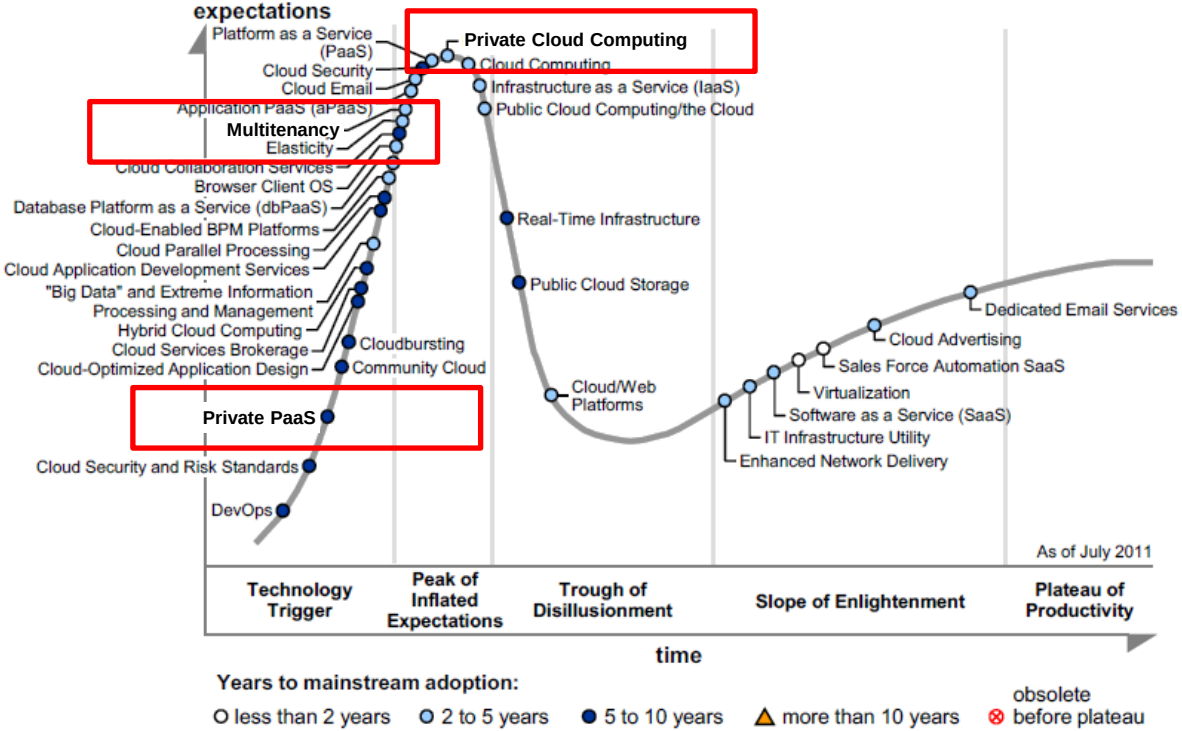
# Increasing Operational Efficiency using Private Cloud

Private Cloud - Multitenant BSS solution for super regional operators

# Hype Cycle for Cloud Technologies




## OBSERVATIONS

- Cloud computing is Maturing fast
- In expensive computing power
- Inexpensive bandwidth
- Companies are developing extensive capabilities in managing larger data center and are all relatively new

There is a SUNNY future for the CLOUDS

# Hyped Convergence

**Brand consolidation**

No different types of Subscriber → simply: Customer.

**Products and Services Consolidation**

No specific services. All services available across all subsidiaries .

**Processes Consolidation**

Unified processes across the entire group. Data management

# Challenges  of the Hype

Q:

