are personalized and fully configurable by the customer. The third part of the demonstration shows that the video streaming

can be interrupted by the end user and continued using different devices and networks while the stream is adapted accordingly. All along, the quality of service is monitored by the service provider and can be evaluated for each service usage.

Best practice.

The CCF solution is based on newest technology and actual open standards. The approach already has a strong impact on Deutsche Telekom's NGN strategy – Next Generation Factory.

Furthermore, the building blocks of CCF may be reused for any telecommunication service provider evolving to a NGN service provider.

T-Systems

T-Systems is Deutsche Telekom's business customer brand. As a leading European and global player, T-Systems delivers ICT-solutions that enhance companies flexibility and competitiveness. The company posted revenues of € 12.6 bn in 2006.

The portfolio includes the operation of ICT infrastructure, hosting process-related applications, systems integration and management of entire business processes.

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We'll advise you gladly.