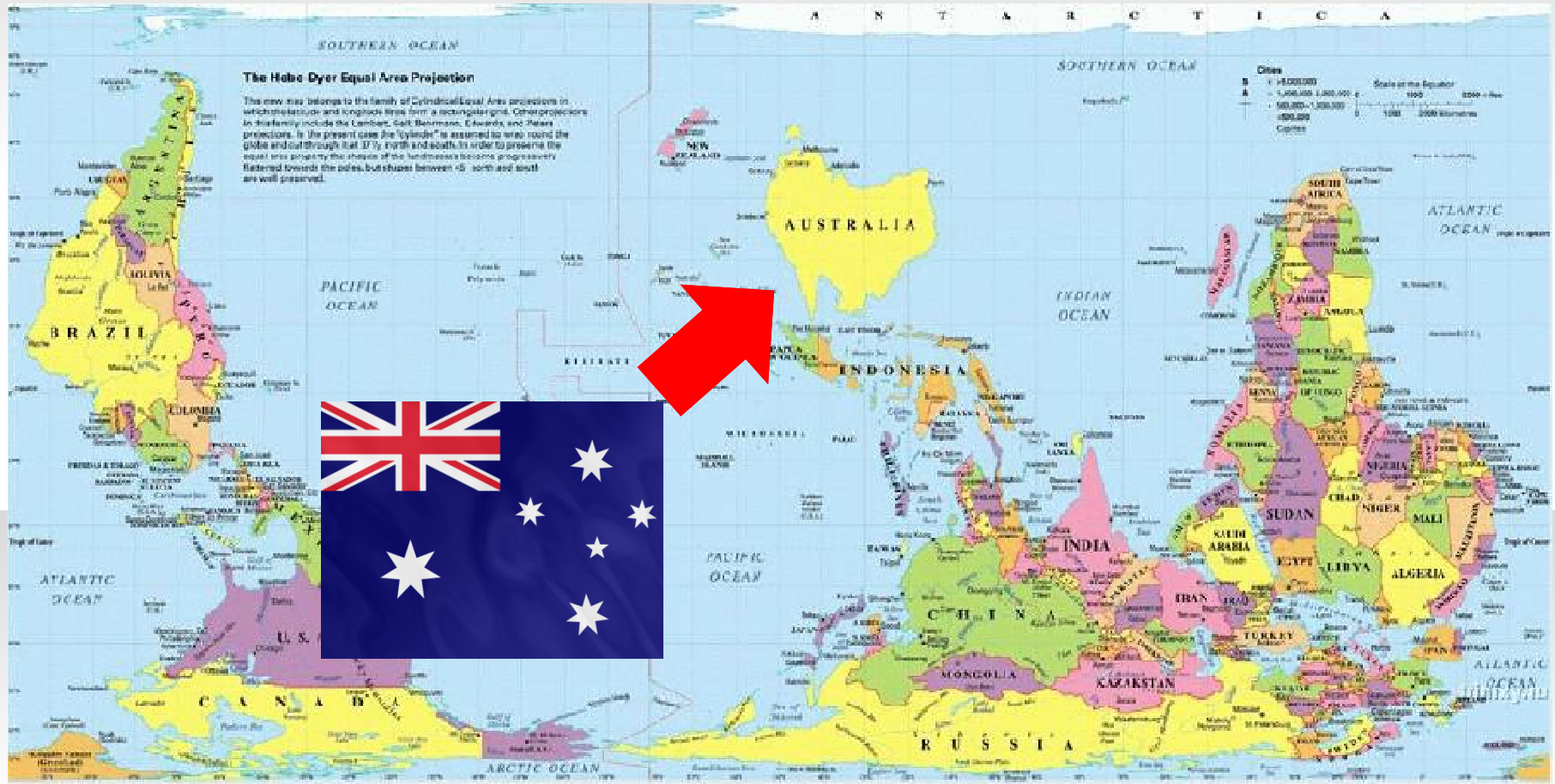# OpenCms in the Telco industry - A Tale from Down Under

OpenCMSdays 2009

Thomas Kutschi

Once upon a time ...
... in a country far, far away

AAPT's Situation –2004 A.D.

- Telecommunication company
- Telecom New Zealand subsidiary
- Result of massive M&A
- Aggressive marketing
- Sub-optimal operations/Fulfillment
- Bad support

The Poor CSR's ...

- As at July 2005 the total number of call centre applications was 402

- On average a CSR will use 80 applications per day

- There are approximately 5 billing systems, 4 OSS systems, 8 faults systems and 4 sales tracking systems (and many, many more..)

