tmforum

Frameworx 12
Product Conformance
Certification Report

Asteros Labs

Asteros Business Contact.Telecom

May 2013

Version 1.0.1

Table of Contents

List of Tables

List of Figures

1 Introduction

1.1 Executive Summary

This document provides details of Asteros Labs' self-assessment and TM Forum's Conformance Assessment of **Asteros Business Contact.Telecom** product, against the following Frameworx 12 components:

- Business Process Framework Version 12

- Information Framework Version 12

The assessment included a review of:

- The methodology approach to process modeling against the TM Forum's Business Process Framework Release 12 according to the specific processes submitted in scope for the Assessment.

- Conformance to the Information Framework Release 12 Domains/Aggregate Business Entities according to the specific ABEs submitted in scope for the Assessment.

2   Product Functionality/Capability Overview

2.1   Asteros Business Contact.Telecom – Product Overview

«Asteros Business Contact.Telecom» is a «Unified Desktop» class product which is dedicated to increase efficiency of telecommunication service provider customer service in contact-centers and front-offices by means of business scenarios automation. Product allows increasing the quality of customer service while reducing its cost.

Product main features and capabilities:
- Ergonomic easy-to-use interface to complex systems («Unified Desktop»)
- «Seamless» automation of business scenarios
- Outgoing calls and questionnaire campaigns support
- Cross-selling and up-selling support while incoming and outgoing calls
- Statistics and analytics of business scenarios execution
- Integration with client's IT-systems at the level of: client-side integration, BPMs, ESB, AppServer, DB
- Visual builder for creation or rework/modification of automated business scenarios

Product is developed on proprietary «Asteros Business Contact» platform which allows scaling the solution through the use of a modular architecture easily and flexibly.
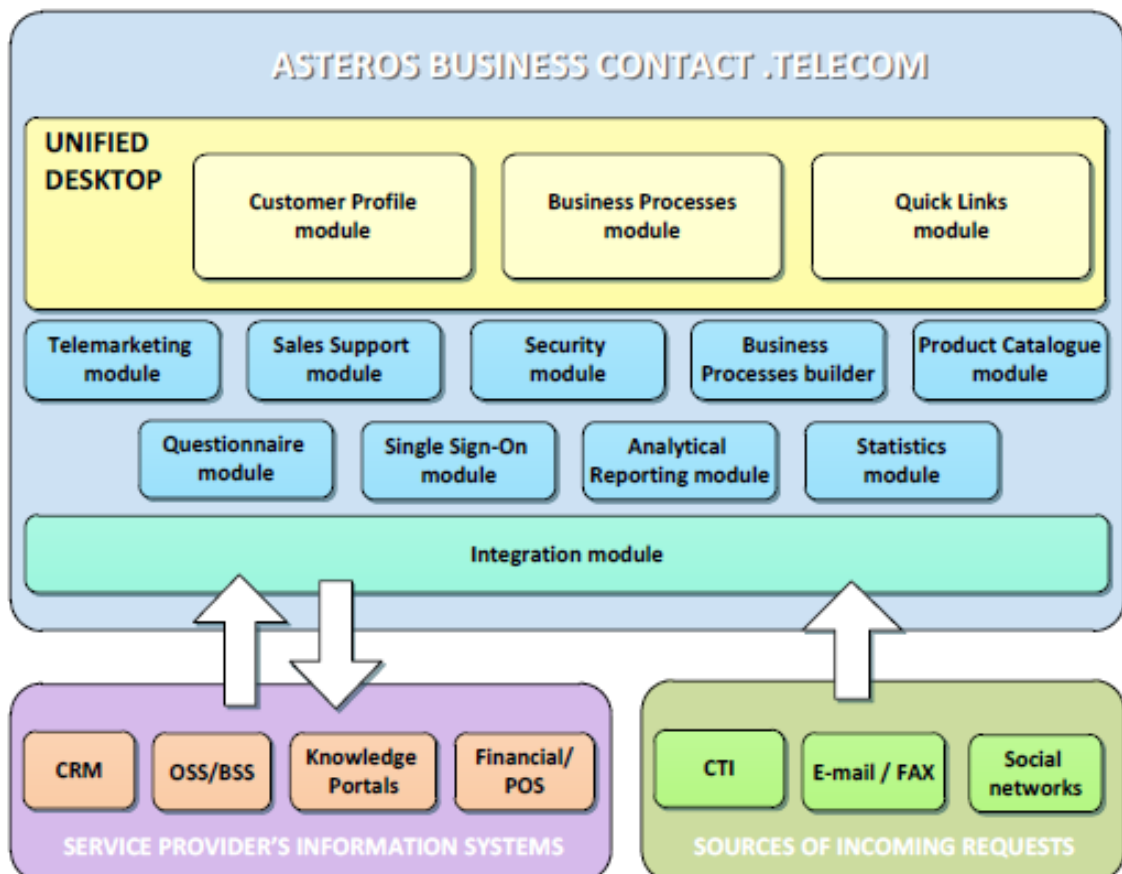
Benefits of product use:

• Customer service quality improvement:
- ✓ Reduction of average waiting time (AWT), average talk time (ATT) and after call work time (ACW)
- ✓ «Customer centricity» approach – operator is focused on customer service rather than IT-systems interfaces
- ✓ Reduction of «human factor» mistakes
- ✓ Assistance in observance to instructions and standards

• Customer service cost reduction:
- ✓ Operator's personal effectiveness improvement
- ✓ IT investments savings – minimization or absence of necessity to make changes to IT-systems when implementing «unified desktop» or changing customer service processes
- ✓ Reduction of initial requirements to customer service specialists
- ✓ Acceleration of personnel training and introduction of new customer service scenarios
- ✓ Possibility to reveal «bottle necks» in the context of customer service scenarios , operators and units
- ✓ Increase in cross-selling and up-selling while customer contacts
- ✓ Fast implementation and modification

For further information on Asteros Business Contact.Telecom product please contact Asteros at info@asteros.ru.

3 Business Process Framework Assessment Overview

3.1 Mapping Technique Employed

Business Process Framework L3 descriptions are analyzed by looking for implied tasks. (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.

The Business Process Framework L3 descriptions are analyzed by looking for implied tasks. 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 3 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.

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 provided against the text in the "Mandatory" field for the process. In the event of the Mandatory field not being used, the process mappings are in that case provided against the Level 4 Brief/Extended descriptions.

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 4 process descriptions (Brief & Extended).

3.2   Business Process Framework Level 2 Process Scope

The following figure represents the Business Process Framework Level 2 processes that were presented in scope for the assessment, and the textual callouts represent the components of the Asteros Business Contact.Telecom that were assessed and support the corresponding Business Process Framework processes according to the results in Chapter 6 Frameworx Conformance.
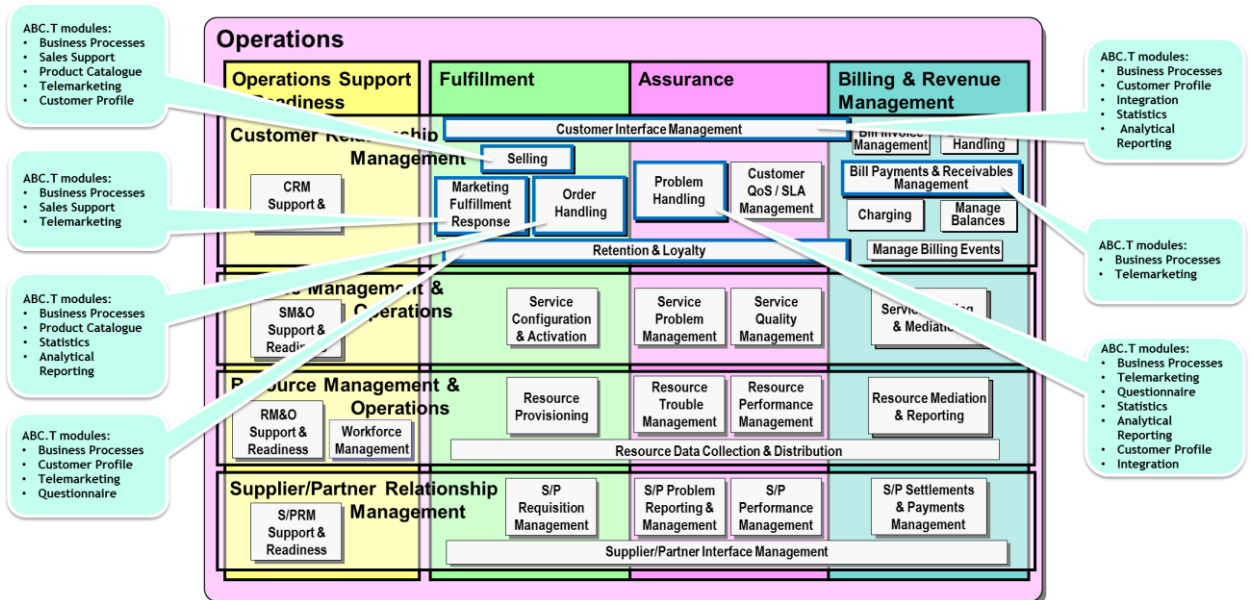
Figure 3.1 - Business Process Framework: Operations Level 2 process coverage for Business Contact.Telecom Assessment

The following diagram identifies the number of Level 3 processes that were submitted for assessment, for each Level 2 process that was submitted in scope for the Assessment.

**Asteros Business Contact.Telecom
Business Process Framework R12.0 - Level 3 Process Coverage**

- ■ Total # Level 3 Processes Defined
- ■ # Level 3 Processes in Scope for Assessment
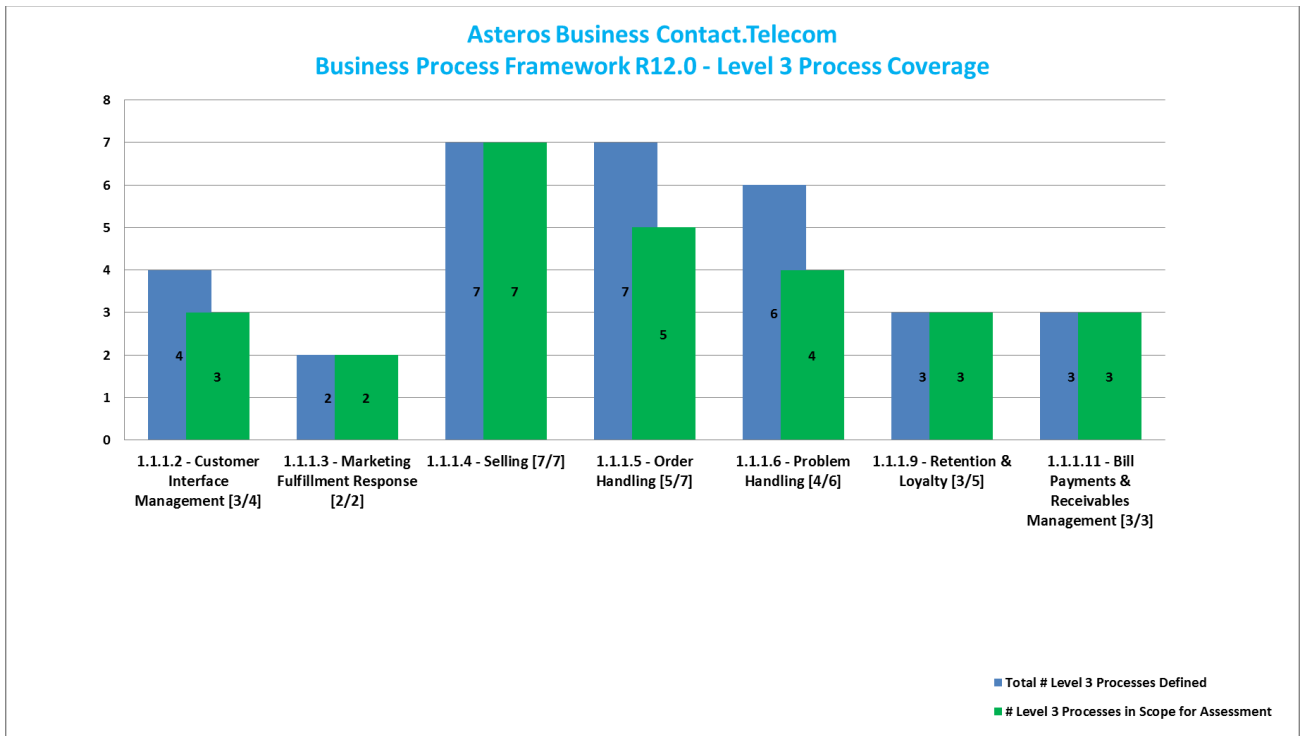
Figure 3.2 Level 3 process coverage for Asteros Business Contact.Telecom Assessment

3.3   Product Scope

The diagram in Figure 3.3 represents the Asteros Business Contact.Telecom and how it is mapped to the Business Process Framework processes that were assessed as part of this Frameworx Conformance Assessment.
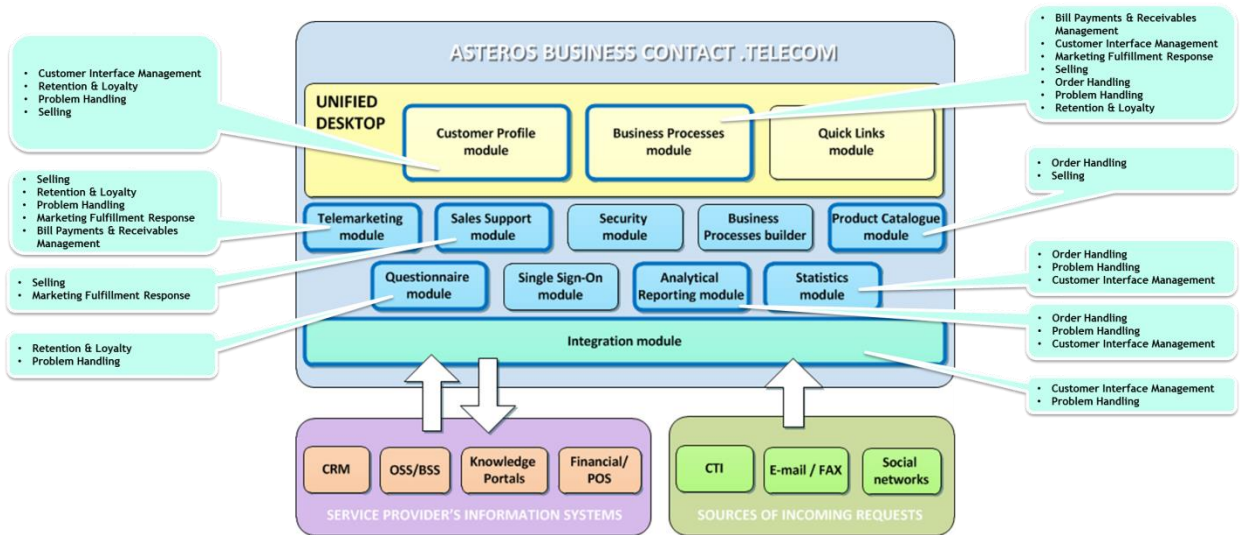
Figure 3.3 - Business Contact.Telecom Product Footprint with Scope for eTOM Assessment

4 Business Process Framework – Process Mapping Descriptions

This section provides the Process Mapping output from Asteros' Self-Assessment which was reviewed by TM Forum Subject Matter Experts alongside supporting documentation for the Asteros Business Contact.Telecom.

