

Framework 18.5

Product Conformance Certification Report

**Deloitte Middle East – PLM Digital
Transformation Program
Concept to Market (C2M) Journey - STC
CBU (Consumer Business Unit)**

TM Forum - Framework R18.5

July 2019

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1 Introduction

1.1 Executive Summary

This document provides details of Deloitte - PLM Digital Transformation Program Concept to Market (C2M) Journey - STC Consumer Business Unit (CBU)'s self-assessment of TM Forum Framework 18.5, followed by TM Forum's Conformance Assessment relative to the implementation of business processes and data modelling against the following Framework components:

- Business Process Framework Version 18.5
- Information Framework Version 18.5

The assessment included a review of:

- The methodology approach to process modeling against the TM Forum's Business Process Framework Release 18.5 according to the specific processes submitted in scope for the Assessment.
- Conformance to the Information Framework Release 18.5 Domains/Aggregate Business Entities according to the specific ABEs submitted in scope for the Assessment.

2 Implementation Functionality/Capability Overview

2.1 STC PLM Digital Transformation Program Overview

Deloitte has defined and is delivering a set of PLM (Product Lifecycle Management) specific processes and product catalogue to the STC Consumer Business Unit (CBU) for the 9 Mobility product lines which includes Roaming, Prepaid, Postpaid, VAS, CVM, Retention, Loyalty, MBB, and Terminals & Partnerships.

The main objective of the PLM digital transformation is to enable a catalog driven architecture leveraging existing capabilities for product offerings, process automation via API integration between the PLM and downstream systems and allow customers to customize their product offerings with an Omni-channel experience. These processes describe the set of activities, interactions, dependencies and workflows that guide the operation of STC's PLM capabilities from a functional specification perspective; these processes are supported and automated by a PLM system provided by Kloudville as a centralized application that enables the management of change at STC.

The afore mentioned processes consist of a set of approximately 90 workflows designed in conformance with the TM Forum Business Process Framework (eTOM) standards version 18.5.

The functional requirements specifications for the 9 product lines was developed by Deloitte and provided to the IT Teams at STC and Kloudville to build the high level (HLD) and low level solution design (LLD) to implement the PLM solution. For Wave 1 of the PLM system, Kloudville will implement the solution design for Roaming and Prepaid, Wave 2 shall include Postpaid and MBB with other product lines to follow at a later stage.

2.2 Business Process Framework Level 2 Process Scope

The following figure represents the Business Process Framework Level 2 processes that were presented in scope for conformance certification.

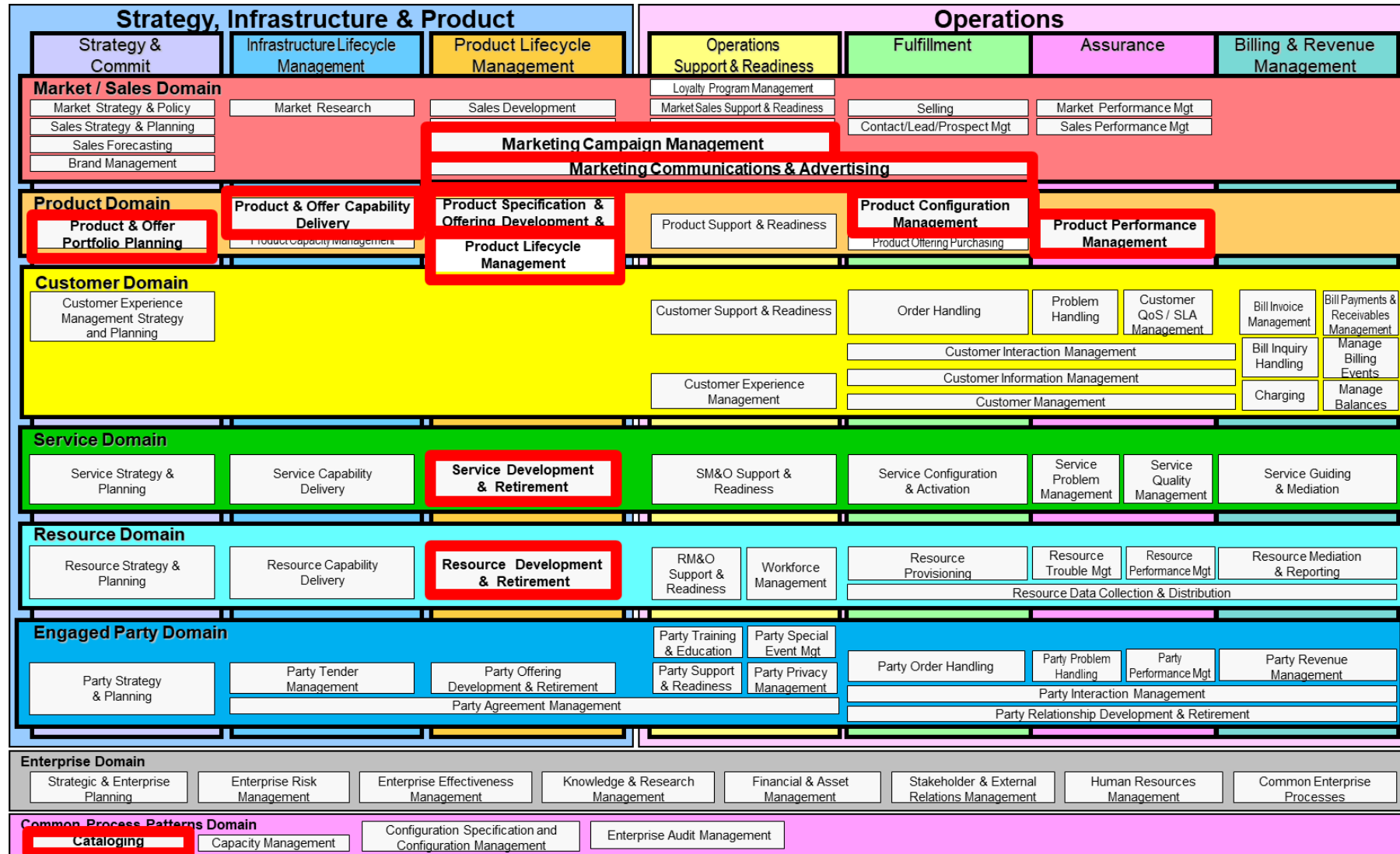


Figure 1 - Level 2 process coverage for Deloitte – PLM for STC CBU Conformance Assessment

2.3 Information Framework Assessment - ABE Scope

The following diagram illustrates the Information Framework ABEs that were presented in scope for the Assessment.