- Power CSR's need at least 2GB of RAM in order for their PC to be able to operate the various systems at the same time

The Website

- The website is currently completely static
- It costs $30,000 in internal OPEX to change a word on a page
- We have a total of 24 FAQ's
- 20 of these advise customers to call AAPT

The heroes

- Head of strategy

- Four business owners

- Building up team from scratch

Strategic approach

- Step-Out Approach
  - Project separated from overall business
- New brand moments defined
- New core system
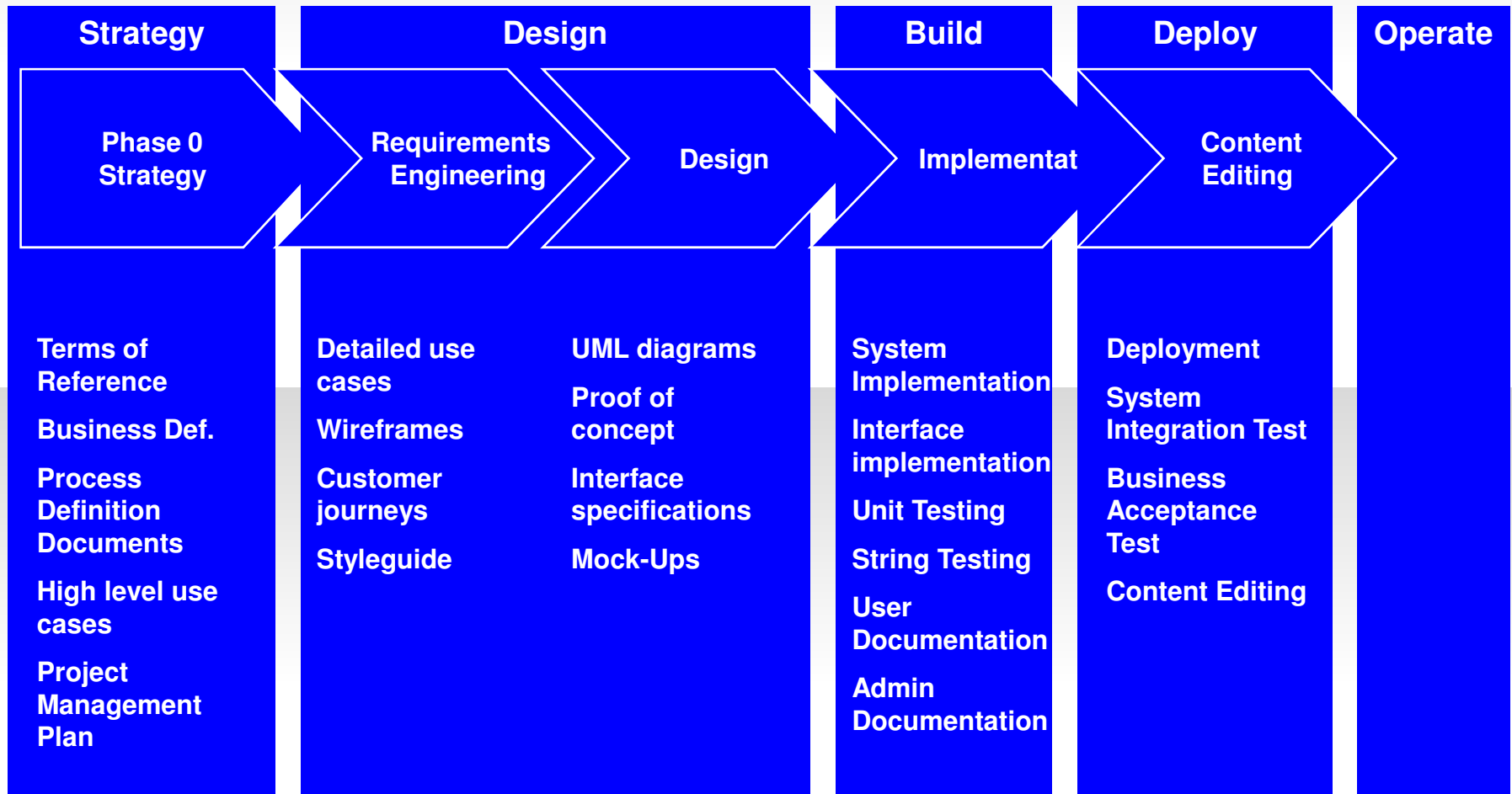 - Greenfield approach for OSS/BSS
- Cross platform CMS