4.1 Level 2: Customer Interface Management (1.1.1.2)
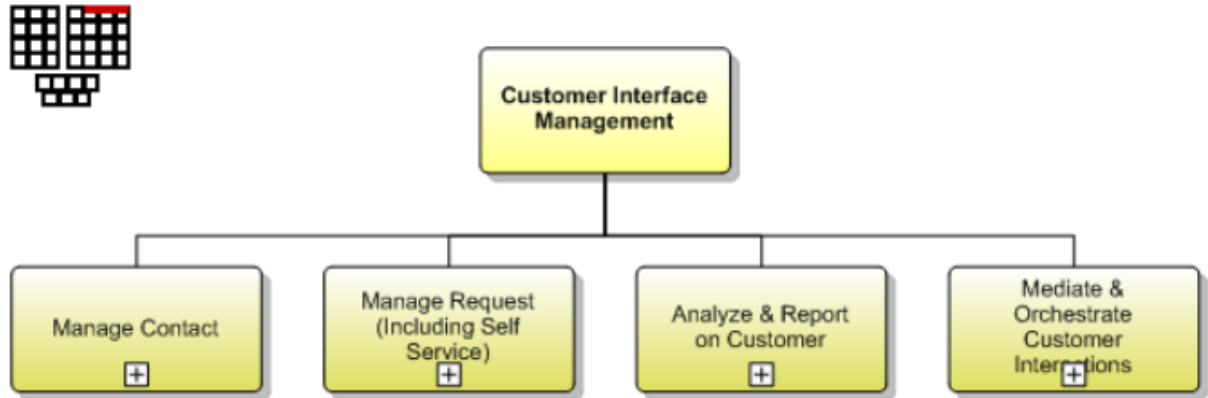
Figure 4.1 - Customer Interface Management decomposition into level 3 processes

Process Identifier: 1.1.1.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.1.1   L3: Manage Contact (1.1.1.2.1)

Figure 4.2 - Manage Contact decomposition into level 4 processes

Process Identifier: 1.1.1.2.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.1.1.1 L4: Identify Contact (1.1.1.2.1.1) – Mapping Details

Process Identifier: 1.1.1.2.1.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.2.1.1 Identify Contact
Mandatory   Verify the individual / entity (organization) responsible for making contact **– AM**   *Asteros Business Contact.Telecom allows searching clients against Service Provider's contact and client's database using a number of identifiers (contract number, account number, subscriber id, passport id, party name, etc). If appropriate client exists then his customer profile is automatically arranged and displayed.*

([User Manual], page 13, section «Identification»)

Asteros Business Contact.Telecom also supports Computer Telephony Integration. If customer contact is made using mobile phone serviced by Operator the System will automatically perform client searching based on calling number then arranges and displays customer profile.

([Product Description], «Customer Profile» module)

Client's profile data is used to identify contact person and its responsibility for making contact.

([User Manual], Identification)

4.1.1.2 L4: Develop Contact (1.1.1.2.1.2) – Mapping Details

Process Identifier: 1.1.1.2.1.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.2.1.2 Develop Contact
Mandatory Expand the detail attributes of the contact. **– AM** *While negotiating a new contract Asteros Business Contact.Telecom allows to capture and to save all mandatory personal and contact data of a new customer using Customer Profile form.* **([User Manual], Negotiating Contract)** *Customer Profile form of Asteros Business Contact.Telecom allows to add/update the existing customer attributes and details.* **([User Manual], Customer Data Management)** *Customer Profile form design and dataset depends on client type and business scenario.*

4.1.2 L3: Manage Request (Including Self Service) (1.1.1.2.2)
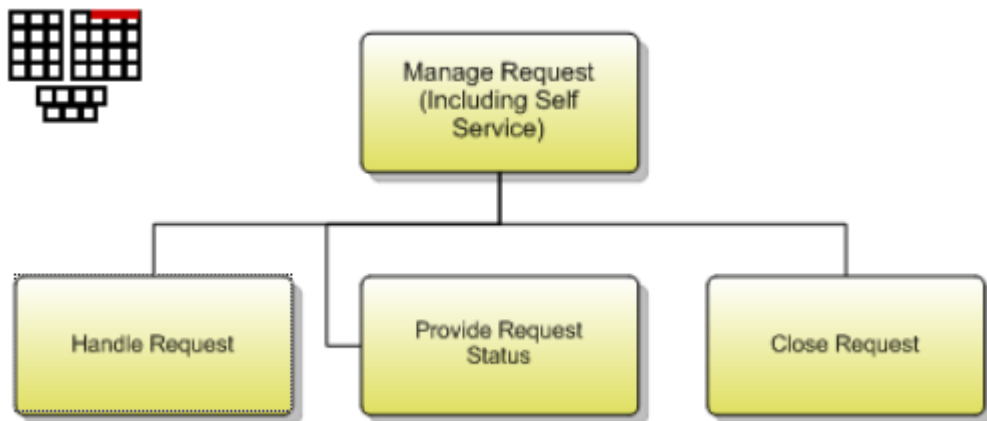
Figure 4.3 - Manage Request (Including Self Service) decomposition into level 4 processes

Process Identifier: 1.1.1.2.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.1.2.1 L4: Handle Request (1.1.1.2.2.1) – Mapping Details

Process Identifier: 1.1.1.2.2.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.2.2.1 Handle Request
Mandatory Receives the request and either enables its originator to automatically fulfill it, or identifies and activates the opportune process to accomplish the request. Determine type of stakeholder request. **– AM** *Asteros Business Contact.Telecom has a number of pre-designed automated end-to-end processes (business scenarios)* **([Product Description], page 34, section « Product Functionality»)** *which are combined into several logical groups based on relative processes context (i.e. Agreement & Account, Subscription Number, Balance & Payments, Favorites, etc). These process*

groups are displayed at the main screen of the user's desktop.

Each time user receives a customer request he may easily determine type of the request (against groups name), choose appropriate request group, select and run appropriate business scenario in order to accomplish it (ex. Customer Product Management, Negotiate/Cancel Customer Agreement, Service Blocking Management, Payments Collection, Balance Transferring between Accounts, Rate Plan Changing, etc).

([User Manual], User Interface -> Business Scenario Run)

While business scenario is running the system displays relevant tips and hints and helps user to determine all necessary steps to fulfill customer request.

([User Manual], User Interface -> Navigation to Business Scenario)

4.1.2.2 L4: Provide Request Status (1.1.1.2.2.2) – Mapping Details

Process Identifier: 1.1.1.2.2.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.2.2.2 Provide Request Status

Mandatory

Manages the status of the request and is able to provide status information at any moment in which the request is active. Track business events using the request status; each of which is governed by rules, followed by a set of actions to reach the next status. **– AM**

Asteros Business Contact.Telecom is focused on customer relationship management for mobile operators where most of customer requests are assumed to be accomplished in real-time or near real time during one customer care session.

While handling request during the customer interaction Asteros Business Contact.Telecom displays status (progress) bar for overall request handling process (current business scenario) which contains marks of completed/further steps and current position highlighted. Asteros Business Contact.Telecom allows moving to the next step of the request handling only after the previous step has been completed.

([User Manual], User Interface -> Navigation to Business Scenario)

For requests that cannot be accomplished at current customer care session (i.e. Claim Handling, Sale on Credit, Funds Transfer Between Customer Accounts and etc.) Asteros Business Contact.Telecom allows to monitor status of external requests and to provide notifications when

those request status is changed.

([User Manual], Claim Handling)
([User Manual], Funds Transfer Between Customer Accounts)
([User Manual], Sale of Subscriber Equipment on Credit)

Asteros Business Contact.Telecom also allows integration with service provider's CRM and stores results (status) of customer request handling process in it. This allows to acquire information about all customer requests and their results.

([Product Description], «Integration» module)

4.1.2.3 L4: Close Request (1.1.1.2.2.3) – Mapping Details

Process Identifier: 1.1.1.2.2.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.2.2.3 Close Request

Mandatory

Formally closes the request when all related activities have been terminated. **– A**

When all related activities to accomplish customer request are completed, Asteros Business Contact.Telecom displays user summary results of request handling process, then closes the request, transfers and saves all necessary information related to the request and handling results into external CRM.

([User Manual], see all business scenarios completion)

4.1.3   L3: Analyze & Report on Customer (1.1.1.2.3)

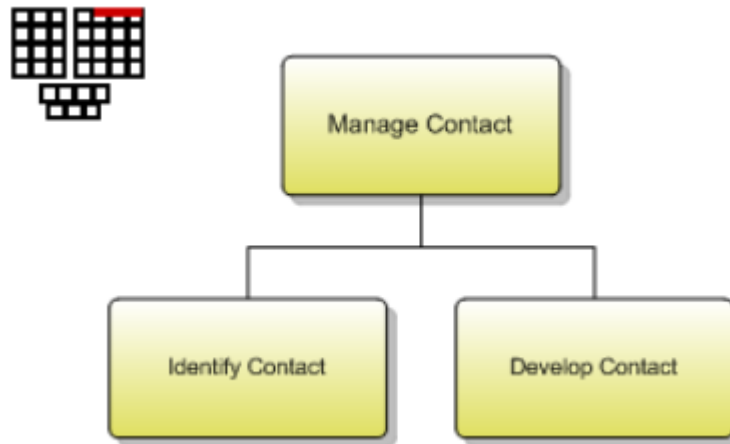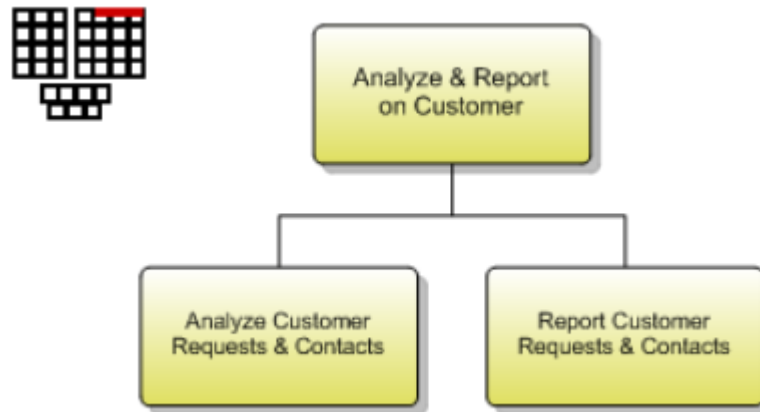**Figure 4.4 - Analyze & Report on Customer decomposition into level 4 processes**

Process Identifier: 1.1.1.2.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.1.3.1   L4: Analyze Customer Requests & Contacts (1.1.1.2.3.1) – Mapping Details
Process Identifier: 1.1.1.2.3.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.2.3.1 Analyze Customer Requests & Contacts

Mandatory

Perform all necessary analysis on closed (completed or unfulfilled) requests and on customer contacts. **– AM**

Asteros Business Contact.Telecom stores all data related to customer contacts and requests processing (such as subject of the request, contact duration, request handling activities performed, relative orders generated, and etc). This data is collected by Statistics module of Asteros Business Contact.Telecom

([Product Description], «Statistics» module)

and then Analytical Reporting module of Asteros Business Contact.Telecom uses it to perform

necessary analysis and report generation.

([Product Description], «Analytical Reporting» module)

4.1.3.2 L4: Report Customer Requests & Contacts (1.1.1.2.3.2) – Mapping Details

Process Identifier: 1.1.1.2.3.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.2.3.2 Close Request
Mandatory Generates related reports, to be utilized for process improvement activities, proactive problems prevention, up-sell opportunities definition, etc. **– A** *Asteros Business Contact.Telecom stores all data related to customer contacts and requests (such as subject of the request, contact duration, request handling activities performed, relative orders generated, and etc).* **([Product Description], «Statistics» module)** *This data is collected and used by Analytical Reporting module of Asteros Business Contact.Telecom to provide necessary analysis and report generation. System supports three types of reports: on-demand, auditing and operative reports. Report examples which could be provided based on existing or customized templates are: subject and quantity of customer requests, frequency and duration of related business-processes performing, user efficiency and KPI's, a list of non-efficient business processes, and etc.* **([Product Description], «Analytical Reporting» module)**

4.1.4 L3: Mediate & Orchestrate Customer Interactions (1.1.1.2.4) [Not assessed]

This process was not submitted for assessment.

4.1.5 Works Cited

[Product Description]   Asteros Business Contact.Telecom Product Description.