What will
we do with

# LEGACY

SYSTEMS

# Situation

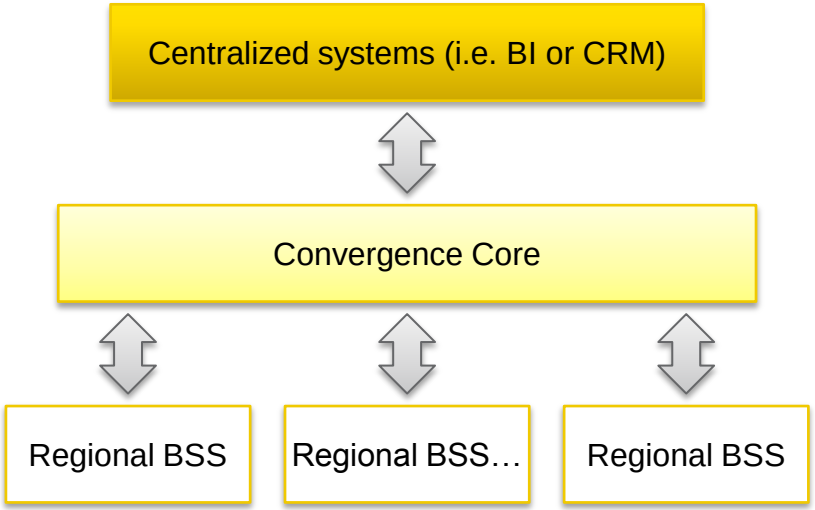
- **78 Regions all with separate BSS systems**
- **11 Time Zones**
- **100+ million subscribers**
- **11000 Km**
- **3 Operators**
- **8 Different Access and transport technologies**
- **70+ different Billing Systems**
- **X vendors and suppliers**

## MISSION:

Maximize the efficiency of operations and provide the consolidation of all assets for simplified financial control and enhanced customer relations

70

# Solution - Convergent Core




Sitronics features flexible instruments that allow phased migration to convergence that do not require further investment into the development and customization of existing BSS systems on regional level

# Components of Convergent Core

## Support of billing processes and accounts receivables

- Unified invoice

  Issuing of convergent invoices and payment distribution
- Accounts receivable

  Control of payment collection and customer lifecycle management
- Sitronics payment platform (universal payment system UPS)

  Payment registration, settlements, work with all type of payment cards

## Support of process with unified products

- Central order catalog

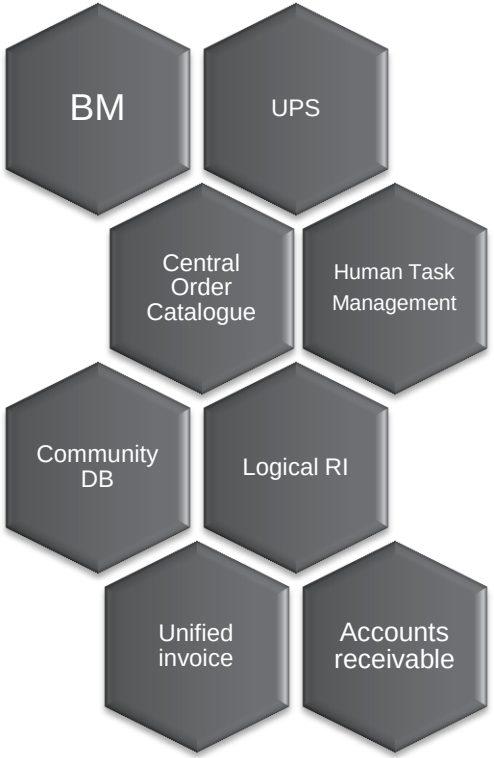
  Single product and order catalog
- Human Task Management

  Process automation of new product introduction and creation of orders
- Balance Management

  management of cross services discounts, unified services and customer bonuses
- Logical Resource Inventory

  Management of network resources and their connection with customer data
- Community Database