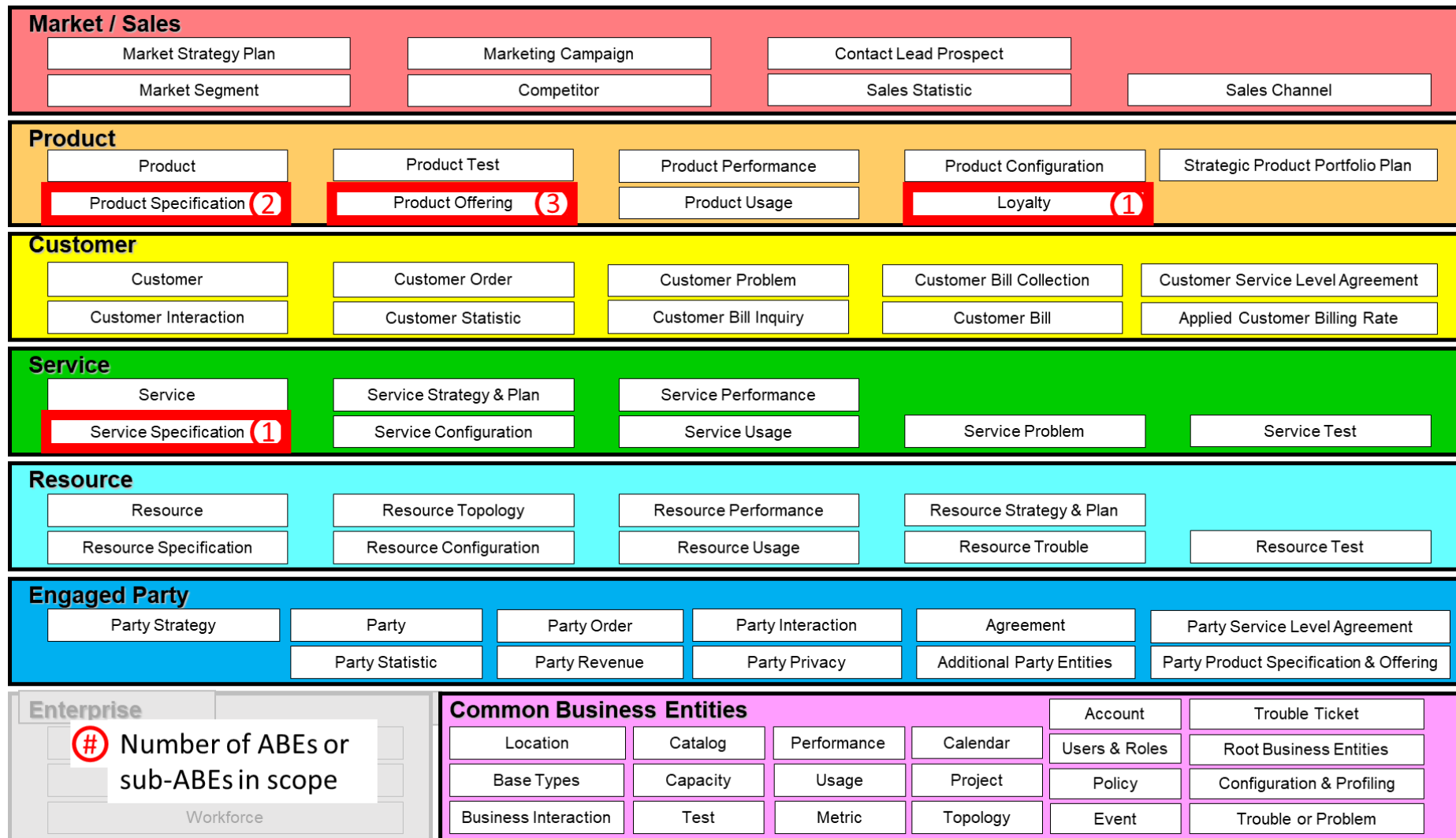


Figure 2- ABEs coverage for Deloitte – PLM for STC CBU Conformance Assessment

2.4 Solution Description

Kloudville's Product Lifecycle Management (PLM) provides a centralized application for the management of change in your organization. Whether the task at hand is to launch a new product, change pricing, run an advertising campaign, or change suppliers, PLM guides the organization through the required steps.

Product Lifecycle Management covers the full lifecycle of Products, from Ideation through to Evaluation and ultimately, Retirement.



Figure 3 – PLM Stages

This HLD covers the below Processes:

- Roaming Create New Product Offering
- Roaming Create New Offer based on Existing Product Specification
- Manage Wholesale Agreement
- Manage Steering
- Modify Product Offering - rest of use cases
- Build Roaming Performance Data
- Assess Roaming Product Performance

The business processes followed for each type of product change vary from company to company and can pass through departments as varied as Product Management, Marketing & Communications, Finance, Customer Service, Network Operations, Capacity Planning, Field Operations, Information Technology, Retail Operations, Regulatory Affairs, Trade Compliance and Sourcing.

Traditional PLM products have been developed as an add-on to the Catalog and have been developed with a Catalog-centric focus. While they have accomplished gains in moving catalog population out of IT and into the hands of the business, physically modelling of products in the catalogs is only a portion of the end-to-end PLM process. Considerable time is spent in the analytics, ideation and decision making. It is critical that your PLM solution address the full end-to-end problem.

With competitive pressures, the need to get these changes to market quickly is clear. Delays can lead to a variety of negative business outcomes, such as a significant increase in churn, the erosion of margins, and a decrease in brand reputation. It is essential that companies manage their PLM process to streamline activities and reduce idle wait time by proactively managing the workflow,

escalating overdue tasks, and providing a single source of truth where business decisions can be made.

Kloudville supports the PLM challenge by providing:

- Project management tools to permit resource assignment, tasking and status reporting
- Configurable forms to permit each department to capture, access and make decisions upon the data that they need
- Configurable workflow that adapts to your business processes
- User roles and policies to permit all your workgroups access, while restricting the data and functions that they can access
- The notification, managing, monitoring and escalation of tasks
- Integration to external systems to retrieve and publish data

Kloudville publishing framework will manage the integration with other systems for publishing the Catalog.