4.1.6 Customer Interface Management (1.1.1.2) – Conformance Scores

Table 4.1 – Customer Interface Management (1.1.1.2) – Conformance Scores

Level 2: 1.1.1.2 - Customer Interface Management [3/4]		
Level 3 Process	**Level 4 Process**	**L4/L3 Process Score**
1.1.1.2.1 - Manage Contact		**5**
	1.1.1.2.1.1 - Identify Contact	100%
	1.1.1.2.1.2 - Develop Contact	100%
1.1.1.2.2 - Manage Request (Including Self Service)		**5**
	1.1.1.2.2.1 - Handle Request	100%
	1.1.1.2.2.2 - Provide Request Status	100%
	1.1.1.2.2.3 - Close Request	100%
1.1.1.2.3 - Analyze & Report on Customer		**5**
	1.1.1.2.3.1 - Analyze Customer Requests & Contacts	100%
	1.1.1.2.3.2 - Close Request	100%
1.1.1.2.4 - Mediate & Orchestrate Customer Interactions		**0**

4.2   L2: Marketing Fulfillment Response (1.1.1.3)

Figure 4.5 - Marketing Fulfillment Response decomposition into level 3 processes

Process Identifier: 1.1.1.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.2.1   L3: Issue & Distribute Marketing Collaterals (1.1.1.3.1)

Figure 4.6 - Issue & Distribute Marketing Collaterals decomposition into level 4 processes

Process Identifier: 1.1.1.3.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.2.1.1 L4: Handle Marketing Collateral Distribution (1.1.1.3.1.1) – Mapping Details

Process Identifier: 1.1.1.3.1.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.3.1.1 Handle Marketing Collateral Distribution
Mandatory Issuing and distribution of marketing collateral to customer, in line with marketing campaign needs. **– AM** *Telemarketing module of Asteros Business Contact.Telecom allows development, management and fulfillment of various marketing campaigns which are provided via outgoing calls to potential or existing customers. Customization of marketing campaigns with voice messages which are to be read and marketing segments could be set using Administration console of Telemarketing module.* *Marketing campaigns could be performed automatically or with customer care specialist involvement.* **([Product Description], «Telemarketing» module)**

4.2.1.2 L4: Customize Marketing Collateral (1.1.1.3.1.2) – Mapping Details

Process Identifier: 1.1.1.3.1.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.3.1.2 Customize Marketing Collateral
Mandatory Where required, this process deals with customization of general campaign material for individual regions or customer groups. **– AM** *Telemarketing module of Asteros Business Contact.Telecom supports customization of pre-defined voice messages with the use of data for particular customer which could be obtained from external service-provider's systems (billing, CRM, etc).* **([Product Description], «Telemarketing» module)**

4.2.2   L3: Track Leads (1.1.1.3.2)

Figure 4.7 - Track Leads decomposition into level 4 processes

Process Identifier: 1.1.1.3.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.2.2.1   L4: Track Marketing Leads (1.1.1.3.2.1) – Mapping Details

Process Identifier: 1.1.1.3.2.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.3.2.1 Track Marketing Leads
Mandatory Track leads following on from marketing campaign advertising, or those that arise otherwise in the course of business. **– AM** *The use of Telemarketing module in conjunction with Questionnaire module of Asteros Business Contact.Telecom allows to capture and to save information about potential or existing customers using various questionnaire forms during executed marketing or information campaigns.* (**[Product Description]**, page25-26, «Questionnaire» module) (**[Product Description]**, page26-31, «Telemarketing» module)

4.2.2.2 L4: Evaluate Marketing Leads (1.1.1.3.2.2) – Mapping Details

Process Identifier: 1.1.1.3.2.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.3.2.2 Evaluate Marketing Leads
Mandatory Evaluate and notify leads. **– A** *Asteros Business Contact.Telecom allows to initiate selling process if the customer is ready to purchase some of marketing offerings which were automatically generated by Selling support module and which user has proposed. Initiated selling process (which is automated as Selling business scenario) will be automatically provided with appropriate customer and marketing offering data which will be used to generate user selling interface.* *Information about customers who are ready to purchase or thinking on purchasing proposed offering (new leads) is also stored to service-provider's CRM where it can be used by any process which needs it (e.g. notifying processes).* **([Product Description], «Sales Support» module)**

4.2.3 Works Cited

[Product Description]   Asteros Business Contact.Telecom Product Description.

4.2.4 Marketing Fulfillment Response (1.1.1.3) – Conformance Scores

Table 4.2 – Marketing Fulfillment Response (1.1.1.3) – Conformance Scores

Level 2: 1.1.1.3 - Marketing Fulfillment Response [2/2]		
Level 3 Process	**Level 4 Process**	**L4/L3 Process Score**
1.1.1.3.1 - Issue & Distribute Marketing Collaterals		**5**
	1.1.1.3.1.1 Handle Marketing Collateral Distribution	100%
	1.1.1.3.1.2 - Customize Marketing Collateral	100%
1.1.1.3.2 - Track Leads		**5**
	1.1.1.3.2.1 - Track Marketing Leads	100%
	1.1.1.3.2.2 - Evaluate Marketing Leads	100%

4.3 Level 2: Selling (1.1.1.4)

Figure 4.8 - Selling decomposition into level 3 processes

Process Identifier: 1.1.1.4

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.3.1 L3: Manage Prospect (1.1.1.4.1)

Figure 4.9 - Manage Prospect decomposition into level 4 processes

Process Identifier: 1.1.1.4.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.3.1.1 L4: Analyze Prospect Needs (1.1.1.4.1.1) – Mapping Details

Process Identifier: 1.1.1.4.1.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.1.1 Analyze Prospect Needs
Mandatory   Analyze the needs of each potential prospect **– AM**   *Asteros Business Contact.Telecom provides user with a native GUI containing a list of possible customer needs related to main products and services provided by telecom operator. This helps user to identify customer needs and provides a possibility to choose one or more of customer needs to start automated identification of the most matching product offerings.*   **([User Manual], page 53-56, section «Rate Plans and Services Selection»)**

4.3.1.2 L4: Identify Potential Solutions (1.1.1.4.1.2) – Mapping Details

Process Identifier: 1.1.1.4.1.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.1.2 Identify Potential Solutions
Mandatory
Identify potential solutions from the service provider's product portfolio against prospect needs. **– A**
Product Catalogue module of Asteros Business Contact.Telecom stores a set of all available product and service offerings with their specifications. These offerings are also described in terms of customer needs. When customer needs are determined and submitted the system analyses these needs against Product Catalogue offerings dataset and automatically generates a list of the most matching product and service offerings available for the current customer.
(**[Product Description], page 22, section 3.7 «Product Catalogue» module**)
(**[User Manual], page 53, section «Rate Plans and Services Selection»**)

4.3.1.3 L4: Assign Prospect to Sales Channel (1.1.1.4.1.3) – Mapping Details

Process Identifier: 1.1.1.4.1.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.1.3 Assign Prospect to Sales Channel

Explanatory

The purpose is to match assigned leads with the most appropriate products and ensure that these prospects are handled appropriately.

Mandatory

<mark>Assign prospects to the appropriate sales channel</mark> **– A**

All product/service offerings matching customer needs are organized and displayed as an offer list from which they could be selected and submitted to initiate an appropriate selling process. This case assumes that customer care specialist (the user) plays the role of sales channel.

 ([User Manual], page 53-56, section «Rate Plans and Services Selection»)

4.3.1.4 L4: Track & Report Prospect (1.1.1.4.1.4) – Mapping Details

Process Identifier: 1.1.1.4.1.4

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.1.4 Track & Report Prospect
Explanatory These prospects represent a "pipeline" of potential sales, each of which is expressed in terms of the probability of successful sales closure and an estimate of the total attainable revenue. **Mandatory** Track each prospect through these processes and report the outcome (win or loss) of each prospect. **– A** *Asteros Business Contact.Telecom captures and stores to external CRM all information related to lead interactions and contacts, prospect needs, potential solutions identified and result of sales interaction (if a selling process was initiated - "win" or not initiated - "loss").* **([Product Description], pages 23-25, section 3.8 «Sales Support» module)**

4.3.2   L3: Qualify Opportunity (1.1.1.4.2)

Figure 4.10 - Qualify Opportunity decomposition into level 4 processes

Process Identifier: 1.1.1.4.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.3.2.1 L4: Define Alternative/Customized Solutions (1.1.1.4.2.1) – Mapping Details

Process Identifier: 1.1.1.4.2.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.2.1 Define Alternative/Customized Solutions
Mandatory Develop, as required, alternative solutions or customization to the specific customer's requirements. – **AM** *If some of standard bundle offerings do not completely match customer needs Asteros Business Contact.Telecom provides an opportunity to customize them using one or more of any additional and available in Product Catalogue offerings (services, product packages and options).* **([User Manual], page 53-56, section «Rate Plans and Services Selection»)**

4.3.2.2 L4: Assess Potential Development & Risk (1.1.1.4.2.2) – Mapping Details

Process Identifier: 1.1.1.4.2.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.2.2 Assess Potential Development & Risk

Explanatory

The resources, financing and potential on-going customer commitment to the developed solution are all factors that must be assessed.

Mandatory

Assess the size of the potential development and its risk. **– AM**

Product Catalogue module of Asteros Business Contact.Telecom stores all offerings (products/services/options/packages) with their interconnections and interrelations.

Each set of offerings that is generated upon user request is automatically analyzed for conformance with customer type, region of service providing, other product offerings that are already purchased, equipment used, and etc.

Thus the risk that is associated with product deliver inability and any additional development that is needed to achieve a sale is minimized.

([Product Description], page 22, section 3.7 «Product Catalogue» module)

During «Rate Plans & Services Selection» business process Asteros Business Contact.Telecom allows to develop/customize existing product according to customer requirements and assess the size of potential development/customization and its financial side (Asteros Business Contact.Telecom displays to the user all activities that needed to be done against default product in order to develop product requested by the customer and its cost).

([User Manual], page 55-56, section «Automatic Rate Plan Selection»)

4.3.2.3 L4: Assess Strategic Impact (1.1.1.4.2.3) – [Not Assessed]

This process was not submitted for assessment.

4.3.3 L3: Negotiate Sales/Contract (1.1.1.4.3)
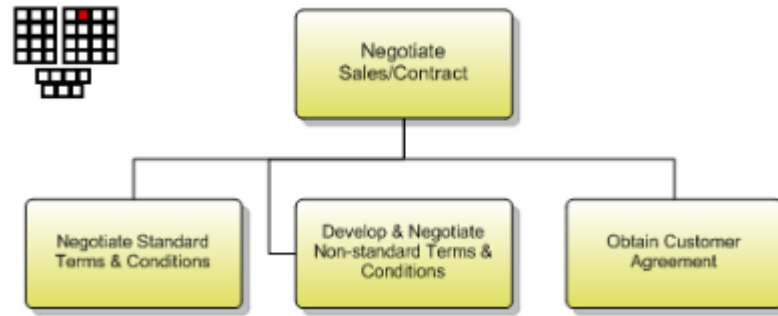
Figure 4.11 - Negotiate Sales/Contact decomposition into level 4 processes

Process Identifier: 1.1.1.4.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.3.3.1 L4: Negotiate Standard Terms & Conditions (1.1.1.4.3.1) – Mapping Details
Process Identifier: 1.1.1.4.3.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.3.1 Negotiate Standard Terms & Conditions
Mandatory
For standard terms and conditions, interact as necessary with the customer to ensure that the standard terms and conditions are understood by, and are acceptable to the customer. **- AM**
When generating a standard product offerings list for a customer Asteros Business Contact.Telecom displays main details about each offering and the terms of its use. If the customer needs more details to fully understand terms and conditions of use, then the System upon the user request allows to provide extended offering details which are stored in the external information sources of the service-provider.
Using the extended information the customer makes a conclusion whether he accepts or denies a proposal.

([User Manual], pages 15-17, section «Consultation on Products and Services»)

([User Manual],pages 57-60, section «Services Management»)

Process Identifier: 1.1.1.4.3.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.3.2 Develop & Negotiate Non-Standard Terms & Conditions

Mandatory

Develop and negotiate with the customer (where required) non-standard terms and conditions associated with sales proposals specifically developed to meet specific customer requirements.
– AM

If some of standard bundle offerings do not completely match customer needs Asteros Business Contact.Telecom provides an opportunity to customize them using one or more of any additional and available offerings in Product Catalogue (services, product packages and options).

([User Manual], pages 53-56, section «Rate Plans and Services Selection»)

When generating a non-standard (additional) product offerings list for a customer Asteros Business Contact.Telecom displays main details about each offering and the terms of its use. If the customer needs more details to fully understand terms and conditions of use, then the System upon the user request allows to provide extended offering details which are stored in the external information sources of the service-provider.

Using the extended information the customer makes a conclusion whether he accepts or denies a non-standard proposal.

([User Manual], pages 15-17, section «Consultation on Products and Services»)

([User Manual],pages 57-60, section «Services Management»)

4.3.3.3 L4: Obtain Customer Agreement (1.1.1.4.3.3) – Mapping Details

Process Identifier: 1.1.1.4.3.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.3.3 Obtain Customer Agreement
Mandatory For either standard or non-standard terms and conditions, obtain final confirmation that the agreed terms and conditions are understood by, and are acceptable to, the customer, and achieve sign-off. **– AM** *Asteros Business Contact.Telecom supports and automates Obtain Customer Agreement process. The system allows to generate, preview and print customer agreement which will be automatically filled in with all relevant customer data, list of purchases (orders), their price and other standard terms and conditions which are to be understood and accepted by the customer.* **([User Manual], pages 26-37, section «Negotiating Contract»)**

4.3.4   L3: Acquire Customer Data (1.1.1.4.4)
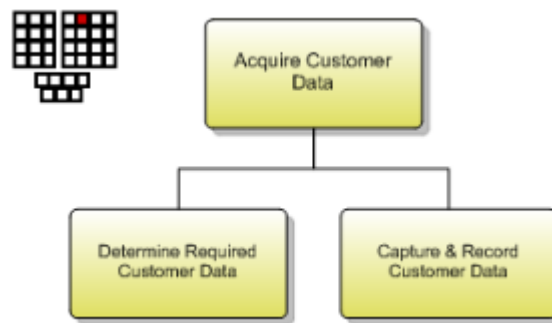
Figure 4.12 - Acquire Customer Data decomposition into level 4 processes

Process Identifier: 1.1.1.4.4

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.3.4.1 L4: Determine Required Customer Data (1.1.1.4.4.1) – Mapping Details

Process Identifier: 1.1.1.4.4.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.4.1 Determine Required Customer Data
Mandatory
Responsible for determining the precise customer information required to support the agreed proposal. In some cases the necessary level of precise detail may be available from the Develop Sales Proposal. **– AM**
Asteros Business Contact.Telecom has a native Customer Profile form which defines customer dataset to be captured and recorded. This dataset contains optional and mandatory attributes and also depends on client type, product offering type and business scenario.
([User Manual], pages 26-37, section «Negotiating Contract»)
System allows selling of subscriber equipment on credit supplied by partners banks. An order on granting of credit assumes customer information gathering using Client Information Capturing Form. The dataset in the form depends on the requirements of chosen banks.
([User Manual], pages 65-66, section «Sale of Subscriber Equipment on Credit»)