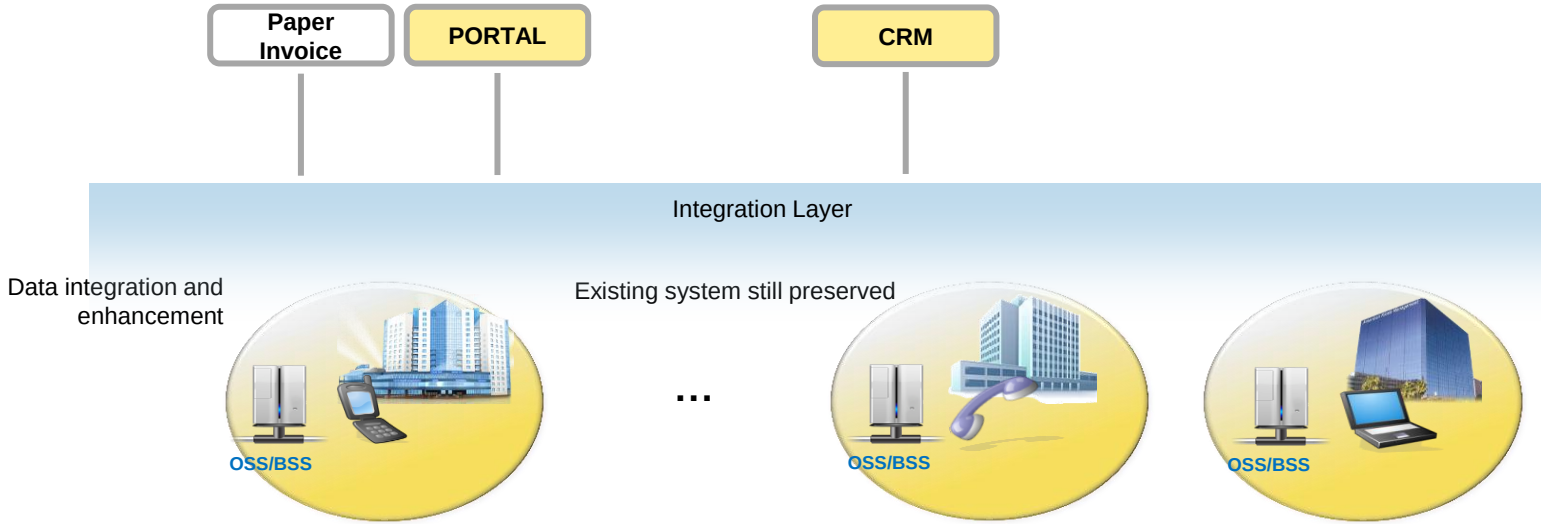
  Creation of customer hierarchies and connection between users in various segments



# Step 1 - Integration bus for customer centricity

Introduction of the Centralized Integration layer to transform – integrate and enhance – data from multiple sources, streamline the access to all system and enable customer centric single 360° view on all customer activities

