



Commercial Market developments

Challenges in the commercial market

As Operator and/or Service provider for the commercial market, your focus in 2010 should be upon:

- Complete customer overview regarding orders, quotes, services used, and also on the interaction between you and the customer
- Excellent customer care processes
- Bundling of existing services as 'standard' and also upon customer request
- Developing and offering more and new services from the network

References

VDVL finds itself in the unique position of being able to help realize these challenging goals. Thanks to our involvement in various projects for the commercial market, we have built up expertise over many years in this branch of the Telecom Industry.

The roles we often fill for our clients are:

- Business Consultant for Business Models and End-to-end critical business processes
- Solution Architect to realize BSS and OSS solutions using off-the-shelf applications.
- Project manager for service or network innovations and complex IT renewals

Currently we are involved in various innovations and rationalizations of services like VoIP, IP Centrex, Wholesale xDSL, Triple-Play, IPTV and Video on Demand, IP Interconnect, FttX and IP VPN developments.

Complete customer overview

The market also has a multi-channel and multi-brand strategy. The business market customer often purchases multiple products and may do this via multiple sales channels.

The customer expects however to be seen and treated as a whole. This means that you as operator must ensure a consistent and coherent customer experience.

This sound simple, but is hard for many providers to realize.

To achieve behavior acceptable to the customer, you as service provider must ensure that:

- the customer is unique in your administration
- you know who the customer is and what products are in use
- you know what customer contacts there have been and about what
- the customer receives a suitable proposal based on his wishes and the services he already uses

Excellent Customer Care

Correct delivery on time and all at once particularly demands robust processes, firm agreements in the value chain and properly integrated IT applications.

Improvements in customer care may often be achieved in the following aspects:

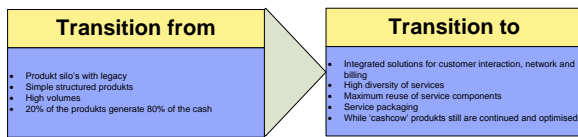
- More intensive cooperation in the chain of customer, operator, service provider and installer/business partner and mutual integration of these
- Integration of customer care (or self-care) in the different products
- Combined services must work perfectly together. If this is not the case, you as operator must attack this problem at the service desk. If the problem is not with your service, you can immediately indicate where the problem is likely to have occurred, for example in the customer domain, and even why
- The customer should be actively informed of faults



Bundling of existing services

The commercial customer experiences added value from his telecommunications supplier if said supplier helps him to achieve a solution suitable for him.

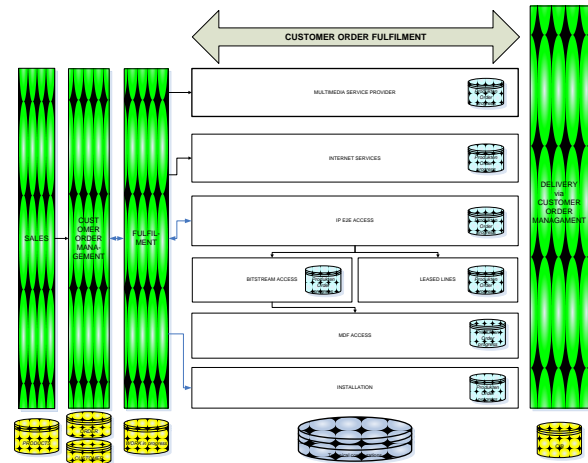
There are so many different possibilities to realize the customer's requirements that the customer needs a supplier who can bundle these together.



This bundling must lead to ease of use, simplicity and cost advantages for the customer. The ability to supply, manage and invoice multiple services requires a high-grade and flexible solution with regard to OSS, CRM and Billing. This should provide:

1. A customer model able to support different customer roles
2. Ability to modify the product model rapidly in the areas of product components, rules, name, discounting and prices
3. Strict separation between the commercial offering and the technology which realizes the product
4. Integral self-care for the customer with customer-friendly access provision
5. Weak implementation of the relationship with your organization in IT. This means that reorganizations may be supported straightforwardly by IT
6. Harmonized service performance for the customer
7. Bundled product performance is clear and measurable for the customer
8. Guaranteed quality of the bundled product
9. Managed security of the bundled product

This bundling of existing services requires that the existing supply chains behave in a 'wholesale' manner. Data on CUSTOMER, PRODUCT, CUSTOMER ORDER and CONTRACT and the relationships with the technical components supplied must be managed centrally.