4.3.4.2 L4: Capture & Record Customer Data (1.1.1.4.4.2) – Mapping Details

Process Identifier: 1.1.1.4.4.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.4.2 Capture & Record Customer Data
Mandatory
Capture (through forms, or customer interviews, etc.) the required customer information, and store the details in a form required by other processes. **– AM**
Asteros Business Contact.Telecom has a native Customer Profile form which defines customer dataset to be captured and recorded. This dataset contains optional and mandatory attributes and also depends on client type, product offering type and business scenario.
Captured data is saved into relevant service provider's integrated systems and can be used by other processes (for customer agreement generating, service providing and further customer interaction).
([User Manual], pages 26-37, section «Negotiating Contract»)

4.3.5   L3: Cross/Up Selling (1.1.1.4.5)
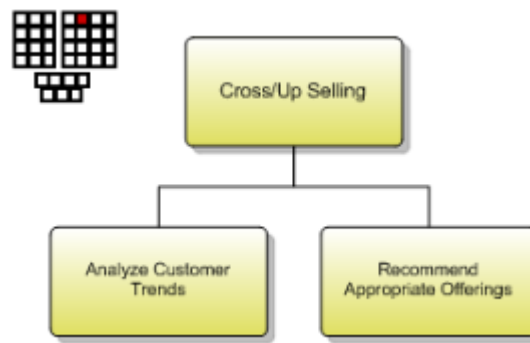
Figure 4.13 - Cross/Up Selling decomposition into level 4 processes

Process Identifier: 1.1.1.4.5

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.3.5.1 L4: Analyze Customer Trends (1.1.1.4.5.1) – Mapping Details

Process Identifier: 1.1.1.4.5.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.5.1 Analyze Customer Trends
Mandatory
Use ongoing analysis of customer trends (e.g. usage, problems, complaints) to identify when the current offerings may no longer be appropriate for the customer, or when the opportunity for a larger sale arises. **– A** *During customer care sessions Sales Support module of Asteros Business Contact.Telecom performs automatic analysis of customer profile (customer data, services usage level, etc), current marketing campaigns running, client speech & emotions, etc. Based on this real-time data analysis, one or more additional product offerings are displayed to the user. These offerings are to be proposed to the customer and then the customer feedback is to be captured and stored*

in a system.

([Product Description], pages 23-25, section 3.8 «Sales Support» module)

4.3.5.2 L4: Recommend Appropriate Offerings (1.1.1.4.5.2) – Mapping Details

Process Identifier: 1.1.1.4.5.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.5.2 Recommend Appropriate Offerings
Mandatory Based on the data collected, recommend more appropriate offerings to the customer. **– A** *During customer care sessions Sales Support module of Asteros Business Contact.Telecom performs automatic analysis of customer profile (customer data, services usage level, etc), current marketing campaigns running, client speech & emotions, etc. Based on this real-time data analysis, one or more additional product offerings are displayed to the user. These offerings are to be proposed to the customer and then the customer feedback is to be captured and stored in a system.* *If any offering is accepted, the system allows user to initiate selling processes automatically.*   **([Product Description], pages 23-25, section 3.8 «Sales Support» module)**

4.3.6 L3: Develop Sales Proposal (1.1.1.4.6)

Figure 4.14 - Develop Sales Proposal decomposition into level 4 processes

Process Identifier: 1.1.1.4.6

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

Process Identifier: 1.1.1.4.6.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS **1.1.1.4.6.1 Ascertain Customer Requirements**
Mandatory Ascertain the customer's requirements. The development of a sales proposal may require the selection of a standard product offering, may require the development of a non-standard offering, or may require the creation of a project team to construct an offering in response to a customer's Request For Proposal. **– AM** *Asteros Business Contact.Telecom provides user with a native GUI containing a list of possible customer needs related to main products and services provided by telecom operator. This helps user to identify customer needs and provides a possibility to choose one or more of customer needs to start automated identification of the most matching product offerings.* *If some of standard bundle offerings do not completely match customer needs Asteros Business Contact.Telecom provides an opportunity to customize them using one or more of any additional and available offerings in Product Catalogue (services, product packages and options).* **([User Manual], pages 53-56, section «Rate Plans and Services Selection»)**

Process Identifier: 1.1.1.4.6.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.6.2 Determine Support for Customer Requirements
Mandatory Determine the ability of the enterprise to support the customer requirements. These processes assess the extent of enterprise support required to develop the sales proposal, marshal the necessary support across the enterprise and administer the sales proposal development activity to ensure that any timing constraints associated with eth customer requirements are achieved. **– A** *Product Catalogue module of Asteros Business Contact.Telecom stores all offerings (products/services/options/packages) with their interconnections and interrelations.* *Each set of offerings that is generated upon user request is automatically analyzed for conformance with customer type, region of service providing, other product offerings that are already purchased, equipment used, and etc.* *Thus the risk that is associated with product deliver inability and any additional development that is needed to achieve a sale is minimized.* **([Product Description], page 22, section 3.7 «Product Catalogue» module)**

4.3.6.3 L4: Develop Proposal against Customer Requirements (1.1.1.4.6.3) – Mapping Details

Process Identifier: 1.1.1.4.6.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.4.6.3 Develop Proposal against Customer Requirements

Mandatory

Develop a proposal (or proposals) for the customer which meets the stated requirements. The development of a sales proposal may require the selection of a standard product offering, may require the development of a non-standard offering, or may require the creation of a project team to construct an offering in response to a customer's Request For Proposal. Note that development of a non-standard sales proposal or the response to a customer's RFP may require the development of unique solution designs.**– AM**

Asteros Business Contact.Telecom provides user with a native GUI containing a list of possible customer needs related to main products and services provided by telecom operator. This helps user to identify customer needs and provides a possibility to choose one or more of customer needs to start automated identification of the most matching product offerings.

If some of standard bundle offerings do not completely match customer needs Asteros Business Contact.Telecom provides an opportunity to customize them using one or more of any additional and available offerings in Product Catalogue (services, product packages and options).

([User Manual], pages 53-56, section «Rate Plans and Services Selection»)

The development of unique solutions, within the context of current deployed capabilities, uses the Design Solutions process within Service Management & Operations to undertake the necessary feasibility studies. Where current capabilities are not able to support customer's requirements, the Product & Offer Capability Delivery processes are invoked to undertake any necessary assessment and business case development. **– AM**

Asteros Business Contact.Telecom provides user with an opportunity to capture and store into external CRM all information related to customer requests for unique solutions which cannot be delivered within the context of current deployed capabilities.

Creation of such CRM-request initiates service-provider's Product and Offer Capability Delivery processes which is undertaken on service provider side.

([Product Description], page 37, section 4.3.1 «Products and Services Selection»)

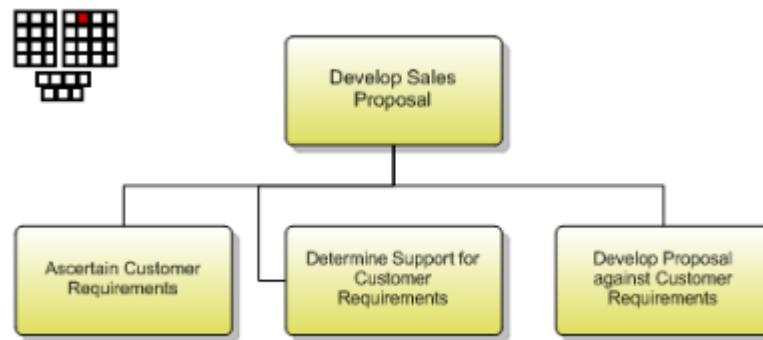## 4.3.7 L3: Manage Sales Accounts (1.1.1.4.7)
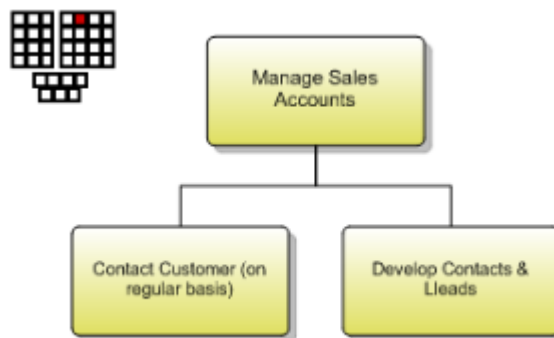
Figure 4.15 - Manage Sales Accounts decomposition into level 4 processes

Process Identifier: 1.1.1.4.7

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

Brief Description

Manage the sales accounts assigned to the sales channel on a day-day basis

Extended Description

The purpose of the Manage Sales Accounts processes is to manage the sales accounts assigned to the sales channel and/or sales manager on a day-day basis. These processes are responsible for contacting the customers associated with each sales account on a regular basis appropriate for the type of account, to develop the appropriate relationships and contacts, to prospect for leads, to promote the enterprise's product offerings, etc.

Explanatory

Reserved for future use.

Mandatory

Reserved for future use.

Optional

Reserved for future use.

Interactions

Reserved for future use.

4.3.7.1 L4: Contact Customer (on regular basis) (1.1.1.4.7.1) – Mapping Details

Process Identifier: 1.1.1.4.7.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.7.1 Contact Customer (on regular basis)
Mandatory Contact the customers associated with each sales account on a regular basis appropriate for the type of account. **- AM** *Telemarketing module of Asteros Business Contact.Telecom allows to create and run outgoing calls campaigns with the participation of operator (agent). Campaigns are set up with customer data that is obtained from service-providers' external information sources (billing, CRM, etc).* **([Product Description], pages 26-31, section 3.10 «Telemarketing» module)**

4.3.7.2 L4: Develop Contacts & Leads (1.1.1.4.7.2) – Mapping Details

Process Identifier: 1.1.1.4.7.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.7.2 Develop Contacts & Leads
Mandatory Develop the appropriate relationships and contacts, prospect for leads, promote the enterprise's product offerings, etc. **- A** *Telemarketing module of Asteros Business Contact.Telecom allows to create and run outgoing call campaigns which are intended on the establishment and development of the contacts and relationships with customers. Also Telemarketing module can run product offerings promoting campaigns.* **([Product Description], pages 26-31, section 3.10 «Telemarketing» module)**

4.3.8 Works Cited

[Product Description]   Asteros Business Contact.Telecom Product Description.

4.3.9 Selling (1.1.1.4) – Conformance Scores

Table 4.3 – Selling (1.1.1.4) – Conformance Scores

| Level 2: 1.1.1.4 - Selling [7/7]		
Level 3 Process	**Level 4 Process**	**L4/L3 Process Score**
1.1.1.4.1 - Manage Prospect		**5**
	1.1.1.4.1.1 - Analyze Prospect Needs	100%
	1.1.1.4.1.2 - Identify Potential Solutions	100%
	1.1.1.4.1.3 - Assign Prospect to Sales Channel	100%
	1.1.1.4.1.4 - Track & Report Prospect	100%
1.1.1.4.2 - Qualify Opportunity		**4**
	1.1.1.4.2.1 - Define Alternative/Customized Solutions	100%
	1.1.1.4.2.2 - Assess Potential Development & Risk	50%
	1.1.1.4.2.3 - Assess Strategic Impact	0%
1.1.1.4.3 - Negotiate Sales/Contract		**5**
	1.1.1.4.3.1 - Negotiate Standard Terms & Conditions	100%
	1.1.1.4.3.2 - Develop & Negotiate Non-standard Terms & Conditions	100%
	1.1.1.4.3.3 - Obtain Customer Agreement	100%
1.1.1.4.4 - Acquire Customer Data		**5**
	1.1.1.4.4.1 - Determine Required Customer Data	100%
	1.1.1.4.4.2 - Capture & Record Customer Data	100%
	1.1.1.2.2.2 - Provide Request Status	100%
1.1.1.4.5 - Cross/Up Selling		**5**
	1.1.1.4.5.1 - Analyze Customer Trends	100%
	1.1.1.4.5.2 - Recommend Appropriate Offerings	100%
1.1.1.4.6 - Develop Sales Proposal		**4.8**
	1.1.1.4.6.1 - Ascertain Customer Requirements	100%
	1.1.1.4.6.2 - Determine Support for Customer Requirements	100%
	1.1.1.4.6.3 - Develop Proposal against Customer Requirements	75%
1.1.1.4.7 - Manage Sales Accounts		**5**
	1.1.1.4.7.1 - Contact Customer (on regular basis)	100%
	1.1.1.4.7.2 - Develop Contacts & Leads	100%

4.4 Level 2: Order Handling (1.1.1.5)

Figure 4.16 - Order Handling decomposition into level 3 processes

Process Identifier: 1.1.1.5

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.4.1 L3: Determine Customer Order Feasibility (1.1.1.5.1)

Process Identifier: 1.1.1.5.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.4.1.1 L3: Determine Customer Order Feasibility (1.1.1.5.1) – Mapping Details

NOTE: No decomposition to Level 4 processes, hence mappings provided against the Level 3 process descriptions and implied tasks.

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.5.1 Determine Customer Order Feasibility

Extended Description

The purpose of the Determine Customer Order Feasibility process is to check the availability and/or the feasibility of providing and supporting standard and customized product offerings where specified as part of the standard product offering process flow, to a customer. These processes invoke requests to SM&O provisioning processes to determine the availability and supportability of product offerings to a customer. **– A**

Product Catalogue module of Asteros Business Contact.Telecom stores all offerings (products/services/options/packs) with their interconnections and interrelations.

([Product Description], page 22, section 3.7 «Product Catalogue» module)

Each time before generating a list of appropriate offers upon a user request, system performs automatic checks, applies business rules and includes in the offer list only those offerings which are now active and could be provided in that specific region for that specific kind of a customer with that specific type of equipment with that specific set of already purchased customer products, etc.

([Product Description], page 22, section 3.7 «Product Catalogue» module)

([User Manual], page 53-56, section «Rate Plans & Services Selection»)

Thus Asteros Business Contact.Telecom assists user in Determine Customer Order Feasibility process and minimizes a risk of product orders fulfillment inability.

These processes are also responsible for determining whether the offering can be supported by other CRM processes.

4.4.2 L3: Authorize Credit (1.1.1.5.2)

Process Identifier: 1.1.1.5.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.4.2.1 L3: Authorize Credit (1.1.1.5.2) – Mapping Details

NOTE: No decomposition to Level 4 processes, hence mappings provided against the Level 3 process descriptions and implied tasks.