Optimization of efficiency and optimization of costs

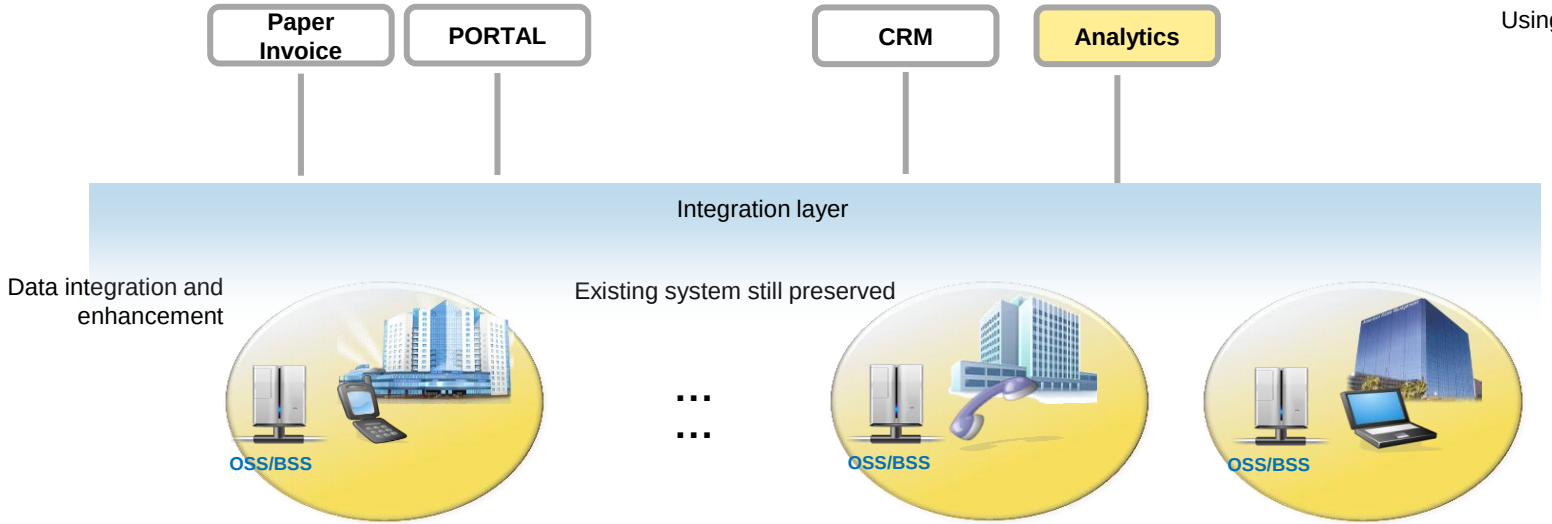



- **Structure the data from multiple sources**
- **Allow single bill and single point of contact to everyone**
- **Unify the regional organizations and business reporting**
- **Prepare the field for analytics**

- ✓ **Leverage existing assets and achieve rapid ROI through integration layer**
- ✓ **Improve business agility through unified business reporting**
- ✓ **Enhance customer experience through single invoice, single point of contact**

# Step 2 - Introduce the Business Analytics and Customer Experience

Introduction of integrated and configurable customer management tool for corporate and mass market billing management and analytical tool that provides a single view of converged communication revenues, expenses and behavior of the clients

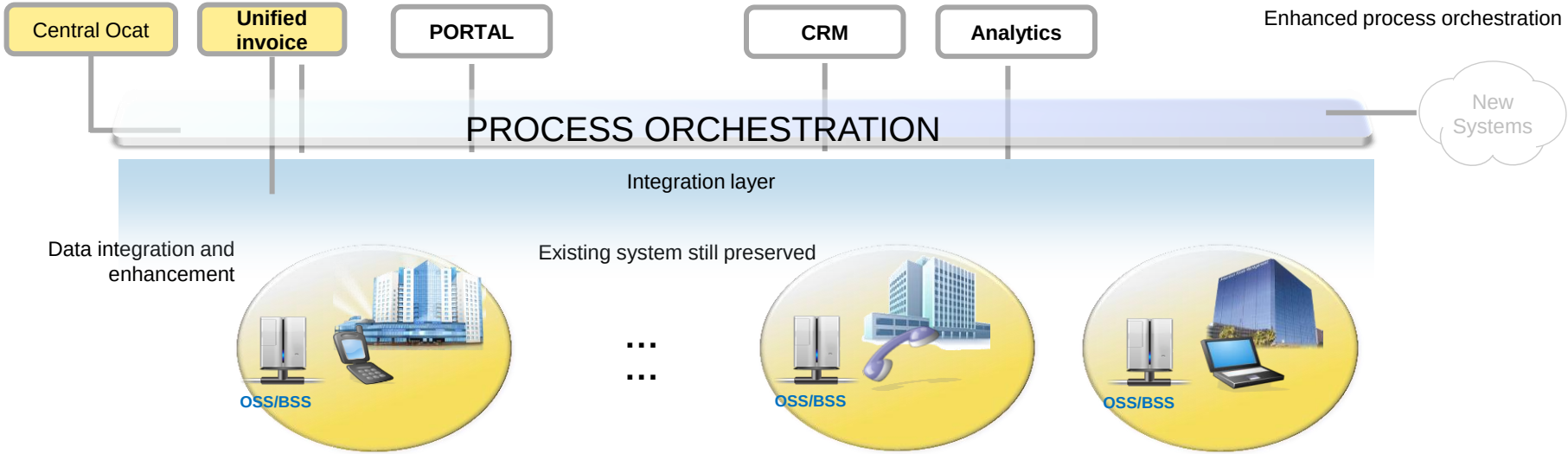



- Manage the data from day to day operators
- Find behavior patterns and segment the market
- Prepare the data for advertizing and other VAS usage and utilize it for growth in other businesses

✓ Generate significant RoI by phasing out the paper bills
✓ Reduce costs to serve clients through communication channels (CC, IVR)
✓ Improve customer experience to get the bigger share of wallet

# Step 2 - Introduce the Process Orchestration

Interlocution of first stage of the convergent core by orchestrating processes in organization, starting with automated order capture, unified invoice, enhanced service provisioning and activation for enhanced process orchestration and phased migration a complete convergent core