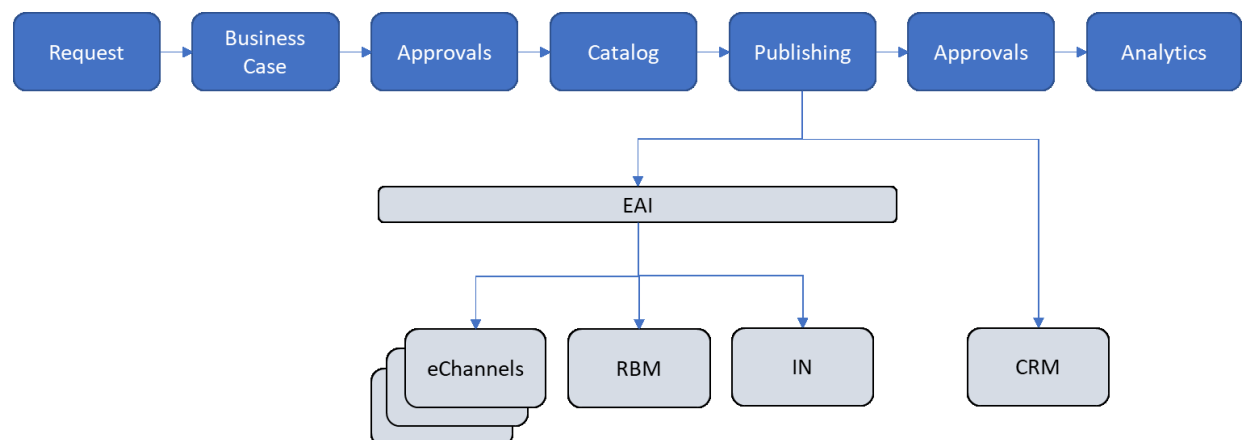


Figure 4 – PLM Publishing framework

2.5 System Architecture

The below System Architecture diagram serves as the blueprint for the components involved.

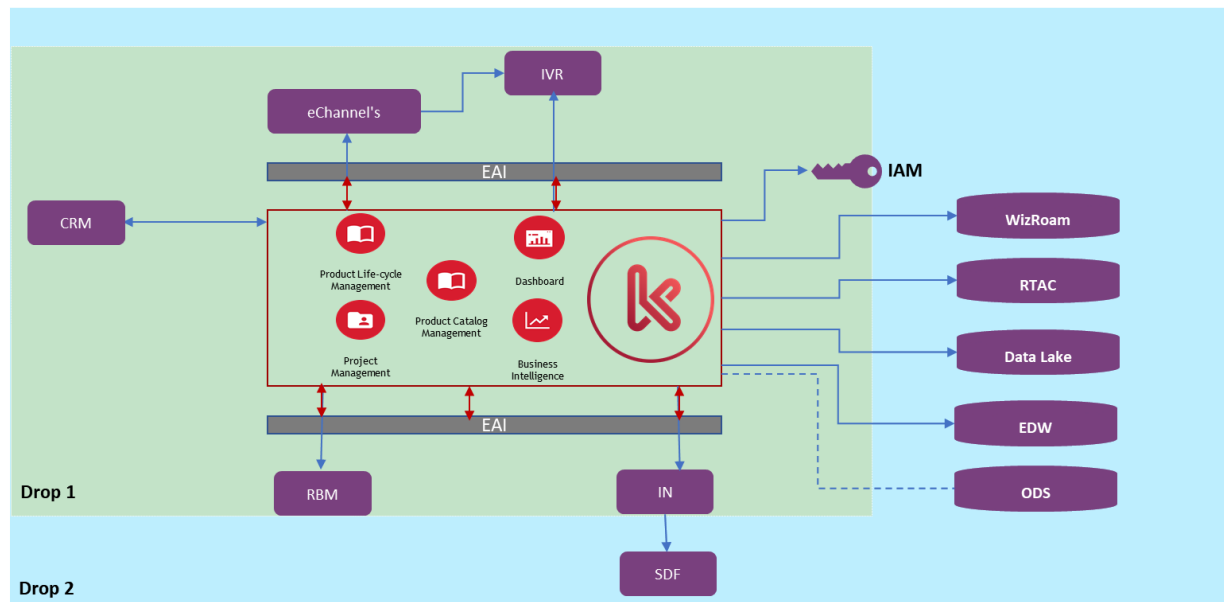


Figure 5 – PLM Target Architecture for Drop 1

2.6 Components of Architecture

The below section provides the details of the components involved.

Sr. #	Component Name	Description
1	Kloudville	Kloudville Telecom 360 PLM & EPC : Product Catalog and Life Cycle management with full operational logistics management
2	EAI	STC Enterprise Application Interface (WebMethods)
3	IAM	Identity Management
4	CRM	STC Customer Relationship Management (Siebel)
5	RBM	STC Rating and Billing Management
6	SDF	STC Product Specifications for the BTL products
7	IN	STC Prepaid Pricing Information

Sr. #	Component Name	Description
8	eChannels	STC Product & pricing Information
9	IVR	STC IVR Channel
10	WizRoam	STC Roaming Forecasting Data
11	RTAC	STC Outreach SMS product content
12	Data Lake	STC Roaming Performance Data
13	EDW	STC Enterprise Data Warehouse
14	ODS	STC

3 Business Process Framework Assessment Overview

3.1 Mapping Technique Employed

Business Process Framework Level 3 descriptions are analyzed by focusing on implied tasks also referred to as implied functional requirements. (This is similar to how process decomposition can use Semantic Analysis). Each Business Process Framework process is supported by descriptive text. In many cases, each process is aligned and mapped to appropriate company documentation references solution, methodology or modeling material.

Color coded text as highlighted below is used as part of the process mapping whereby highlighted text indicates the level of support for a Level 4 process implied task:

- **GREEN** is used to highlight key words or key statements that are fully supported
- **YELLOW** is used to highlight key words/key statements that are partially supported
- **GREY** is used to highlight key words/key statements that are not supported
- No highlighting is used for words/statements that are irrelevant, just for reference or needed to complete the sentence.

As of February 2018, TM Forum allows mappings to be provided against Level-3 process elements when:

- L3s have relevant, consistent full detailed descriptions reflecting all L4 process elements in their decomposition (usually implied tasks identified and separated by bullet points)
- No decomposition to Level 4 processes was available for a particular L3 process, but the Level-3 mappings fulfil the condition described above, therefore the score awarded hereafter is for the Level 3 process in its entirety.

Manual and Automated Support

It is important to determine whether the implied task is supported by manual steps, automated steps, or a combination of both. In this document, “A”, “M”, or “AM” is used for each task to indicate that the step or steps is/are automated (A), manual (M), or both (AM).

TM Forum Note 1:

When process mappings are presented against Level 4 processes, the mappings are most often provided against the text in the “Mandatory” field for the process. In the event of the Mandatory field not being defined in the eTOM specification, the process mappings are in that case provided

against the Level 4 Extended description. If an Extended description is not defined, then the mapping is provided against the Brief description.

TM Forum Note 2:

Note that if a Level 3 process has not been decomposed to Level 4 processes in the Business Process Framework, in such cases the process mapping support is provided against the Level 3 process descriptions using the Mandatory/Extended/Brief description as per the guidelines explained for Level 4 based mappings in the previous note.

