

## inubit Operation Support and Customer Service (OSCS) Solution

### Speeding up Service and Support Processes

The main competitive factors for service providers and carriers are short-term planning and provision of services, proactive customer and service management, and high quality of service. The definition of efficient processes, clear division of responsibilities and extensive process automation are prerequisites for meeting these requirements appropriately.

#### Operation Support and Customer Service Processes

Together with SyroCon Consulting GmbH, inubit supports customers in the telecommunication market with process oriented solutions for operation support and customer service processes. The main focus lies on a continuous automation of the provisioning processes and the optimization of customer service and suppression shielding in the sense of quality and efficiency. The core functions include the following elements:

#### Customer Care

- 360° customer view: comprehensive visualization of all customer-relevant data (master data, order and contract information, open tickets) by integrating all systems
- Automated diagnosis and visualization of service availability for optimization of call handling times
- Provision of simple repair options for 1st-level support

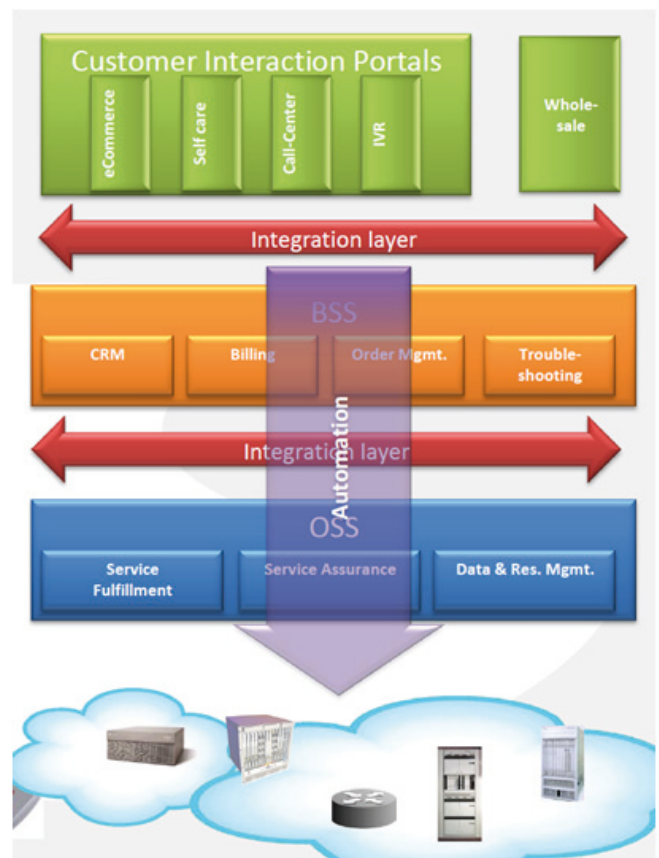
#### Service Provisioning

- End-to-end automation from order management down to the network element through system integration
- Automated processes for activation, deactivation and changing of services
- Support for zero-touch customer activation
- Scheduled execution of provisioning orders

#### Process Support

- Web-based provision of status reports
- Monitoring and analysis of process flows
- Simulation of all process flows
- Implementation of process portals

In a way that is similar to Umbrella Management, the inubit OSCS solution aggregates and visualizes information from different IT systems and makes it available quickly and in compact form. The Integration Layer and Process Engine of the inubit BPM-Suite help integrate all involved IT systems and process all provisioning orders uniformly. The solution is structured as a service-oriented architecture (SOA) that is ready for the future.



Central availability of all customer specific information via Service Portal (Source: SyroCon Consulting GmbH)

### Customer Service: Efficient Disruption Handling

The efficient handling of disruption messages has two major reasons: First, the aim is to maintain the high level of customer satisfaction. Second, the call handling time is a cost driving factor which needs to be minimized.

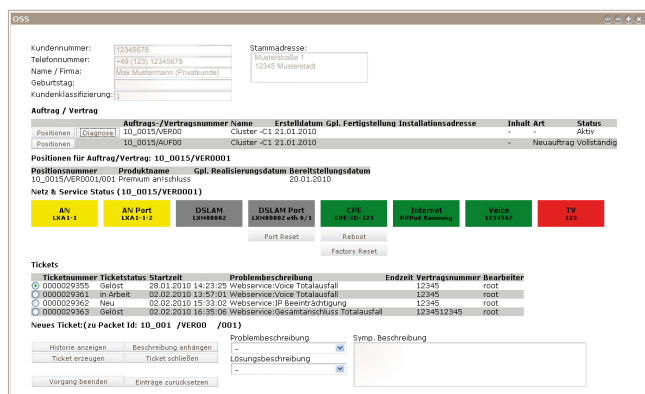
Already the identification of the customer is an essential aspect. Efficient search functionality or even automatic recognition based on the telephone number via CTI are first steps in the sense of process optimization. Once the customer has been identified, all required information is collected automatically:

- Client master data from the CRM system
- Contract and order data with all details from the order management
- Status of disruption messages from the trouble ticket system
- Status information about network elements and service parameters

### Automated Diagnosis Process

As soon as the customer has been identified, a process is initiated to collect all customer relevant status information from the net required for diagnosis. The call center employee thereby receives an overview of what services are available to the customer and where the problem might be located (view figure). These are

- Access Node status
- Status of the DSLAMs
- CPE information
- Status of the services Internet Access, VoIP, IPTV



The screenshot shows an OSS interface with the following sections:

- Kundennummer:** 12345678, **Stammadresse:** Musterstraße 1, 12345 Musterstadt
- Telefonnummer:** +49 (123) 12345678
- Name / Firma:** Max Mustermann (Privatkunde)
- Geburtsdag:**
- Kundenklassifizierung:**
- Auftrag / Vertrag:**

Positionen	Diagnose	Auftrag-/Vertragsnummer	Name	Erstelldatum	Gpl.	Fertigstellung	Installationsadresse	Inhalt	Art	Status
Positionen		10_0015/AUF00	Cluster	<1	21.01.2010					aktiv
Positionen		10_0015/AUF00	Cluster	<1	21.01.2010					Neuaufrag Vollständig
- Positionen für Auftrag/Vertrag: 10\_0015/VER001**
- Positionennummer:** 10\_0015/VER001001, **Produktname:** Premium-Internet, **Gpl./Realisierungsdatum:** 20.01.2010
- Netz & Service Status (10\_0015/VER001):**
  - AN LKA1-1
  - AN Port LKA1-1-2
  - DSLAM LKH00002
  - DSLAM Port LKH00002-9/1
  - CPE (PE-ID: 123)
  - Internet (Service: Standard)
  - VoIP (12345)
  - TV (123)
- Tickets:**

Ticketnummer	Ticketstatus	Startzeit	Problembeschreibung	Endzeit	Vertragsnummer	Bearbeiter
0000029350	Gelöst	28.01.2010 14:23:25	WebService:Voice Totalausfall	12345		root
0000029360	In Arbeit	02.02.2010 18:37:01	WebService:Voice Totalausfall	12345		root
0000029362	Neu	02.02.2010 15:53:02	WebService:IP Beeinträchtigung	12345		root
0000029368	In Arbeit	02.02.2010 16:35:06	WebService:Gesamtanschluss Totalausfall	12345	12345	root
- Neues Ticket (zu Packet ID: 10\_001 /VER001):**

Problembeschreibung:

Symp. Beschreibung:

Historie anzeigen, Beschreibung anhängen, Ticket erzeugen, Ticket schließen, Lösungsbeschreibung, Vorgang beenden, Einträge zurücksetzen

Moreover, repair options are provided to the employee (such as a reboot of the CPE). Thanks to the integration of the trouble ticket system via web services, the call center employee is on the one hand given an application for all tasks. On the other hand, status information in form of a snapshot can automatically be transferred to the ticket.

### Fully Automated Activation of Services

In order to achieve a preferably fully automated provisioning of the services, all IT systems have to be integrated tightly. Once an order is generated in the order management, it is transferred to the handling list under consideration of the date of implementation and processed accordingly. The workflow collects all information from the CRM and Inventory, provisions all systems from Access Node to CPE and configures SIP Server, billing system and the AAA Server. An automatic diagnosis process controls the correct configuration of all systems. The integrated core processes are:

- Language and data service activation for new customers
- Activation of additional services and changes
- Deactivation of customers

Thanks to the service-oriented architecture of the inubit BPM-Suite, interfaces for partners who wish to access services and infrastructure can easily be realized.

### Custom-fit Solution for Market Requirements

- The inubit OCS solution is custom-fit to cover the requirements of mid-sized service providers and carriers.
- Thanks to the strong EAI and SOA functionalities of the inubit BPM-Suite, all affected IT systems can be integrated.
- Employees have central access to all relevant information via a user-friendly interface.
- Pre-configured processes that are compatible with standards such as eTOM and TMForum secure the process quality. They can be flexibly adjusted to the individual requirements. inubit and SyroCon Consulting offer their far reaching, industry specific experience for individual consultation.