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.5.2 Authorize Credit
Extended Description The purpose of the Authorize Credit processes is to assess a customer's credit worthiness in support of managing customer risk and company exposure to bad debt. This process is responsible for initiating customer credit checks and for authorizing credit and credit terms in accordance with established enterprise risk and policy guidelines **– A** *When the customer makes an order (to get new offering or to change the parameters of purchased offering) that has to be paid, Asteros Business Contact.Telecom performs automatic checks of available customer account balances (money and bonus balances) and/or credit limit checks (if a credit limit was assigned to customer).* *If the customer account balance or assigned credit limit is insufficient to pay for ordered products then the System will notify user with advice to collect a payment and allow initiating payment collection process.*   **([User Manual], page 57-59, section «Services Management»)**

4.4.3 L3: Track & Manage Customer Order Handling (1.1.1.5.4) – [Not Assessed]

This process was not submitted for assessment.

4.4.4 L3: Complete Customer Order (1.1.1.5.5) – [Not Assessed]

This process was not submitted for assessment.

4.4.5   L3: Issue Customer Orders (1.1.1.5.6)

Figure 4.17- Issue Customer Orders decomposition into level 4 processes

Process Identifier: 1.1.1.5.6

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.4.5.1 L4: Assess Customer Order (1.1.1.5.6.1) – Mapping Details

Process Identifier: 1.1.1.5.6.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.5.6.1 Assess Customer Order

Brief Description

Assess the information contained in the customer order relating to the sales request or initiating customer process request to determine the associated customer orders that need to be issued. The issued customer order may require a feasibility assessment, may require new provisioning activities, may require a change to a previously issued customer order, or may require cancellation of a previously initiated customer order. The customer order may also relate to the cancellation of previously purchased specific services.- **AM**

During the Sale of Subscriber Equipment on Credit automated business-scenario Asteros Business Contact.Telecom assesses the information contained in the customer order for credit granting (age of debtor/borrower, average monthly income, credit period, down payment/initial installment, type of equipment, and etc.) and creates associated customer orders for credit product offerings supplied by partner banks. Each associated order has to be processed by particular bank. To process those orders the System sends requests to appropriate bank system.

The issued associated orders may require a feasibility assessment, new provisioning activities, change to a previously issued customer order, or cancellation of a previously initiated customer order.

([User Manual], page 61-67, section «Sale of Subscriber Equipment on Credit»)

Product Catalogue module of Asteros Business Contact.Telecom stores all offerings (products/services/options/packs) with their interconnections and interrelations. Before issuing an order Asteros Business Contact.Telecom verifies order content and «Product Catalogue» content compatibility.

([Product Description], page 22, section 3.7 «Product Catalogue» module)

Asteros Business Contact.Telecom allows to cancel and to change previously purchased specific services.

([User Manual], page 57- 60, section «Services Management»)

4.4.5.2 L4: Issue Customer Order (1.1.1.5.6.2) – Mapping Details

Process Identifier: 1.1.1.5.6.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.5.6.2 Issue Customer Order

Brief Description

Issue a customer order, creating a record of the relevant initiating sales request and the associated customer order. **– A**

Asteros Business Contact.Telecom supports customer orders issuing as a result of selling (initial or cross/up) or management of customer products processes. Each time any product or service offering (existing or new) is requested to be purchased or terminated by a client the System automatically issues relative orders. Each order has an activation date/time values.

Feasibility assessment of these orders is made by Determine Customer Order Feasibility processes. If order is submitted then all issued suborders (or order items) are sent to external systems to be fulfilled.

([User Manual], page 57-60, section «Services Management»)

Where the initiating request for a purchased product offering has special or unusual requirements, if a specific feasibility assessment has been previously undertaken, create a record of the relevant initiating request information. If a specific feasibility assessment has not been previously undertaken, mark the issued customer order as requiring special handling. **- AM**

When processing a product offering purchase request, which contains specific or non-standard requirements, system can provide user with an interface of the service-provider's CRM in order to create and save the information about non-standard client's requirements, which can become a subject of a feasibility verification.

([Product Description], page 36-38, section 4.3.1 «Products and Services Selection»)

4.4.6   L3: Report Customer Order Handling (1.1.1.5.7)
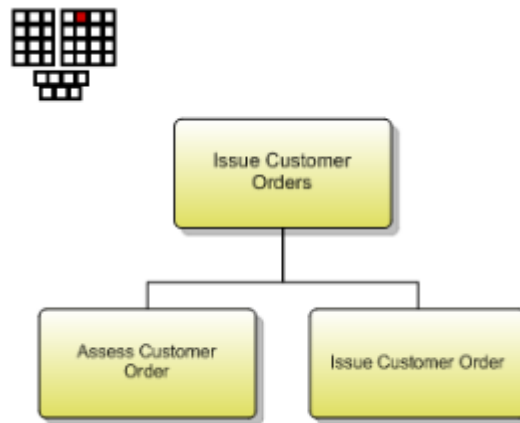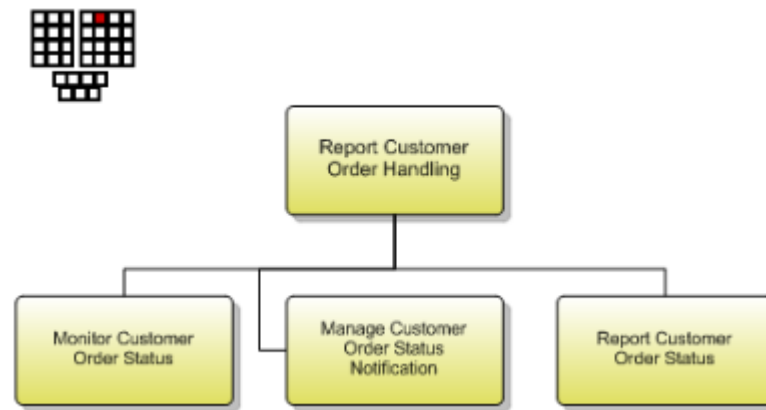

Figure 4.18 - Report Customer Order Handling decomposition into level 4 processes

Process Identifier: 1.1.1.5.7

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.4.6.1 L4: Monitor Customer Order Status (1.1.1.5.7.1) – Mapping Details

Process Identifier: 1.1.1.5.7.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.5.7.1 Monitor Customer Order Status
Brief Description Continuously monitor the status of customer orders. **– AM** *After an order is submitted Asteros Business Contact.Telecom issues appropriate order items and provides GUI that allows user monitoring statuses of provisioning process which is assumed to be completed at current customer care session.* **([User Manual], page 59, section «Services Management»)**

Process Identifier: 1.1.1.5.7.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.5.7.2 Manage Customer Order Status Notification

Brief Description

Manage notifications to processes and other parties registered to receive notifications of any status changes. **– A**

Processing of the customer order for product offering purchase in Asteros Business Contact.Telecom passes several consecutive stages, such as order feasibility verification, account balance sufficiency verification, payments collection if the account balance is insufficient, corresponded order items issuing, monitoring of the provisioning status, and etc.

([User Manual], pages 57-60, section «Services Management»)

([User Manual], pages 18-22, section «Rate Plan Change»)

At the completion of each step of the order processing and its status change system allows to notify user, customer and also other associated processes about the completion of the particular step, about current status and the results of the order provisioning operations.

([User Manual], pages 11-12, section «Navigation to Business Scenario»)

Also the provisioning result (status of order provisioning completion) for each order item is stored in a system and provided to service provider's CRM which makes appropriate customer notification using various channels (SMS, self-care portal, etc.)

([Product Description], pages 36-37, section 4.2.2 «Products and Services Management»)

4.4.6.3 L4: Report Customer Order Status (1.1.1.5.7.3) – Mapping Details

Process Identifier: 1.1.1.5.7.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.5.7.3 Report Customer Order Status
Brief Description Record, analyze and assess the customer order status changes to provide management reports and any specialized summaries of the efficiency and effectiveness of the overall Order Handling process **– AM** *Asteros Business Contact.Telecom also performs logging and storing of all necessary data related to business processes execution (including request and order handling processes) such as process name, execution time, handling status (completed/cancelled/failed), external systems requests related to order fulfillment with their execution time & completion statuses, etc. This data is collected and stored by Statistics module* **([Product Description], pages 31-32, section 3.12 «Statistics» module)** *and then used by Analytical Reporting module to generate appropriate management reports which allow summarizing and analyzing of efficiency and effectiveness of Order Handling and other processes. Also specific reports required by specific customers could be arranged and provided.* **([Product Description], pages 32-33, section 3.13 «Analytical Reporting» module)** *When Sale of Subscriber Equipment on Credit business scenario is executed, customers can be provided with specific reports on the current status of associated orders processing for the credit granting.* **([User Manual], pages 67-70, section «Order Status Monitoring»)**

4.4.7 L3: Close Customer Order (1.1.1.5.8)

Process Identifier: 1.1.1.5.8

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.4.7.1 L3: Close Customer Order (1.1.1.5.8) – Mapping Details

NOTE: No decomposition to Level 4 processes, hence mappings provided against the Level 3 process descriptions and implied tasks.

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.5.8 Close Customer Order
Extended Description The objective of the Close Customer Order processes is to close a customer order when the customer provisioning activities have been completed. These processes monitor the status of all open customer orders, and recognize that a customer order is ready to be closed when the status is changed to completed **– AM** *After an order is submitted the system issues appropriate order items and makes requests to external integrated systems to fulfill them in real time. Then Asteros Business Contact.Telecom tracks order items handling and provisioning statuses and provides user with an order status monitoring interface. If any order item fulfillment is failed the user may re-submit or cancel this order item handling. Thus the system allows closing a relative customer order (request) only after successful completion of all related order items.* **([User Manual], pages 57-60, section «Services Management»)**

4.4.8 Works Cited

[Product Description]   Asteros Business Contact.Telecom Product Description.

4.4.9 Order Handling (1.1.1.5) – Conformance Scores

Table 4.4 – Order Handling (1.1.1.5) – Conformance Scores

Level 3 Process	Level 4 Process	L4/L3 Process Score
Level 2: 1.1.1.5 - Order Handling [5/7]		
1.1.1.5.1 - Determine Customer Order Feasibility		**4**
1.1.1.5.2 - Authorize Credit		**5**
1.1.1.5.4 - Track & Manage Customer Order Handling		**0**
1.1.1.5.5 - Complete Customer Order		**0**
1.1.1.5.6 - Issue Customer Orders		**4.5**
	1.1.1.5.6.1 - Assess Customer Order	100%
	1.1.1.5.6.2 - Issue Customer Order	50%
1.1.1.5.7 - Report Customer Order Handling		**5**
	1.1.1.5.7.1 - Monitor Customer Order Status	100%
	1.1.1.5.7.2 - Manage Customer Order Status Notification	100%
	1.1.1.5.7.3 - Report Customer Order Status	100%
1.1.1.5.8 - Close Customer Order		**5**

4.5   Problem Handling (1.1.1.6)

Figure 4.19 - Problem Handling decomposition into level 3 processes

Process Identifier: 1.1.1.6

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.5.1 L3: Isolate Customer Problem (1.1.1.6.1)

Figure 4.20 - Isolate Customer Problem decomposition into level 4 processes

Process Identifier: 1.1.1.6.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.5.1.1 L4: Verify Product Configuration (1.1.1.6.1.1) – Mapping Details

Process Identifier: 1.1.1.6.1.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.6.1.1 Verify Product Configuration
Mandatory Verifies whether the customer is using the purchased product offering correctly. **– AM** *Asteros Business Contact.Telecom provides user with a detailed customer profile which contains customer personal and contact data, agreement details and current account balance, list of purchased products and their parameters, product usage statistics, relevant charges made etc.* *This helps user to verify whether the customer is using purchased products correctly.* **([User Manual], pages 23-25, section «Consultation on Account Balance and Service Charges»)**

4.5.1.2 L4: Perform Specific Customer Problem Diagnostic (1.1.1.6.1.2) – Mapping Details

Process Identifier: 1.1.1.6.1.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.6.1.2 Perform Specific Customer Problem Diagnostic

Mandatory

Performs diagnostics based on the customer provided information to determine whether the root cause of the customer problem is linked to the underlying services. **– AM**

To support the process of customer problem diagnostics Asteros Business Contact.Telecom provides user with a detailed customer profile which also contains current available account balance, list of purchased products and their parameters, product usage statistics, relevant charges made etc.

This helps user to verify product configuration and perform all necessary diagnostics to determine if the customer problem is related to financial side (insufficient funds, incorrect charges, payments problems, etc.) or purchased products/services (incorrect services or their absence).

([User Manual], pages 23-25, section «Consultation on Account Balance and Service Charges»)

If the customer problem is not related to the financial side or provided services then Asteros Business Contact.Telecom allows user to get information regarding technical/network problems using integration with service-providers knowledge portal.

([Product Description], pages 14-15, section 3.2 «Integration» module)

4.5.1.3 L4: Perform Specific Customer Problem Tests (1.1.1.6.1.3) – [Not Assessed]
This process was not submitted for assessment.

4.5.1.4 L4: Notify T&M Root Cause Customer Problem (1.1.1.6.1.4) – [Not Assessed]
This process was not submitted for assessment.