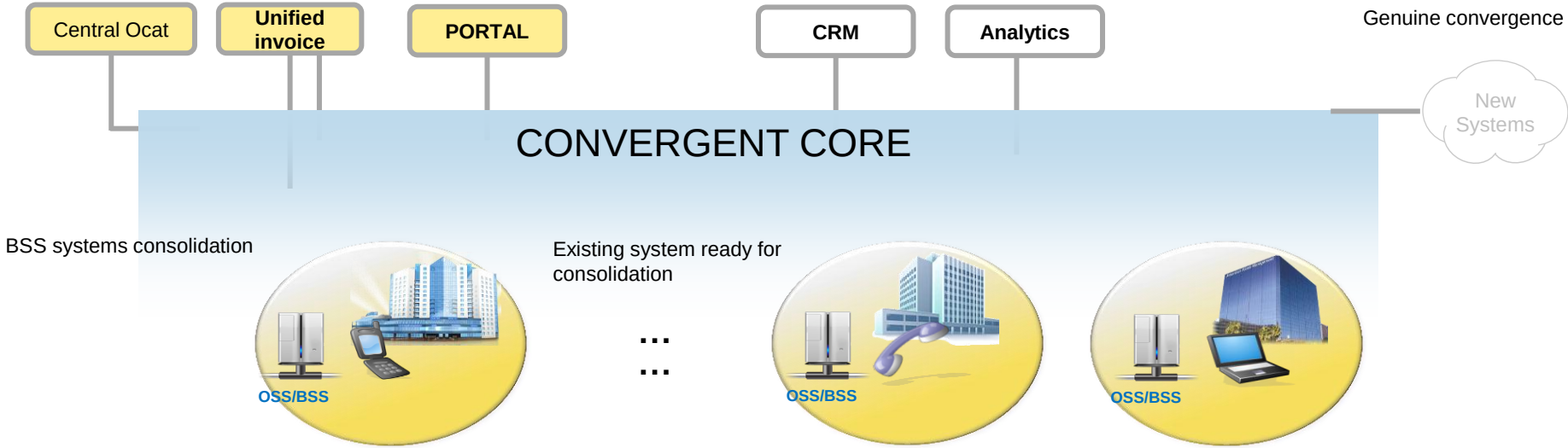



- Automatically add new system into the convergent core
- Automate the order capture and management
- Feature self activation of services for corporate subscribers and try and buy for mass market

✓ Enable business growth by increasing volume of orders
✓ Reduce costs by eliminating errors from manual processing Enhance customer experience through rapid and assured service delivery
✓ Prepare the ground for the transformation silo OSS BSS

# Step 4 - True convergence with convergence core

Introduction of a single convergent core for mastering of all data and transformation of the BSS systems in all subsidiaries of MCI