Communication

1. WebSite

2. Call Center

3. Marketing-Literature

4. Door-Knockers

- Full self service capability

  - Reduce cost in call centres

  - Improve customer experience

  - Improve response times

  - Increase Retention

- Virtualization

  - Virtual Service Operators

  - Customizable per Operator

Vision/Goal

Approach and Deliverables

Strategy	Design		Build	Deploy	Operate
Phase 0 Strategy	**Requirements Engineering**	**Design**	**Implementat**	**Content Editing**	

Strategy	Design		Build	Deploy
Terms of Reference **Business Def.** **Process Definition Documents** **High level use cases** **Project Management Plan**	**Detailed use cases** **Wireframes** **Customer journeys** **Styleguide**	**UML diagrams** **Proof of concept** **Interface specifications** **Mock-Ups**	**System Implementation** **Interface implementation** **Unit Testing** **String Testing** **User Documentation** **Admin Documentation**	**Deployment** **System Integration Test** **Business Acceptance Test** **Content Editing**

10 months

BearingPoint. Management & Technology Consultants

- Functionalities
  - Administration of low structured content
  - Customizable Customer Self Care
  - Offer administration
  - Order Handling
  - Order Picking

- Non Functional Requirements
  - Scaleable solution (clustering, distributed environment)
  - Browser compatibility
  - Sun Solaris as system platform
  - n-Tier-Architecture

Requirements

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Architecture

Screenshot

Explore

Engage

Exchange

SSoT

End to End Content Management for Telcos

– Workflow based web content management

- ■ Update Product/Pricing Information
- ■ Other portal content
- ■ Intranet content
- ■ Partner Portals

Duration order capture

Duration average order

Time to market

CSR UI

Online Bundle sales

45%

Y4

65%

Y1

Legacy system

New system

of CSRs
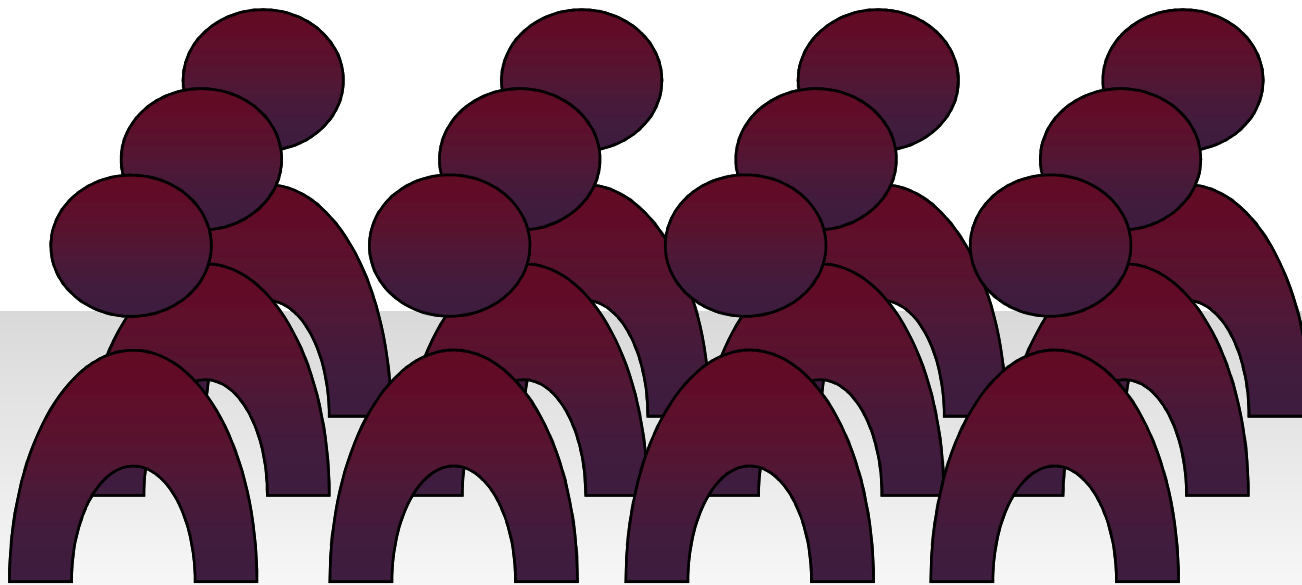
Fact Sheet

- Australian Telco, market attacker

- Subsidiary of public listed company

- Three platforms to be maintained:

  - WebSite

  - Customer Self Care Area

  - Administration Center for Call Center Agents

- Integration into OSS/BSS environment

- Platform used: OpenCMS

- Integration: via DTOs, WebServices, file transfers

Success factors

- Close relationship with project team on client side
  - Business owners
  - Agency
  - IT
  - OSS/BSS Team
- Sound domain knowledge
  - Dedicated, experienced team working in this area for years
- Sound industry experience
- Proven track record of CMS implementations
- Know-How transfer to clients staff
- Scaleable OpenSource Solution based on Java

And they lived happily ever after!