4.5.2 L3: Report Customer Problem (1.1.1.6.2)

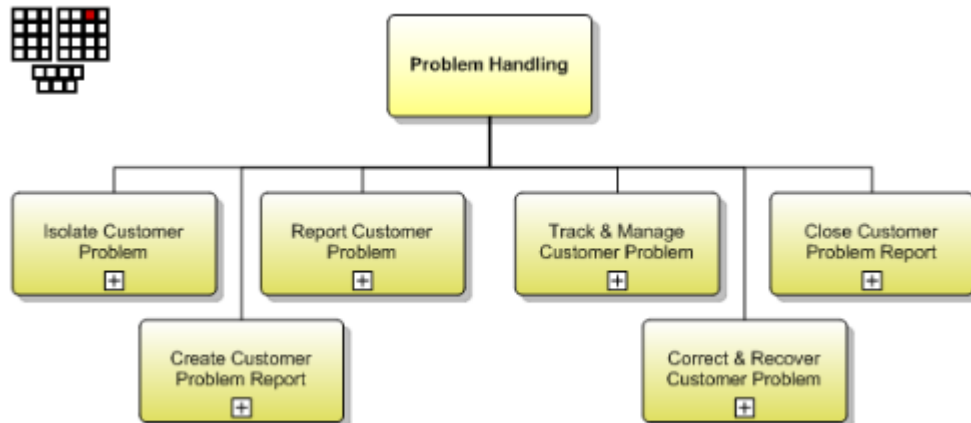**Figure 4.21 - Report Customer Problem decomposition into level 4 processes**

Process Identifier: 1.1.1.6.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.
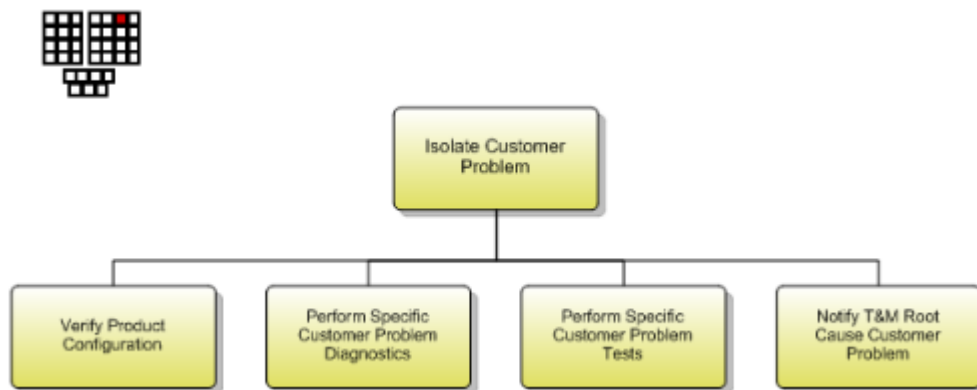
4.5.2.1 L4: Monitor Customer Problem (1.1.1.6.2.1) – Mapping Details

Process Identifier: 1.1.1.6.2.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.6.2.1 Monitor Customer Problem
Mandatory Continuously monitors the status of customer problem reports. **- A** *Asteros Business Contact.Telecom allows continuously monitoring statuses of created customer problem reports and providing user with the current status of its processing on demand.* **([User Manual], pages 75-76, section «Claim Handling» -> Request Status Monitoring)**

4.5.2.2 L4: Distribute Customer Problem Notifications (1.1.1.6.2.2) – Mapping Details

Process Identifier: 1.1.1.6.2.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.6.2.2 Distribute Customer Problem Notifications
Mandatory
<mark>Makes the necessary reports about the problem that occurred, the root cause and the activities carried out for recovery of normal operation.</mark> **- A**
«Telemarketing» module allows to provide customers with any kind of information by voice massages, including necessary reports about the problem that occurred, the root cause and the activities carried out for recovery of normal operation.
([Product Description], pages 26-31, section 3.10 «Telemarketing» module)
During «Rate Plan Change» business process Asteros Business Contact.Telecom checks if the customer's account balance is sufficient in order to change a rate plan. If account balance is insufficient Asteros Business Contact.Telecom notifies «Payment Collection» process about occurred problem in order to initiates problem recovery activities.
([User Manual]), pages 18-22, section «Rate Plan Change»)
During «Claim Handling» process Asteros Business Contact.Telecom allows user to put comments about the customer problem (e.g. root cause or activities carried out for recovery) which become available to other processes by integration with CRM.
([User Manual]), pages 71-77, section «Verbal Claims Registration»)

4.5.2.3 L4: Distribute Customer Problem Management Reports and Summaries (1.1.1.6.2.3) – [Not Assessed]

This process was not submitted for assessment.

4.5.2.4 L4: Generate Customer Problem Management Reports (1.1.1.6.2.4) – [Not Assessed]

This process was not submitted for assessment.

4.5.2.5 L4: Notify Customer Problem (1.1.1.6.2.5) – Mapping Details

Process Identifier: 1.1.1.6.2.5

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

<table>
<tr><td>

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.6.2.5 Notify Customer Problem

</td></tr>
<tr><td>

Mandatory

Manages notifications to processes and other parties registered to receive notifications of any status changes on customer problem reports. Notification lists are managed and maintained by the Support Problem Handling processes **- A**

When the status of customer problem report handling is changed then Support Problem Handling processes, which run in external service-provider's systems, can generate or update appropriate customer notification lists which Telemarketing module can be provided with to execute outgoing calls notification campaign.

Notification results are saved into the notification list and in the service-provider's CRM from where they become available for other processes and parties.

([Product Description], pages 26-31, section 3.10 «Telemarketing» module)

</td></tr>
</table>

Process Identifier: 1.1.1.6.2.6

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.6.2.6 Issue Customer Problem Management Summaries

Mandatory

Issue specialized summaries of the efficiency and effectiveness of the overall S/P problem resolution process. These specialized summaries could be specific reports required by specific audiences. **– A**

Collecting and Processing of Customer Problem Reports business scenario of Asteros Business Contact.Telecom allows to get and provide user with the information about customer problem-reports processing status.

([User Manual], pages 71-77, section «Claim Handling»)

Customer problem reports status changes data is gathered by «Statistics» module

([Product Description], pages 31-32, section 3.12 «Statistics» module)

and can be used to build reports on the effectiveness of the problems solving process with «Analytical Reporting» module.

([Product Description], pages 32-33, section 3.13 «Analytical Reporting» module)

Telemarketing module of Asteros Business Contact.Telecom provides analytical reports, which can be used to determine the effectiveness of the customer notification process in the context of general problems solving process.

([Product Description], pages 26-31, section 3.10 «Telemarketing» module)

During appropriate campaigns executed by Telemarketing module Questionnaire module of Asteros Business Contact.Telecom allows capturing and saving customer confirmation of the problem solving fact. This data is available for other processes and parties in order to issue specialized summaries of the efficiency and effectiveness of the overall S/P problem resolution process.

([Product Description], pages 25-26, section 3.9 «Questionnaire» module)

4.5.3 L3: Track & Manage Customer Problem (1.1.1.6.3) – [Not Assessed]

This process was not submitted for assessment.

4.5.4 L3: Close Customer Problem Report (1.1.1.6.4)
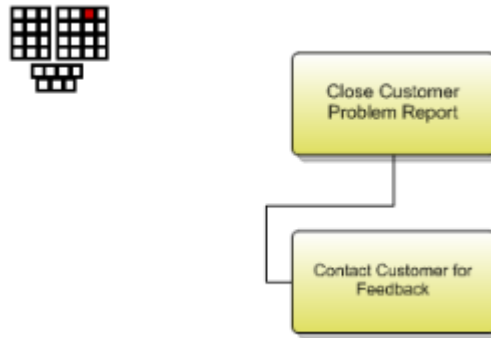
Figure 4.22 - Close Customer Problem Report decomposition into level 4 processes

Process Identifier: 1.1.1.6.4

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.5.4.1 L4: Contact Customer for Feedback (1.1.1.6.4.1) – Mapping Details

Process Identifier: 1.1.1.6.4.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.6.4.1 Contact Customer for Feedback
Mandatory Contacts the customer (where appropriate) to inquire about the customer's satisfaction with resolution of the problem. **- AM** *The use of Telemarketing module in conjunction with Questionnaire module of Asteros Business Contact.Telecom allows to run survey campaigns on customer satisfaction of the problem solving for those customers who applied a problem request.*

4.5.5 L3: Create Customer Problem Report (1.1.1.6.5)

Process Identifier: 1.1.1.6.5

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.5.5.1 L3: Create Customer Problem Report (1.1.1.6.5) – Mapping Details

NOTE: No decomposition to Level 4 processes, hence mappings provided against the Level 3 process descriptions and implied tasks.

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.6.5 Create Customer Problem Report

Extended description

The objective of the Create Customer Problem Report process is to create a new customer problem report. A new customer problem report may be created as a result of customer contacts indicating a problem with their purchased product offerings or, at the request of analysis undertaken by other processes in the CRM or SM&O horizontal process layers, which detect a failure or degradation which may be impacting customers. These processes are responsible for capturing all the necessary customer information to be included in the new Customer Problem Report. **- AM**

Collecting and Processing of Customer Problem Reports business scenario of Asteros Business Contact.Telecom allows to receive customer problem request, determine and set the type and subtype of a problem report, generate and print customer application form on problem consideration and register the problem report in service-provider's CRM.

([User Manual], pages 71-75, section «Claim Handling»)

Also, during execution of automated business scenarios associated with problem solving, all customer contacts and requests are stored to CRM (e.g. requests that are associated with incorrect payments).

([User Manual], pages 47-51, section «Funds Transfer Between Customer Accounts»)

4.5.6   L3: Correct & Recover Customer Problem (1.1.1.6.6) – [Not Assessed]

This process was not submitted for assessment.

4.5.7 Works Cited

[Product Description]   Asteros Business Contact.Telecom Product Description.

4.5.8 Problem Handling (1.1.1.6) – Conformance Scores

Table 4.5 - Problem Handling (1.1.1.6) – Conformance Scores

Level 2: 1.1.1.6 - Problem Handling [4/6]		
Level 3 Process	**Level 4 Process**	**L4/L3 Process Score**
1.1.1.6.1 - Isolate Customer Problem		**3.8**
	1.1.1.6.1.1 - Verify Product Configuration	50%
	1.1.1.6.1.2 - Perform Specific Customer Problem Diagnostics	100%
	1.1.1.6.1.3 - Perform Specific Customer Problem Tests	0%
	1.1.1.6.1.4 - Notify T&M Root Cause Customer Problem	0%
1.1.1.6.2 - Report Customer Problem		**4.2**
	1.1.1.6.2.1 - Monitor Customer Problem	100%
	1.1.1.6.2.2 - Distribute Customer Problem Notifications	100%
	1.1.1.6.2.3 - Distribute Customer Problem Management Reports and Summaries	0%
	1.1.1.6.2.4 - Generate Customer Problem Management Reports	0%
	1.1.1.6.2.5 - Notify Customer Problem	50%
	1.1.1.6.2.6 - Issue Customer Problem Management Summaries	100%
1.1.1.6.3 - Track & Manage Customer Problem		**0**
1.1.1.6.4 - Close Customer Problem Report		**5**
	1.1.1.6.4.1 - Contact Customer for Feedback	100%
1.1.1.6.5 - Create Customer Problem Report		**4**
1.1.1.6.6 - Correct & Recover Customer Problem		**0**

4.6   Retention & Loyalty (1.1.1.9)
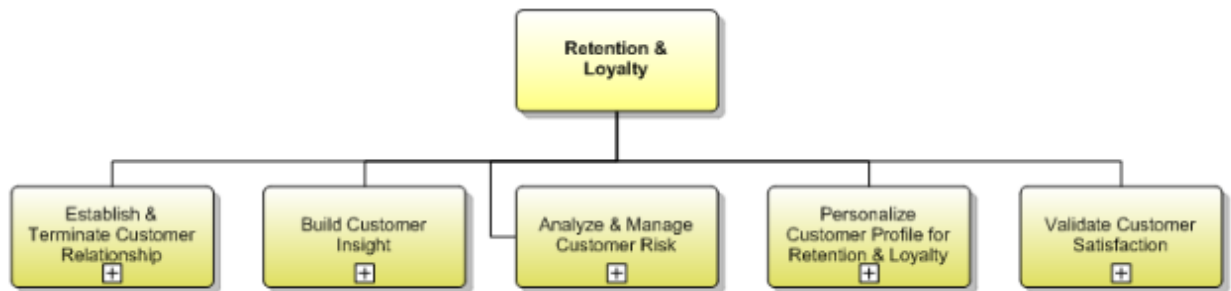
Figure 4.23 - Retention & Loyalty decomposition into level 3 processes

Process Identifier: 1.1.1.9

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.6.1 L3: Establish & Terminate Customer Relationship (1.1.1.9.1)
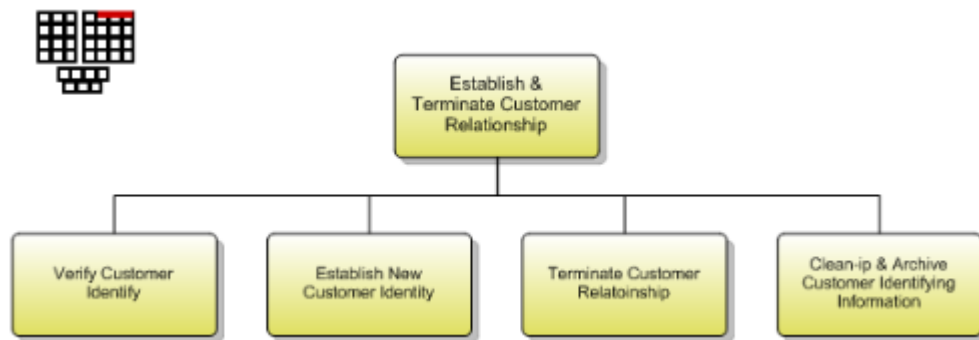
Figure 4.24 - Establish & Terminate Customer Relationship decomposition into level 4 processes

Process Identifier: 1.1.1.9.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.6.1.1 L4: Verify Customer Identity (1.1.1.9.1.1) – Mapping Details

Process Identifier: 1.1.1.9.1.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.9.1.1 Verify Customer Identity
Mandatory   Verify that the customer is who they claim they are, to ensure only one customer identity exists across the Enterprise, which can be referenced across the whole Enterprise and allows the customer to quickly and easily identify himself. Before establishing an identity for a new customer it is essential to check that the customer does not already have an Identity with the Enterprise. **– AM**   *Asteros Business Contact.Telecom supports automatic and manual customer search to aggregate necessary customer data which will be displayed in Customer Profile form in order to*

identify client. Customer Profile data allows the user to use a combination of identifiers (such as phone number, name, passport data, key word, etc.) to verify that the customer is who they claim they are.

([User Manual], pages 13-14, section «Identification»)

When relationship with new customer during selling and agreement obtaining processes is established, Asteros Business Contact.Telecom performs necessary checks to validate that no existing customers have same identifiers. If the System finds such customers then there is no necessity to establish new customer identity. User can verify if one of the found customers is the one who he claims he is and can keep operating with the existing customer identities.