Developing and offering more and new services from the network

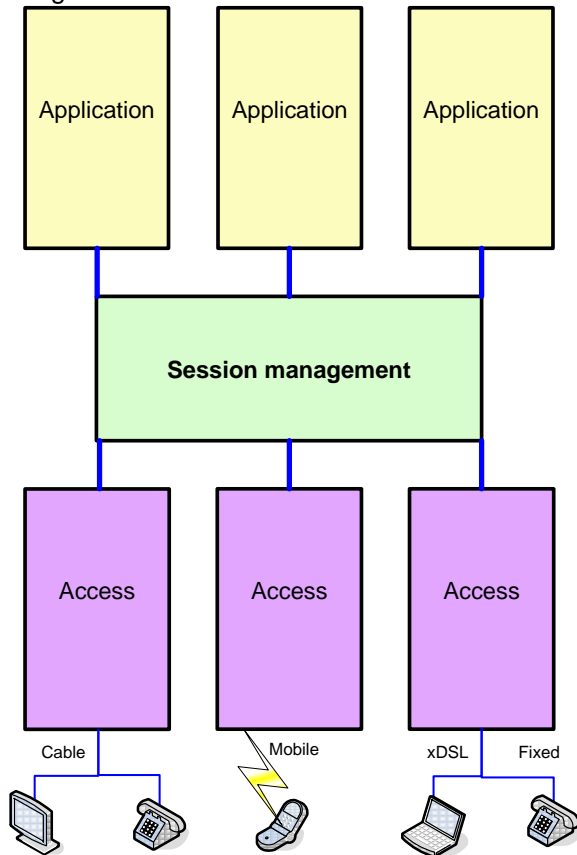
It is of great importance for an operator to achieve and maintain customer contact and thus the contract. This means that the operator may not fall back to being only and merely the provider of connectivity. This could in fact also be offered via the content and/or application service provider.

The strategy of many Telcos is therefore to offer applications via many forms of access and thus supply functionality 'out of the wall'. Examples of this are:

- Internet access
- IP Centrex
- Interactive TV
- Hosted email, back up online
- Card payment over IP
- Alarm over IP
- Hosted applications (MS Office, Exact etc.)
- Location services
- Presence services
- VoIP
- Data connectivity
- etc.



It must be possible to supply these applications to the customer with quality guarantees via all imaginable forms of network access.



Challenges in realization

It is challenging for anyone to do what has not been done before. A Telco also needs courage and patience to realize changes. From product-oriented to customer-oriented is a major innovation. It poses new challenges and demands vision, leadership and patience.

The management of such innovative programs is however often done on the basis of 'when is it ready' and not on one of 'what is possible' or 'where are the problems'.

VDVL is your partner in change

VDVL can contribute substantially to making a program manageable by taking care of 'demand management'.

Our approach is characterized by:

- Requirement management up to the required level. This may be different for each product owner and/or development team
- Management of relation requirement – make costs overseable

- Overview and insight into relationships among business process, business case and IT designs

- Acceleration of action through expertise, drive and involvement
- Objective advice through independence from Development and use of **VDVL Telecom Reference Series™**
- Open, trustworthy and direct communication with our Telecom customers
- Definition of concrete and realistic goals and results
- Contracted result obligations

VDVL and total solutions with partners

For various projects, it is advantageous to you as Telco or Service Provider that VDVL can offer a total solution in collaboration with different partners.

VDVL thus realizes high quality solutions with partners such as:

- LaserSoft
- Xebia
- Logica
- Cordys
- Webmethods (Software AG)

Conclusion

VDVL has gained wide experience in Telecom since its foundation in 1987.

We support our clients in the introduction of new services and technologies and in the continuing improvement of critical business processes and ICT systems.

Currently we are involved in various innovations and rationalizations of services like VoIP, IP Centrex, Mobile Broadband, Wholesale xDSL, Triple-Play, IPTV and VoD, IP Interconnect, FttX and IP VPN developments.

Call us to become better acquainted and to obtain comprehensive information about our experience and references.

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