The next step?

Portal sphere

Product Pages

,Explore' Mode

Needs Based Wizard

Product Detail Pages

Configure Button Prod. xyz

Shop sphere

Config Page 1

Config Page n

,Engage' Mode

Config Page 1'

Config Page n'

Shopping Basket/ Checkout

CSC sphere

Order Mgmt. Page 1

Order Mgmt. Page n

Core sphere

Content Repository

OSS/BSS

Back office sphere

CMS

WebAC
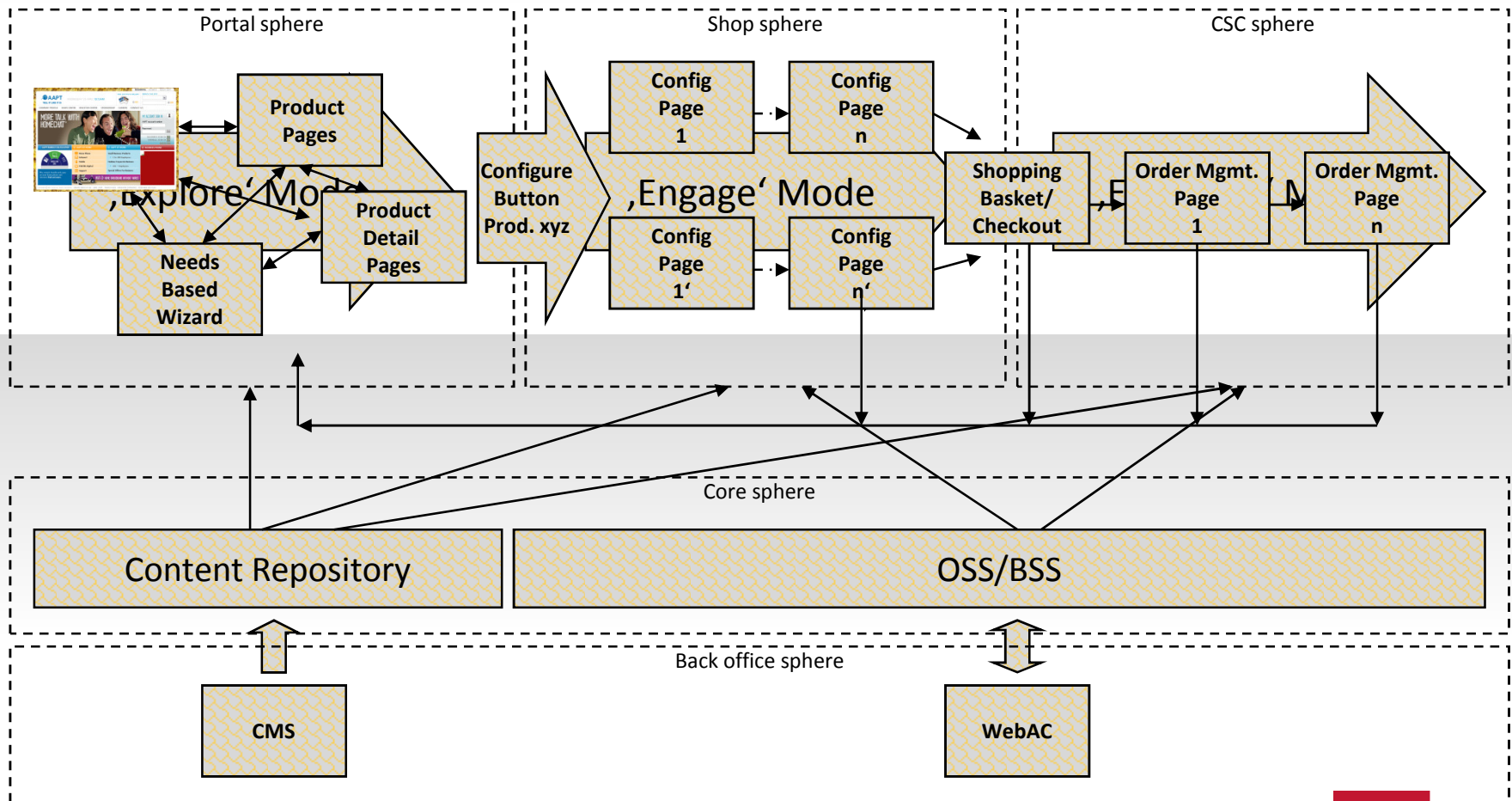
And they lived happily ever after?

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Let's talk!