3.2 Scope of Conformance Certification (eTOM)

TM Forum Framework 18.5 Assessment Scoping Document - Business Process Framework (eTOM)			
Company:		Deloitte & Touche Middle East Limited	
Product:		Deloitte - PLM Digital Transformation for STC CBU	
Assessment Type:		Design & Implementation	
Framework Version:		18.5	
Number of L3 Processes in Scope:		37	
Level 1	Level 2	Level 3	Certification Scope for Level-3 Process Elements Double click on cell for every L3 process to be included in scope
1.1 - Market / Sales Domain			
1.1.14 - Marketing Communications and Advertising			
		1.1.14.3 - Develop Marketing Communication	X
		1.1.14.4 - Deliver Marketing Communication Collateral	X
		1.1.14.6 - Modify Marketing Communication	X
		1.1.14.7 - Archive Marketing Communication	X
1.1.15 - Marketing Campaign Management			
		1.1.15.1 - Plan Marketing Campaign	X
		1.1.15.3 - Develop Marketing Campaign	X
		1.1.15.4 - Launch Marketing Campaign	X
		1.1.15.6 - Modify Marketing Campaign	X
		1.1.15.7 - End Marketing Campaign	X
1.2 - Product Domain			
1.2.1 - Product & Offer Portfolio Planning			
		1.2.1.1 - Gather & Analyze Product Information	X
		1.2.1.2 - Establish Product Portfolio Strategy	X
		1.2.1.3 - Produce Product Portfolio Business Plans	X
		1.2.1.4 - Gain Commitment to Product Business Plans	X
1.2.2 - Product & Offer Capability Delivery			
		1.2.2.1 - Define Product Capability Requirements	X
		1.2.2.2 - Capture Product Capability Shortfalls	X
		1.2.2.3 - Approve Product Business Case	X
		1.2.2.4 - Deliver Product Capability	X
		1.2.2.5 - Manage Handover to Product Operations	X
		1.2.2.6 - Manage Product Capability Delivery Methodology	X
1.2.5 - Product Configuration Management			
		1.2.5.1 - Manage Product Configuration Specification	X
		1.2.5.2 - Manage Product Configuration	X
1.2.6 - Product Performance Management			
		1.2.6.1 - Monitor Product Offerings	X
1.2.7 - Product Specification & Offering Development & Retirement			
		1.2.7.1 - Product Specification Development & Retirement	X
		1.2.7.2 - Product Offering Development & Retirement	X
1.2.10 - Product Lifecycle Management			
		1.2.10.1 - Product Lifecycle Administration	X
		1.2.10.2 - Product Pricing	X
1.4 - Service Domain			
1.4.3 - Service Development & Retirement			
		1.4.3.1 - Gather & Analyze New Service Ideas	X
		1.4.3.2 - Assess Performance of Existing Services	X
		1.4.3.3 - Develop New Service Business Proposal	X
		1.4.3.4 - Develop Detailed Service Specifications	X
1.5 - Resource Domain			
1.5.3 - Resource Development & Retirement			
		1.5.3.1 - Gather & Analyze New Resource Ideas	X
		1.5.3.2 - Assess Performance of Existing Resources	X
		1.5.3.3 - Develop New Resource Business Proposal	X
		1.5.3.4 - Develop Detailed Resource Specifications	X
1.8 - Common Process Patterns Domain			
1.8.1 - Cataloging			
		1.8.1.1 - Develop Catalog Specification	X
		1.8.1.2 - Develop Catalog	X
		1.8.1.3 - Exchange Catalog	X

Table 1 - Business Process Framework (eTOM) Assessment Scope

3.3 Scope of Conformance Certification – Chart (eTOM)

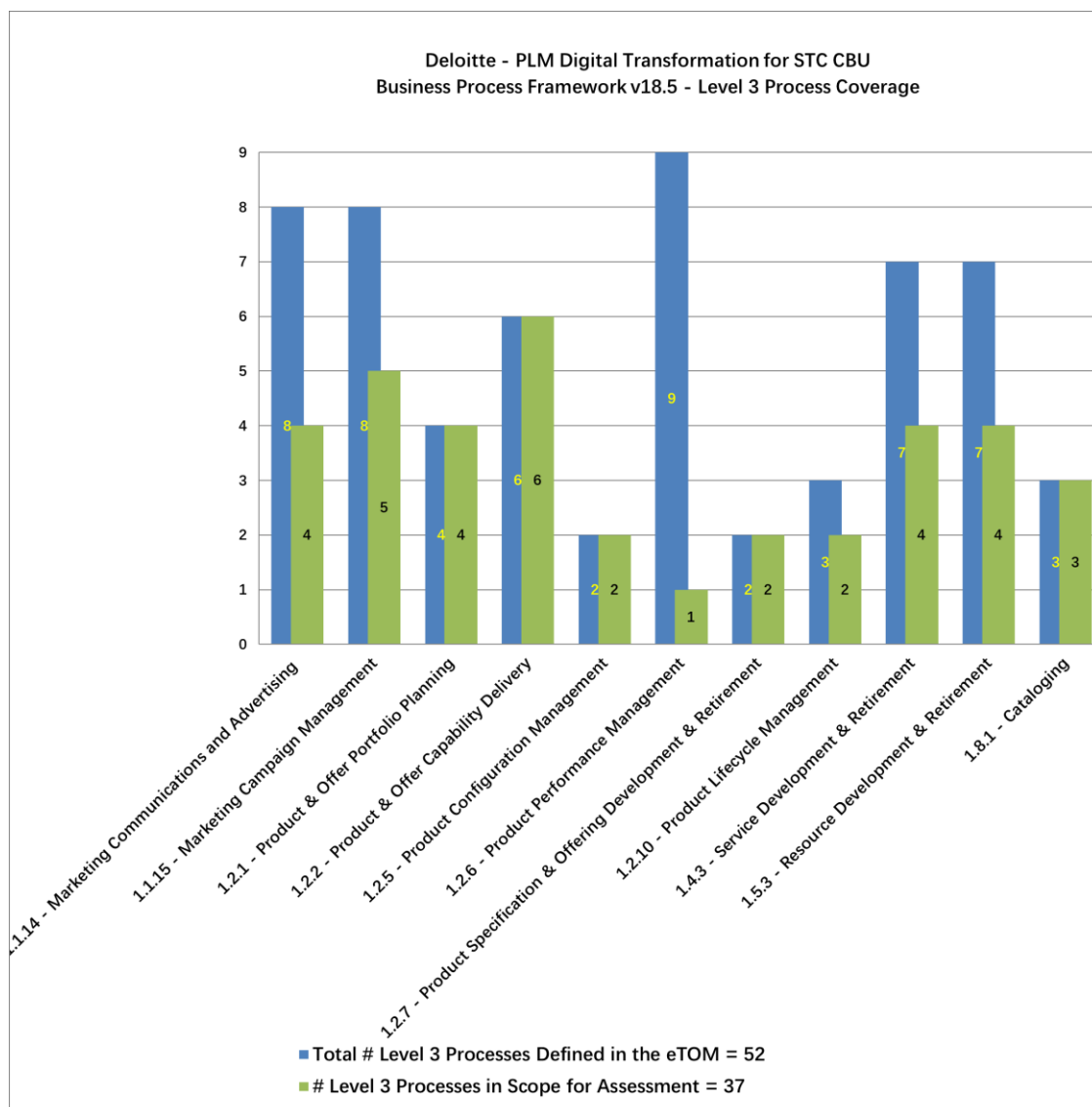


Figure 6- Level 3 process scope for certification

3.4 Business Process Framework – Scoring Guidelines

This section provides the Process Mapping output from the self-assessment carried out by TM Forum Subject Matter Experts alongside supporting documentation made available for this purpose.