([User Manual], pages 26-37, section «Negotiating Contract»)

4.6.1.2 L4: Establish New Customer Identity (1.1.1.9.1.2) – Mapping Details

Process Identifier: 1.1.1.9.1.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.9.1.2 Establish New Customer Identity
Mandatory Issue a unique Identifier and Authentication information for a new customer without an existing identity. **– AM** *When obtaining new customer agreement Asteros Business Contact.Telecom allows to gather and to store customer authentication information (e.g. key word) and supports issuing customer's unique identifiers (account number, subscriber number, agreement number). Information related to customer identifiers and authentication data can be provided personally and/or in the content of the agreement.* **([User Manual], pages 26-32 ,section «Negotiating Contract» -> Negotiating Contract for New Customer)**

4.6.1.3 L4: Terminate Customer Relationship (1.1.1.9.1.3) – Mapping Details

Process Identifier: 1.1.1.9.1.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.9.1.3 Terminate Customer Relationship
Mandatory Terminates customer relationship. The customer relationship is terminated only if actually appropriate, the wishes of the customer are complied with where possible, records are kept in case the relationship with the customer is re-established, legal and ethical requirements for customer information are complied with. The need for complete termination of relationships needs to be differentiated from just terminating all services. The principles behind this include the Service Provider ending a relationship only if the customer ceases to exist, or the customer is fraudulent, the Enterprise decides that it no longer wishes to do business with the customer **- AM** *Asteros Business Contact.Telecom allows terminating relationship on customer demand which leads to termination of one or all of customer agreements. Meanwhile, customer contact data remains in service-provider's systems and can be used for re-establishing relationship in future.* **([User Manual], pages 78-82, section «Contract Termination»)**

4.6.1.4 L4: Clean-up and Archive Customer Identifying Information (1.1.1.9.1.4) – [Not Assessed]

This process was not submitted for assessment.

4.6.2 L3: Build Customer Insight (1.1.1.9.2)
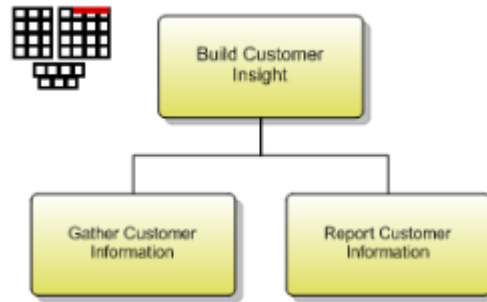
Figure 4.25 - Build Customer Insight decomposition into level 4 processes

Process Identifier: 1.1.1.9.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.6.2.1   L4: Gather Customer Information (1.1.1.9.2.1) – Mapping Details

Process Identifier: 1.1.1.9.2.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.9.2.1 Gather Customer Information

Brief Description

Incorporate into the customer profile, all relevant information gathered through all contacts with the customer (usage pattern, demographics, life stage, household, community of interest, business direction). **– A**

Asteros Business Contact.Telecom gathers and stores information about product's usage pattern: detailed customer account balance information, dynamics of funds on customer account, payments, corrections and etc.

([User Manual], pages 23-25 , section «Consultation on Account Balance and Service Charges»)

Customer and market information from other sources may be gathered, which will build a better understanding of the customer. The purpose of this process is to ensure that Service Provider and the customer feel confident that the relationship is founded on up-to-date, accurate and legally compliant information. **– AM**

Questionnaire module of Asteros Business Contact.Telecom allows gathering additional customer information using various questionnaire forms. Content (questions) of the forms depends on the ongoing marketing campaigns and also may vary from the requirements of the provider. After marketing campaign is finished information is stored in Telemarketing and Questionnaire databases and can be updated.

([Product Description]), pages 25-26 , section «Questionnaire» module)

([Product Description]), page 30, section «Telemarketing» module)

4.6.2.2 L4: Report Customer Information (1.1.1.9.2.2) – Mapping Details

Process Identifier: 1.1.1.9.2.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.9.2.2 Report Customer Information
Brief Description Makes available Customer Information to any process that needs to access it. This customer information will be used to continually refine the means and style of interaction, and the solution sets and customer experience offered. **– A** *Questionnaire module of Asteros Business Contact.Telecom allows gathering additional customer data using appropriate questionnaire forms. Obtained data is stored in the System and can be used by any process which needs it.* **([Product Description], pages 25-26 , section «Questionnaire» module)**

4.6.3   L3: Validate Analyze & Manage Customer Risk (1.1.1.9.3) – [Not assessed]

This process was not submitted for assessment.

4.6.4   L3: Personalize Customer Profile for Retention & Loyalty (1.1.1.9.4) – [Not assessed]

This process was not submitted for assessment.

4.6.5   L3: Validate Customer Satisfaction (1.1.1.9.5)
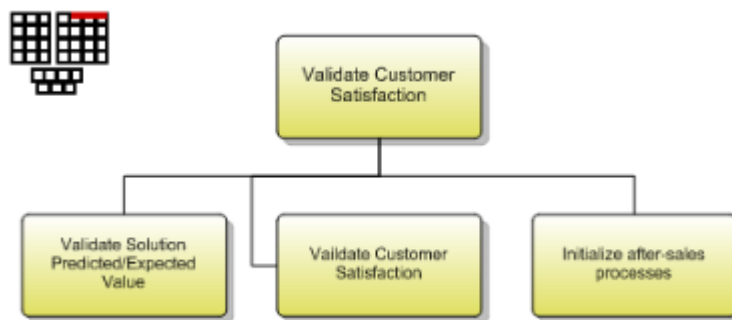
Figure 4.26 - Validate Customer Satisfaction decomposition into level 4 processes

Process Identifier: 1.1.1.9.5

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.6.5.1 L4: Validate Solution Predicted/Expected Value (1.1.1.9.5.1) – Mapping Details

Process Identifier: 1.1.1.9.5.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

<table>
<tr><td colspan="1">**LEVEL 4 PROCESS MAPPING DETAILS**
1.1.1.9.5.1 Validate Solution Predicted/Expected Value</td></tr>
<tr><td>

Mandatory

Validate that predicted/expected value is delivered by the solution. It validates that the customer is capable of realizing maximum value from the operation or use of the solution and that intense Provider involvement is no longer needed to manage the solution. **- AM**

During marketing campaigns Asteros Business Contact.Telecom allows to gather information about if the predicted/expected value has been delivered to the customers with the use of questionnaire forms.

([Product Description], pages 25-26, section 3.9 «Questionnaire» module)
([Product Description],pages 26, 30, section 3.10 «Telemarketing» module)
</td></tr>
</table>

4.6.5.2 L4: Validate Customer Satisfaction (1.1.1.9.5.2) – Mapping Details

Process Identifier: 1.1.1.9.5.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

<table>
<tr><td colspan="1">**LEVEL 4 PROCESS MAPPING DETAILS**
1.1.1.9.5.2 Validate Customer Satisfaction</td></tr>
<tr><td>

Mandatory

This process ensures that the customer is satisfied that the solution that was actually delivered meets original or updated expectations and agreements and that the solution is operable by the customer. **– AM**

During marketing campaigns Asteros Business Contact.Telecom allows to gather information in order to validate customer satisfaction with the use of questionnaire forms.

([Product Description], pages 25-26, section 3.9 «Questionnaire» module)
([Product Description],pages 26, 30, section 3.10 «Telemarketing» module)
</td></tr>
</table>

4.6.5.3 L4: Initialize Aftersales Processes (1.1.1.9.5.3) – [Not Assessed]

This process was not submitted for assessment.

4.6.6 Works Cited

[Product Description]   Asteros Business Contact.Telecom Product Description.

4.6.7 Retention & Loyalty (1.1.1.9) – Conformance Scores

Table 4.6 – Retention & Loyalty (1.1.1.9) – Conformance Scores

Level 2: 1.1.1.9 - Retention & Loyalty [3/5]		
Level 3 Process	**Level 4 Process**	**L4/L3 Process Score**
1.1.1.9.1 - Establish & Terminate Customer Relationship		**4.5**
	1.1.1.9.1.1 - Verify Customer Identity	100%
	1.1.1.9.1.2 - Establish New Customer Identity	100%
	1.1.1.9.1.3 - Terminate Customer Relationship	100%
	1.1.1.9.1.4 - Clean-up and Archive Customer Identifying Information	0%
1.1.1.9.2 - Build Customer Insight		**5**
	1.1.1.9.2.1 - Gather Customer Information	100%
	1.1.1.9.2.2 - Report Customer Information	100%
1.1.1.9.3 - Analyze & Manage Customer Risk		**0**
1.1.1.9.4 - Personalize Customer Profile for Retention & Loyalty		**0**
1.1.1.9.5 - Validate Customer Satisfaction		**4.3**
	1.1.1.9.5.1 - Validate Solution Predicted/Expected Value	100%
	1.1.1.9.5.2 - Validate Customer Satisfaction	100%
	1.1.1.9.5.3 - Initialize Aftersales Processes	0%

4.7 Bill Payments & Receivables Management (1.1.1.11)
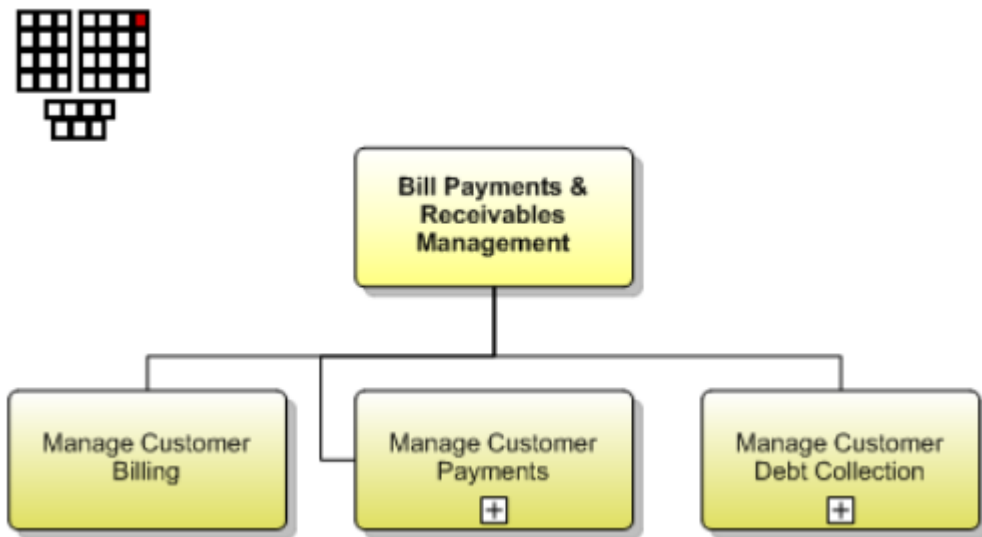
Figure 4.27 - Bill Payments & Receivables Management decomposition into level 3 processes

Process Identifier: 1.1.1.11

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.7.1　L3: Manage Customer Billing (1.1.1.11.1)

Process Identifier: 1.1.1.11.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.7.1.1　L3: Manage Customer Billing (1.1.1.11.1) – Mapping Details
NOTE: No decomposition to Level 4 processes, hence mappings provided against the Level 3 process descriptions and implied tasks.

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.11.1 Manage Customer Billing
Extended description The primary purpose of this process pertains to effective management of the customer's billing account as it relates to the products purchased and consumed throughout the appropriate billing cycle. This process focuses on managing changes to the customer's billing account (for example, customer billing address, etc.) as it relates to the customer's service portfolio, such as ensuring that the correct purchased products are assigned to the customer's billing account for accurate billing. **– AM** *Asteros Business Contact.Telecom allows to manage customer billing account data (e.g. customer billing address, invoice delivery method, etc.) which is used for invoices generating and delivering.* **([User Manual], Customer Data Management)**

4.7.2   L3: Manage Customer Payments (1.1.1.11.2)
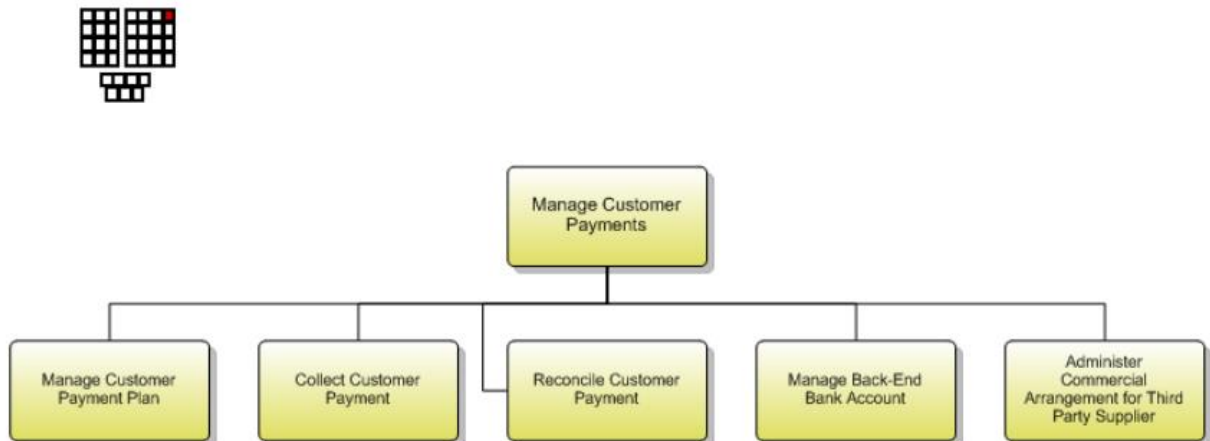
Figure 4.28 - Manage Customer Payments decomposition into level 4 processes

Process Identifier: 1.1.1.11.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.7.2.1   L4: Manage Customer Payment Plan (1.1.1.11.2.1) – Mapping Details

Process Identifier: 1.1.1.11.2.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.11.2.1 Manage Customer Payment Plan
Mandatory   The purpose of Manage Customer Payment Plan process is to establish new payment plans, modify or remove existing payment plans. **– AM**   *During Sale of Subscriber Equipment on Credit process Asteros Business Contact.Telecom allows to establish new credit payment plans based on credit parameters which are set by the customer (e.g. monthly payment amount, credit period, etc). These parameters can be changed and this*

leads to automatic modifying of credit payment plans which were established.

Customer orders for granting a credit are sent for processing to partner banks and also contain credit payment plan data. The System allows providing user with a list of customer orders that are processing at partner banks systems, selecting appropriate order and canceling it. Order cancelling leads to removing of relative credit payment plans.