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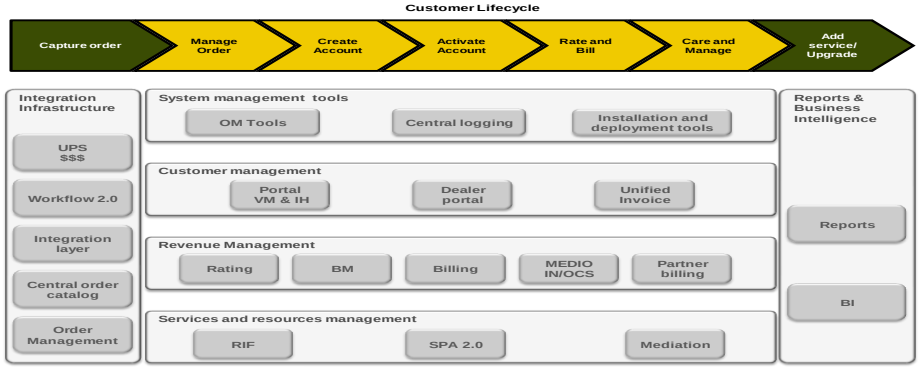
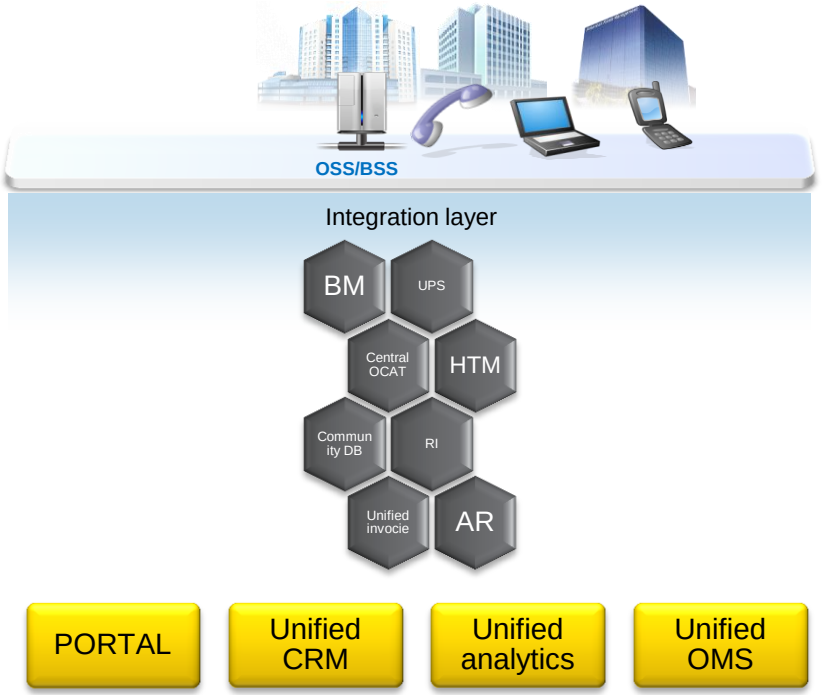
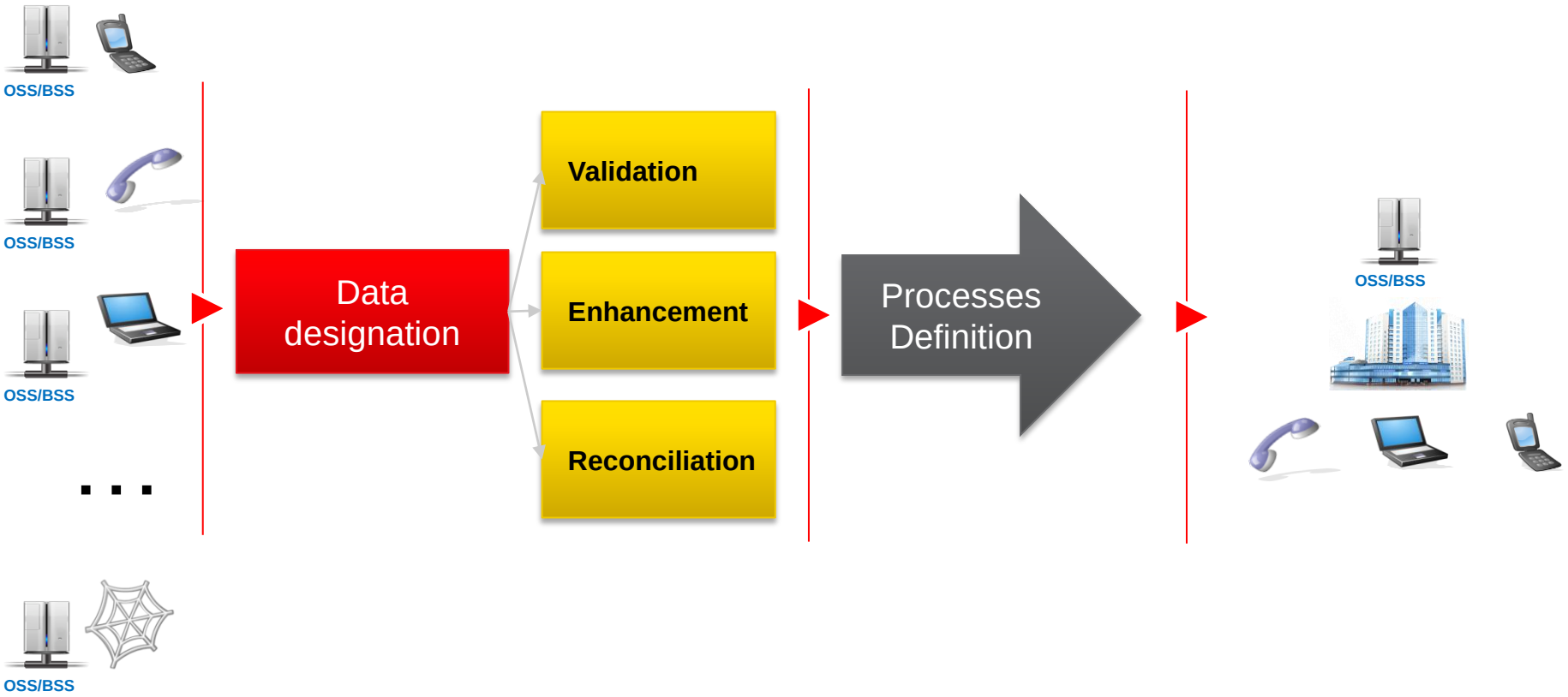
# Unified products