Business Process Framework - Conformance Certification Methodology		
Process Level	Conformance Score	Qualifier
Level 1 Process	Not applicable	Conformance Assessment shall not be carried out at this process level.
Level 2 Process	Not applicable	A conformance level is not awarded to Level 2 processes in Framework Certification. The Certification Report shall highlight the coverage within a Level 2 process submitted in scope for an Assessment, in terms of number of Level 3 processes submitted for assessment out of the total number defined in the Business Process Framework for the Level 2 process.
Level 3 Process	Conformance Score is awarded between 3.1 & 5.0	The Conformance Score is awarded for each Level 3 process submitted in scope for the Assessment. The Conformance Score awarded can be a value between 3.1* & 5 depending on the level of coverage & conformance to the Level 3 process based on the alignment to the level 3 Implied Tasks as decomposed in the Level 4 process definitions. If a Level 3 process has not been decomposed to Level 4 processes, the Level score is awarded according to alignment to the Level 3 defined Implied Tasks.
Level 4 Process	Level of conformance is calculated as input to parent Level 3 Process Score	Levels of conformance are calculated for Level 4 processes according to alignment to the individual implied tasks. Level 4 scores are summed and averaged to given an overall score for the parent Level 3 process.
* In earlier Conformance Assessments, scores were awarded to Level 1 & Level 2 processes using values 1 through to 3. For this reason, the Level 3 scores start from > 3.		
Additional Notes		
Note 1 - Level 1 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 1 processes.		
Note 2 - Level 2 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 2 processes. However, the Certification Report shall provide good indication of the coverage of the Level 2 process in terms of number of contained Level 3 processes submitted in scope for the Assessment.		
Note 3 - The Conformance Assessment shall be carried out at process level 3 (if there are no level 4 process elements defined for a specific level 3 in scope) or at level 4 (if there are level 4 process elements defined for a specific level 3 in scope). For each Level 3 process (when there are no level 4 processes available), conformance shall be deduced according to the documented support for the process implied tasks. For each Level 4 process (when available), conformance shall be deduced according to the documented support for the process implied tasks, as decomposed and described in the Level 4 process descriptions. The score awarded for a Level 3 process, is deduced according to the support mapped to the Level 4 processes/Implied Tasks.		
Note 4 - In evaluating conformance to the standards, manual intervention shall not impact the conformance score granted. However, any level of manual support shall be noted in the Conformance Report and Detailed Results Report. This note specifically applies to Product & Solution Assessments.		
Note 5 - Processes that are supported via manual implementation only, are not considered in scope for the Assessment. This note specifically applies to Product & Solution Assessments.		

Figure 7- TM Forum Business Process Framework: Conformance Scoring Rules

3.5 Business Process Framework – Process Mapping Descriptions

This Section provides a summary of the solution mappings that Deloitte provided in the form of self-assessment.

The self-assessment was reviewed by TM Forum Subject Matter Experts alongside supporting documentation provided by Deloitte.

3.5.1 Market/Sales Domain

3.5.1.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3 processes in scope for the ‘1.1 - Market / Sales Domain’ business processes are available from the following link:

https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/Deloitte_PLM_STC/Deloitte+PLM_STC_Conformance_Mappings_R18.5_eTOM_MarketSales_Domain_V3RF.pdf

Mappings and supporting evidence were presented for the following **L3** processes:

1.1.14 - Marketing Communications and Advertising	
	1.1.14.3 - Develop Marketing Communication
	1.1.14.4 - Deliver Marketing Communication Collateral
	1.1.14.6 - Modify Marketing Communication
	1.1.14.7 - Archive Marketing Communication
1.1.15 - Marketing Campaign Management	
	1.1.15.1 - Plan Marketing Campaign
	1.1.15.3 - Develop Marketing Campaign
	1.1.15.4 - Launch Marketing Campaign
	1.1.15.6 - Modify Marketing Campaign
	1.1.15.7 - End Marketing Campaign

3.5.2 Product Domain

3.5.2.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3 processes in scope for the '1.2 – Product Domain' business processes are available from the following link:

https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/Deloitte_PLM_STC/Deloitte_PLM_STC_Conformance_Mappings_R18.5_eTOM_Product_Domain_V3RF.pdf

Mappings and supporting evidence were presented for the following **L3** processes:

1.2.1 - Product & Offer Portfolio Planning	
	1.2.1.1 - Gather & Analyze Product Information
	1.2.1.2 - Establish Product Portfolio Strategy
	1.2.1.3 - Produce Product Portfolio Business Plans
	1.2.1.4 - Gain Commitment to Product Business Plans
1.2.2 - Product & Offer Capability Delivery	
	1.2.2.1 - Define Product Capability Requirements
	1.2.2.2 - Capture Product Capability Shortfalls
	1.2.2.3 - Approve Product Business Case
	1.2.2.4 - Deliver Product Capability
	1.2.2.5 - Manage Handover to Product Operations
	1.2.2.6 - Manage Product Capability Delivery Methodology
1.2.5 - Product Configuration Management	
	1.2.5.1 - Manage Product Configuration Specification
	1.2.5.2 - Manage Product Configuration
1.2.6 - Product Performance Management	
	1.2.6.1 - Monitor Product Offerings
1.2.7 - Product Specification & Offering Development & Retirement	
	1.2.7.1 - Product Specification Development & Retirement
	1.2.7.2 - Product Offering Development & Retirement
1.2.10 - Product Lifecycle Management	
	1.2.10.1 - Product Lifecycle Administration
	1.2.10.2 - Product Pricing

3.5.3 Service Domain

3.5.3.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3 processes in scope for the '1.4 – Service Domain' business processes are available from the following link:

https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/Deloitte_PLM_STC/Deloitte_PLM_STC_Conformance_Mappings_R18.5_eTOM_Service_Domain_V3RF.pdf

Mappings and supporting evidence were presented for the following **L3** processes:

1.4.3 - Service Development & Retirement	
	1.4.3.1 - Gather & Analyze New Service Ideas
	1.4.3.2 - Assess Performance of Existing Services
	1.4.3.3 - Develop New Service Business Proposal
	1.4.3.4 - Develop Detailed Service Specifications

3.5.4 Resource Domain

3.5.4.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3 processes in scope for the '1.5 – Resource Domain' business processes are available from the following link:

https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/Deloitte_PLM_STC/Deloitte+PLM_STC_Conformance_Mappings_R18.5_eTOM_Resource_Domain_V3RF.pdf

Mappings and supporting evidence were presented for the following **L3** processes:

1.5.3 - Resource Development & Retirement	
	1.5.3.1 - Gather & Analyze New Resource Ideas
	1.5.3.2 - Assess Performance of Existing Resources
	1.5.3.3 - Develop New Resource Business Proposal
	1.5.3.4 - Develop Detailed Resource Specifications

3.5.5 Common Process Patterns Domain

3.5.5.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3 processes in scope for the '1.8 - Common Process Patterns Domain' business processes are available from the following link:

https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/Deloitte_PLM_STC/Deloitte_PLM_STC_Conformance_Mappings_R18.5_eTOM_CommonProcessPatterns_Domain_V3RF.pdf

Mappings and supporting evidence were presented for the following **L3** processes:

1.8.1 - Cataloging	
	1.8.1.1 - Develop Catalog Specification
	1.8.1.2 - Develop Catalog
	1.8.1.3 - Exchange Catalog

3.6 Framework Conformance Result

This Section details the Scores awarded to reflect Conformance for Deloitte - PLM Digital Transformation for STC CBU to the Business Process Framework components of Framework 18.5.

TM Forum Framework 18.5 Assessment Scoping Document - Business Process Framework (eTOM)			
Company:		Deloitte & Touche Middle East Limited	
Product:		Deloitte - PLM Digital Transformation for STC CBU	
Assessment Type:		Design & Implementation	
Framework Version:		18.5	
Number of L3 Processes in Scope:		0	
Level 1	Level 2	Level 3	Certification Final Scores for Level-3 Process Elements
1.1 - Market / Sales Domain			
1.1.14 - Marketing Communications and Advertising			
		1.1.14.3 - Develop Marketing Communication	5
		1.1.14.4 - Deliver Marketing Communication Collateral	5
		1.1.14.6 - Modify Marketing Communication	5
		1.1.14.7 - Archive Marketing Communication	5
1.1.15 - Marketing Campaign Management			
		1.1.15.1 - Plan Marketing Campaign	5
		1.1.15.3 - Develop Marketing Campaign	5
		1.1.15.4 - Launch Marketing Campaign	5
		1.1.15.6 - Modify Marketing Campaign	5
		1.1.15.7 - End Marketing Campaign	5
1.2 - Product Domain			
1.2.1 - Product & Offer Portfolio Planning			
		1.2.1.1 - Gather & Analyze Product Information	5
		1.2.1.2 - Establish Product Portfolio Strategy	5
		1.2.1.3 - Produce Product Portfolio Business Plans	5
		1.2.1.4 - Gain Commitment to Product Business Plans	5
1.2.2 - Product & Offer Capability Delivery			
		1.2.2.1 - Define Product Capability Requirements	5
		1.2.2.2 - Capture Product Capability Shortfalls	5
		1.2.2.3 - Approve Product Business Case	5
		1.2.2.4 - Deliver Product Capability	5
		1.2.2.5 - Manage Handover to Product Operations	5
		1.2.2.6 - Manage Product Capability Delivery Methodology	5
1.2.5 - Product Configuration Management			
		1.2.5.1 - Manage Product Configuration Specification	5
		1.2.5.2 - Manage Product Configuration	5
1.2.6 - Product Performance Management			
		1.2.6.1 - Monitor Product Offerings	5
1.2.7 - Product Specification & Offering Development & Retirement			
		1.2.7.1 - Product Specification Development & Retirement	5
		1.2.7.2 - Product Offering Development & Retirement	5
1.2.10 - Product Lifecycle Management			
		1.2.10.1 - Product Lifecycle Administration	5
		1.2.10.2 - Product Pricing	5
1.4 - Service Domain			
1.4.3 - Service Development & Retirement			
		1.4.3.1 - Gather & Analyze New Service Ideas	5
		1.4.3.2 - Assess Performance of Existing Services	5
		1.4.3.3 - Develop New Service Business Proposal	5
		1.4.3.4 - Develop Detailed Service Specifications	5
1.5 - Resource Domain			
1.5.3 - Resource Development & Retirement			
		1.5.3.1 - Gather & Analyze New Resource Ideas	5
		1.5.3.2 - Assess Performance of Existing Resources	5
		1.5.3.3 - Develop New Resource Business Proposal	5
		1.5.3.4 - Develop Detailed Resource Specifications	5
1.8 - Common Process Patterns Domain			
1.8.1 - Cataloging			
		1.8.1.1 - Develop Catalog Specification	5
		1.8.1.2 - Develop Catalog	5
		1.8.1.3 - Exchange Catalog	5

Figure 8- TM Forum Business Process Framework: Conformance Scores

3.6.1 Business Process Framework – Conformance Result Summary

This Section provides a graphical view of the conformance levels granted to the Level 3 Processes presented in scope for Deloitte - PLM Digital Transformation for STC CBU conformance assessment. Each Level 3 process was measured using a Business Process Framework (eTOM) conformance score according to the level of Conformance – Full Conformance (Score = 5) or Partial Conformance (Score below 5)

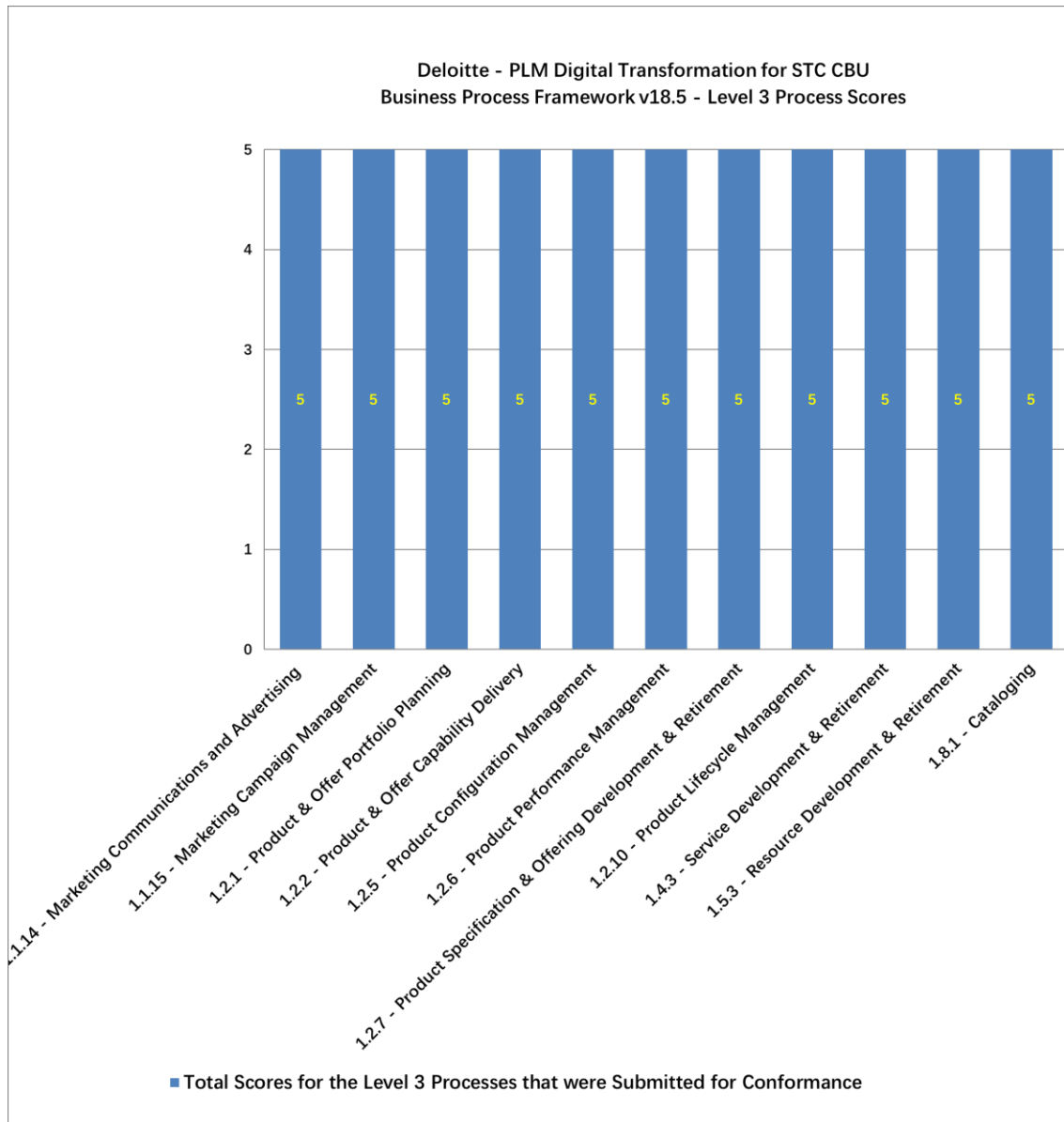


Figure 9- Conformance Scores granted to Deloitte - PLM Digital Transformation for STC CBU

4 Information Framework Assessment Overview

4.1 Mapping Technique Employed

The certification scope defines the list of Information Framework (SID) ABEs (Aggregate Business Entities) for which mapping support is reviewed during the assessment. For each of the ABEs defined in scope for the assessment, the organization undergoing the assessment must map their information model to the core entities and dependent entities and the required and optional attributes for each entity, as defined in the SID model, according to what is supported for the product/solution under assessment.

For a view of the ABEs that were submitted in scope for conformance certification, please refer to Figure 2- ABEs coverage for Deloitte – PLM for STC CBU Conformance Assessment on page 9.

4.2 Information Framework Conformance Result

This Section details the Scores awarded to reflect Conformance of the Deloitte - PLM Digital Transformation for STC CBU to the Information Framework components of Framework 18.5.

4.2.1 Information Framework – Scoring Rules

Between 2013 (Framework 14.0) and the end of 2017, TM Forum applied a combined scoring method based on two different categories of conformance scoring:

1. Information Framework Maturity
2. Information Framework Adoption

Starting on the 1st of January 2018, only one method has been retained instead of these two scoring methods (Maturity + Adoption). The use of two different methods made interpretation and understanding difficult and ambiguous for many of our members, on the ground of such experience, the TM Forum decided to keep only the “Adoption” scoring method and discard the “Maturity” scoring method.

Adoption scoring ensures a good balance between qualitative and quantitative criteria on SID conformance criteria. The adoption scoring method consists of a range of scores from 1 to 10 which makes it intuitive and fair, it is also based on weighted criteria e.g. core element, dependent, required, optional, etc.

This section provides further details about the **Adoption** scoring method.

4.2.2 Information Framework Adoption Conformance Scoring Methodology

As of Framework 14.0 based Conformance Assessments, to recognize the overall adoption of the Information Framework SID Information model, the Information Framework Adoption Scoring system was introduced to complement the Maturity Levels that have been used since the launch of the Framework Conformance Program.

Information Framework Adoption scores are granted based on the detailed scoring guidelines outlined in Table 2 below.

Adoption conformance is based on an accumulative scoring system - i.e. scores are awarded for each element of an ABE to give an overall total Adoption score for the ABE – with elements in this context defined by core & dependent entities and required and optional attributes for both category of entity.

The scores for each element are calibrated according to relative weightings, according to the significance of each element e.g. core entity having higher weighting than dependent entities and required attributes having higher weighting than optional attributes. The relative weightings for each ABE 'element' are indicated in Table 2 - TM Forum Information Framework Adoption Conformance - Scoring Rules Table 2 below.

Table 2 - TM Forum Information Framework Adoption Conformance - Scoring Rules

Information Framework Adoption Conformance Scoring Guidelines						
SID Component		Weighted Scoring Calculation				
Lowest Level ABE		Equivalent – 1 score point				
Core Entity		Equivalent – 2 score points				
Core Entity Required Attribute		% equivalent * 2 [Must support min 50% of Required Attributes]				
Dependent Entity		% equivalent * 1.5				
Dependent Entities – Required Attributes		% equivalent * 1.5				
Core Entity – Optional Attributes		% equivalent * 1.2				
Dependent Entity – Optional Attributes		% equivalent * 0.8				
Adoption Conformance Score Graduation						
Non Conformance [Score = 1 to 3]	Very Low Conformance [3.0 < Score <= 4.0]	Low Conformance [4.0 < Score <= 5.0]	Medium Conformance [5.0 < Score <= 6.0]	High Conformance [6.0 < Score <= 8.0]	Very High Conformance [8.0 < Score < 10.0]	Full Conformance [Score = 10.0]
NOTES: 1. The score values for each SID component are added together to get the overall Adoption Conformance score. 2. If 50% of of the required attributes of Core entities are not supported, scores for following components are not applied as Adoption Conformance requires conformance to 50% of the required attributes of Core entities. 3. Adoption Score versus Maturity Level: Using the scoring category to recognise SID adoption, an assessed ABE for which there is equivalence to 2/3 required core attributes and 8/10 dependent entities would be awarded Maturity Level Score = 2.5 (Very Low Conformance) & Adoption Conformance score = 5.2 (Medium Conformance).						