- Implementation of Convergent Core, allows creation of unified products, including
  - Balance Management
  - WF2.Human Task Automation
- Step wise modular replacement of BSS systems into FORIS 5+

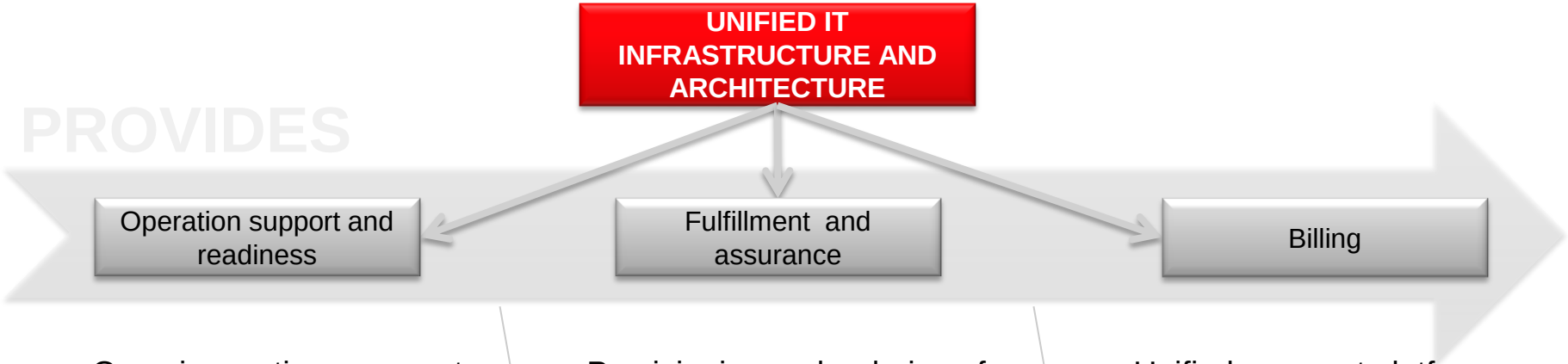


# How did it looked like



# Complete Value Chain of IT operations



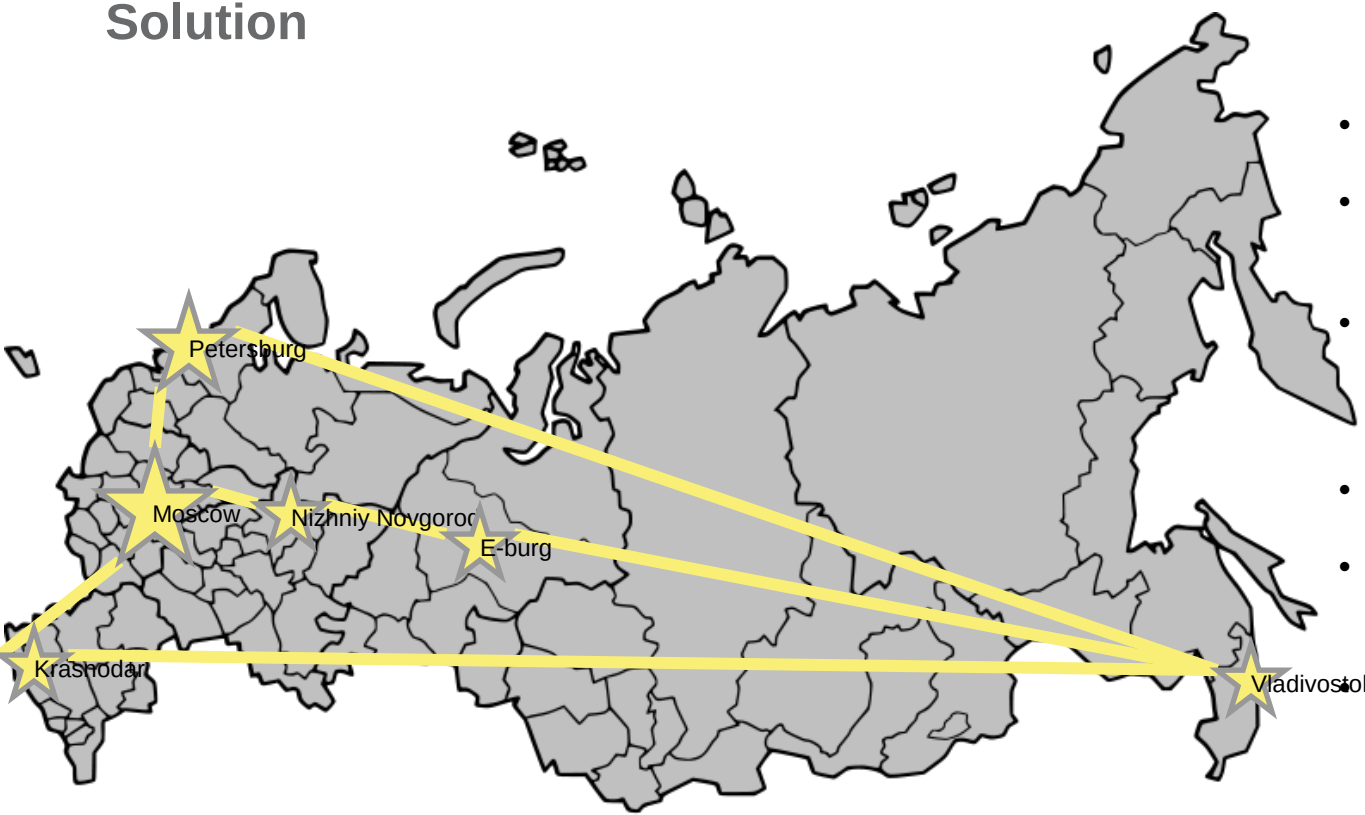

- Open innovations concept
- Support of all currently available services
- Open API s and service creation environment
- Centralized analytics

- Provisioning and ordering of services beyond telecom
- Device manager and support to various kinds of customer's peripheries
- Centralized product catalog

- Unified payment platform
- Shared billing and accounts receivables resources
- Centralized Balances management storage

**The complete value chain of operations, supported with common & shared Enterprise Applications and Data centers resources are enabled within unified architecture and infrastructure while double investments, into the same or similar solutions across multiple industries, are "completely" avoided**

# Solution




- 6 +1 macro regions
- X86 for reduced power consumption
- Pre paid – post paid convergence using single rating engine
- Fix Mobile convergence
- Total convergence for enterprise customers
- Unified architecture for enhanced telecom operations beyond traditional services

# Results based on proposed consolidation project

## Single brand

*Radical improvement in customer loyalty with unified brand of MTS*

- Unified invoice and unified payment system
- Cross services offering for all customer types
- Unified customer care and self care for all customer types

## Market expansion

*Dramatically improvement in dealer and partner organization*

- Single point of management of sales and service ordering
- Flexible bonuses and motivational programs for dealers

## Innovation

*Benefits based on new marketing initiatives*

- Unified customer base for planning of marketing events
- Fast rollout of marketing actions
- Capability of launching separate local as well as regional actions

## Revenue management

*Unified revenue management and management of debts*

- Unified accounts receivables and customer debits platform
- Unified balance management
- Unified analytics

# Thank you

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