Additional Notes on Information Framework Conformance Adoption scoring:

1. For each level, according to what is required, a value is calculated based on the percentage of entities/attributes supported - as appropriate. This will result in a decimal figure (rounded to one decimal place).
2. Adoption Scoring is based on the progressive scoring schema from the former “Maturity” scoring, however it provides additional flexibility in-so-far as it allows to score all attributes and entities in an assessed ABE. In the former “Maturity” scoring, when not all required attributes of the Core Entity were supported, the Maturity Level score would not progress to the next level, regardless of conformance to other “subordinate” components of the ABE (e.g. dependent entities, optional attributes). “Adoption” scoring fixes this constraint as it provides a weighting mechanism to score all elements supported, regardless of the absence of the core entity or/and required attributes.
3. A **core business entity** is an entity upon which other entities within the ABE are dependent. For example, Service in the Service ABE. A model should strive to attain as high a level of Information Framework (SID) conformance as possible. A core entity is also an entity whose absence in the ABE would make the ABE incomplete.
4. A **dependent entity** is one whose instances are dependent on an instance of a core entity. For example, a ServiceCharacteristic instance within the Service ABE is dependent upon an instance of the Service entity.
5. The score values for each SID component are added together to get the overall Adoption Conformance score.
6. If 50% of the required attributes of Core entities are not supported, scores for following categories are not applied as Adoption Conformance requires conformance to 50% of the required attributes of Core entities.

4.2.3 Information Framework – Conformance Result Summary

The following sections provide the summary results of the Information Framework Adoption scores granted to the ABEs presented in scope for the Deloitte - PLM Digital Transformation for STC CBU Framework Assessment.

Each ABE was measured using the Information Framework (SID) conformance scoring guidelines as described in section 4.2.2 above.

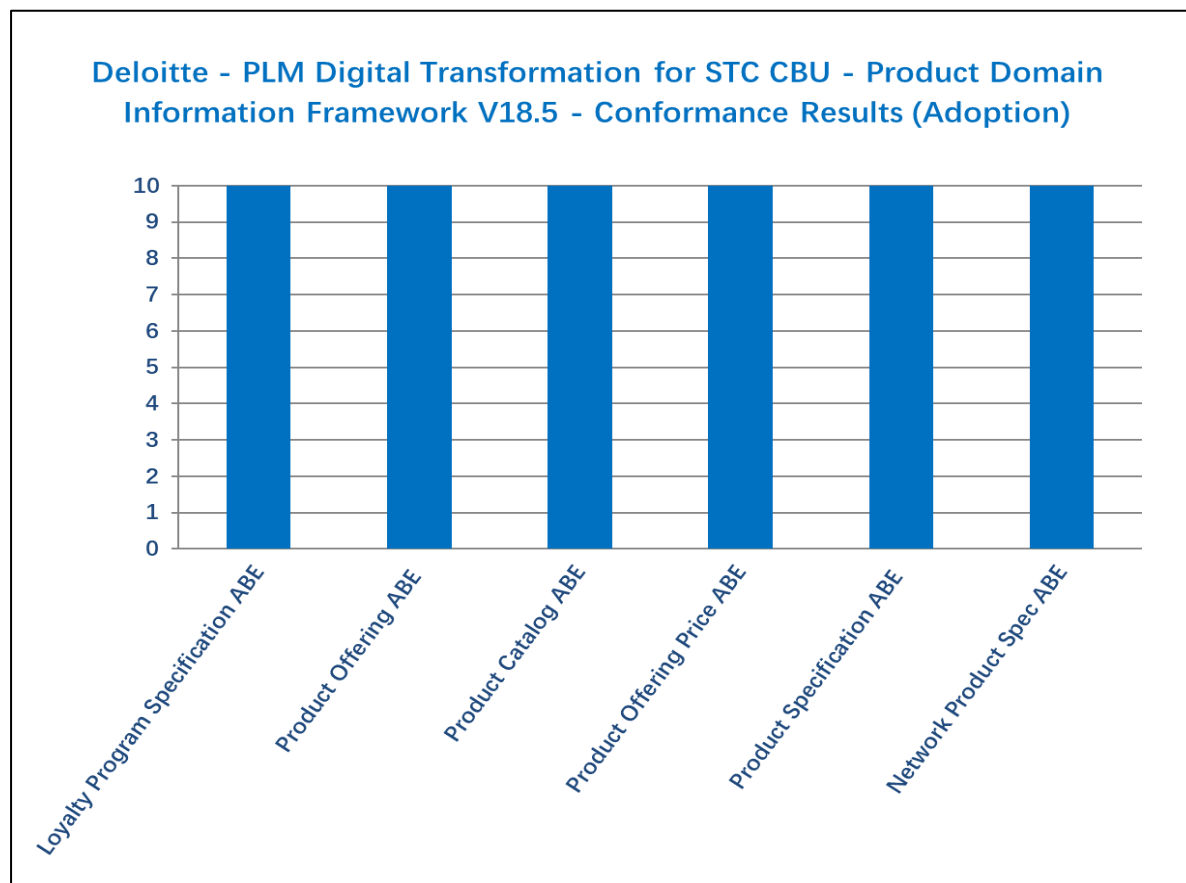
4.3 Information Framework – Detailed Conformance Results

Table 3 - Information Framework: Detailed Conformance Result

TM Forum Framework 18.5 - Assessment Scoping Document - Information Framework (SID)				
Company:		Deloitte & Touche Middle East Limited		Conformance Certification Final Scores Achieved for ABEs
Product:		Deloitte - PLM Digital Transformation for STC CBU		
Assessment Type:		Design & Implementation		
Framework Version:		18.5		
ABEs in Scope:		0		
Level 1 ABEs		Level 2 ABEs	Level 3 ABEs	
Product Domain				
	Loyalty ABE	Loyalty Program Specification ABE		10
	Product Offering ABE	Product Offering ABE		10
	Product Offering ABE	Product Catalog ABE		10
	Product Offering ABE	Product Offering Price ABE		10
	Product Specification ABE	Product Specification ABE		10
	Product Specification ABE	Network Product Spec ABE		10
Service Domain				
	Service Specification ABE	Customer Facing Service Spec ABE	Customer Facing Service Spec ABE	9.11

4.4 Information Framework - Adoption Conformance Result Summary

4.4.1 Product Domain



4.4.2 Service Domain

Deloitte - PLM Digital Transformation for STC CBU - Service Domain Information Framework V18.5 - Conformance Results (Adoption)