([User Manual], Sale of Subscriber Equipment on Credit)

4.7.2.2 L4: Collect Customer Payments (1.1.1.11.2.2) – Mapping Details

Process Identifier: 1.1.1.11.2.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.11.2.2 Collect Customer Payments
Mandatory The purpose of Collect Customer Payment process is to collect the payments from the customer. To the extent that processing of any payments is undertaken internally, i.e. check processing, these processes are responsible for managing the operation and quality of the internal processing. **– AM** *Asteros Business Contact.Telecom allows collecting customer cash or credit card payments. Payments collection process can be initiated manually or automatically depending on current business scenario at any time.* **([User Manual], Payments Collection)**

4.7.2.3 L4: Reconcile Customer Payment (1.1.1.11.2.3) – [Not Assessed]
This process was not submitted for assessment.

4.7.2.4 L4: Manage Back-End Bank Account (1.1.1.11.2.4) – [Not Assessed]
This process was not submitted for assessment.

4.7.2.5 L4: Administer Commercial Arrangement for Third Party Supplier (1.1.1.11.2.5) – [Not Assessed]
This process was not submitted for assessment.

4.7.3   L3: Manage Customer Debt Collection (1.1.1.11.3)
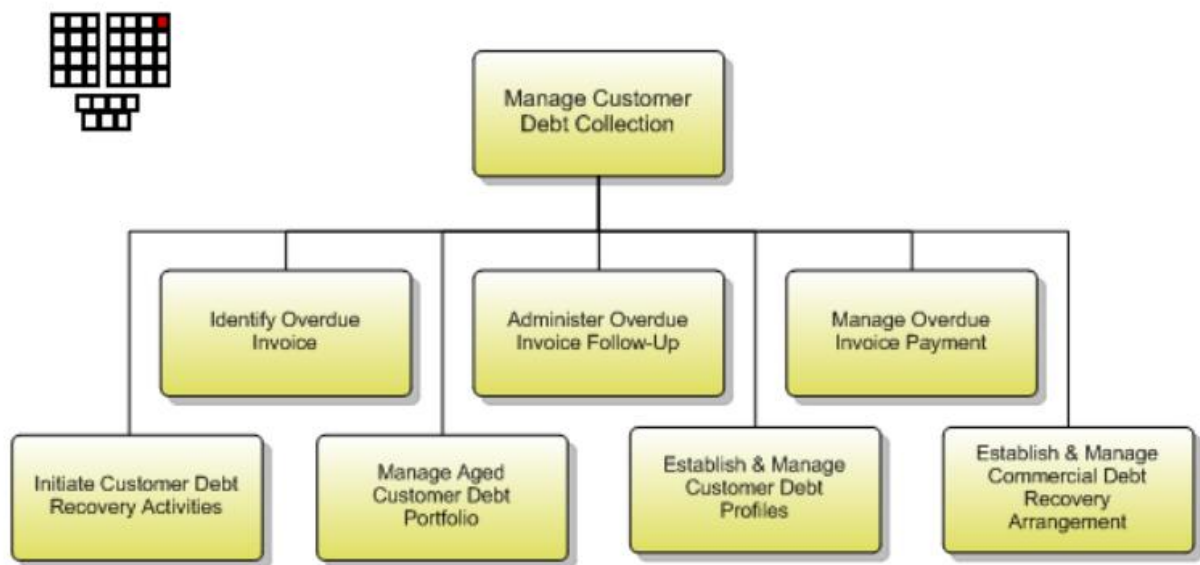
Figure 4.29 - Manage Customer Debt Collection decomposition into level 4 processes

Process Identifier: 1.1.1.11.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

4.7.3.1 L4: Identify Overdue Invoice (1.1.1.11.3.1) [Not submitted]

This process was not submitted for assessment.

4.7.3.2 L4: Administer Overdue Invoice Follow-Up (1.1.1.11.3.2) –Mapping Details

Process Identifier: 1.1.1.11.3.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.11.3.2 Administer Overdue Invoice Follow-Up

Mandatory

The purpose of Administer Overdue Invoice Follow-Up process is to initiate and manage follow-up with customers having overdue amounts. This process is responsible for setting up the follow-ups based on the policies. The policies are associated to customer's profile such as customer credit, customer group, overdue amounts, debt occurrence times, purchased products and etc. This process is also responsible for modifying or removing the designated follow-ups when the policies or situations are changed. **- AM**

Telemarketing module of Asteros Business Contact.Telecom allows to initiate and to manage follow-up with customers having overdue amounts using overdue invoice reminding. Telemarketing module continuously monitors statuses of overdue amount for each customer in the overdue notification list. Notification list using data from service-provider's systems (billing, CRM).

Before notifying the particular customer Telemarketing module performs automatic checks of notification necessity. When situation is changed (e.g. customer overdue amount is reduced or settled) Telemarketing module allows to change customer notification or to exclude customer from notification list.

([Product Description], page 27, section 3.10 «Telemarketing» module)

4.7.3.3 L4: Manage Overdue Invoice Payment (1.1.1.11.3.3) [Not submitted]

This process was not submitted for assessment.

4.7.3.4 L4: Initiate Customer Debt Recovery Activities (1.1.1.11.3.4) – Mapping Details

Process Identifier: 1.1.1.11.3.4

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.11.3.4 Initiate Customer Debt Recovery Activities

Mandatory

The purpose of Initiate Customer Debt Recovery process is to initiate customer debt recovery activities in accordance with appropriate commercial practice and policies. This process includes deciding appropriate recovery activities based on debt recovery policies, launching debt recovery activities and monitoring the executions. The debt recovery policies are associated to the customer's profile such as payment history, customer group, purchased products, overdue amounts.

This process includes overdue invoice reminding via phone call, SMS, email, by manually or automatically, by humans or applications. This process is also responsible for terminating customer debt recovery activities when the customer pays. – **A**

Asteros Business Contact.Telecom allows to perform automated overdue invoice reminding using outgoing calls campaigns which can be run with Telemarketing module. Before notifying the particular customer Telemarketing module performs automatic checks of notification necessity. When situation is changed (e.g. customer paid the debt) Telemarketing module allows to modify debt recovery activities and to exclude customer from debt notification list.

 (**[Product Description]**, page 28, section 3.10 «Telemarketing» module)

4.7.3.5 L4: Manage Aged Customer Debt Portfolio (1.1.1.11.3.5) [Not submitted]
This process was not submitted for assessment.

4.7.3.6 L4: Establish & Manage Customer Debt Profiles (1.1.1.11.3.6) [Not submitted]
This process was not submitted for assessment.

4.7.3.7 L4: Establish & Manage Commercial Debt Recovery Arrangement (1.1.1.11.3.7) [Not submitted]
This process was not submitted for assessment.

4.7.4 Works Cited

[Product Description]   Asteros Business Contact.Telecom Product Description.

4.7.5 Bill Payments & Receivables Management (1.1.1.11) – Conformance Scores

Table 4.7 - Bill Payments & Receivables Management (1.1.1.11) – Conformance Scores

Level 2: 1.1.1.11 - Bill Payments & Receivables Management [3/3]		
Level 3 Process	**Level 4 Process**	**L4/L3 Process Score**
1.1.1.11.1 - Manage Customer Billing		**4**
1.1.1.11.2 - Manage Customer Payments		**3.6**
	1.1.1.11.2.1 - Manage Customer Payment Plan	100%
	1.1.1.11.2.2 - Collect Customer Payment	50%
	1.1.1.11.2.3 - Reconcile Customer Payment	0%
	1.1.1.11.2.4 - Manage Back-End Bank Account	0%
	1.1.1.11.2.5 - Administer Commercial Arrangement for Third Party Supplier	0%
1.1.1.11.3 - Manage Customer Debt Collection		**3.4**
	1.1.1.11.3.1 - Identify Overdue Invoice	0%
	1.1.1.11.3.2 - Administer Overdue Invoice Follow-Up	100%
	1.1.1.11.3.3 - Manage Overdue Invoice Payment	0%
	1.1.1.11.3.4 - Initiate Customer Debt Recovery Activities	50%
	1.1.1.11.3.5 - Manage Aged Customer Debt Portfolio	0%
	1.1.1.11.3.6 - Establish & Manage Customer Debt Profiles	0%
	1.1.1.11.3.7 - Establish & Manage Commercial Debt Recovery Arrangement	0%

5 Information Framework Assessment Overview

5.1 Mapping Technique Employed

The certification scope defines the list of ABEs (Aggregated Business Entities) to be addressed during the assessment. The entities, association classes and dependent entities for each ABE in scope are also included in the assessment.

The mapping technique used, was based on the analysis of the SID model files and addendum specifications for the entities', association classes' in scope and its related attributes. The role of each entity', association class or attribute is then interpreted and mapped into the Business Contact.Telecom information model related element. This will clearly state how the SID model is supported by Business Contact.Telecom.

5.2 Information Framework Assessment - ABE Scope

The diagram in Figure 5.1 illustrates the Information Framework Level 1 ABEs that were presented in scope for the Assessment, and the textual callouts represent the domain areas of the Asteros Business Contact.Telecom that were assessed and support the corresponding SID ABEs.
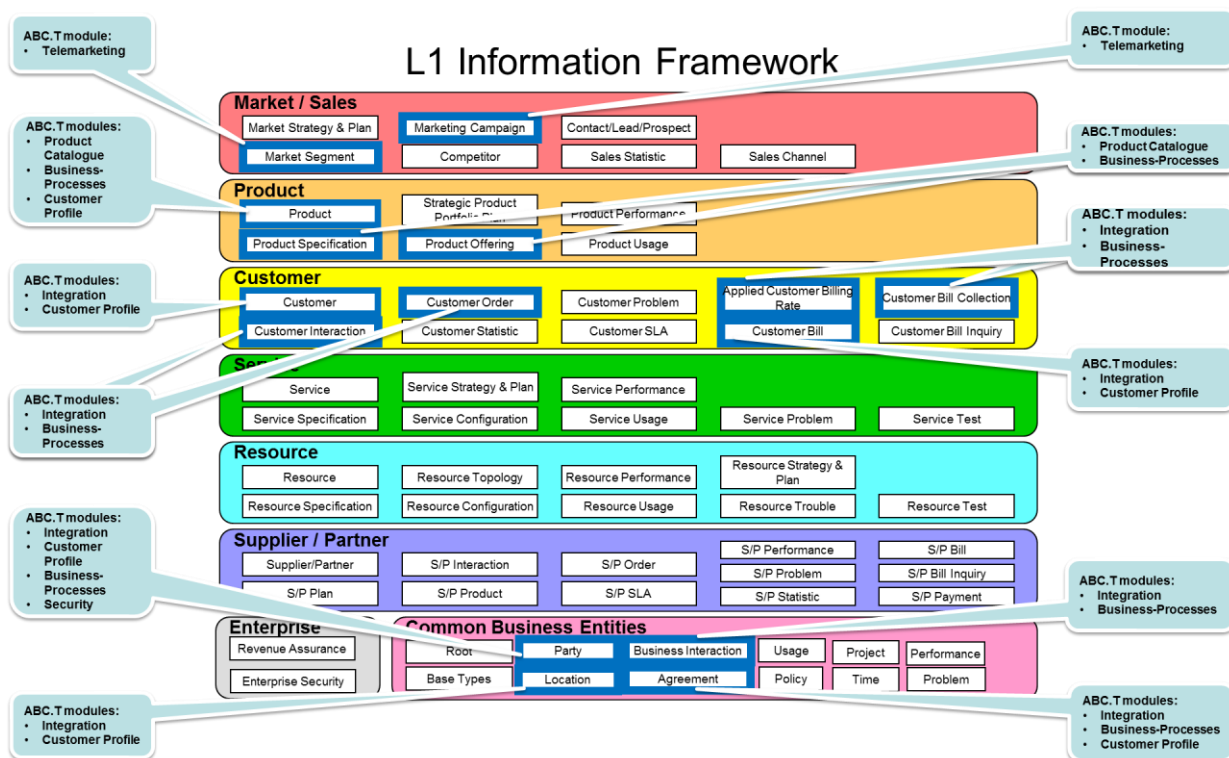
Figure 5.1 - Information Framework: Level 1 ABEs in scope for Asteros Business Contact.Telecom Assessment

5.3   Product Scope

The diagram in Figure 5.2 represents the Asteros Business Contact.Telecom and how it is mapped to the Information Framework Level 1 ABEs that were assessed as part of this Frameworx Conformance Assessment.
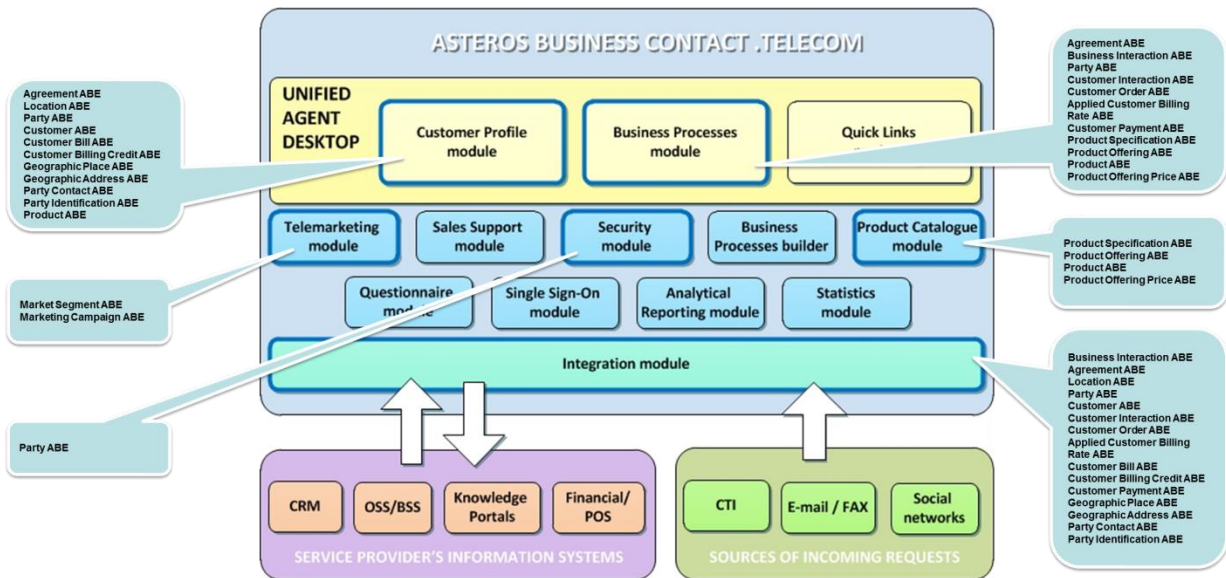
Figure 5.2 – Asteros Business Contact.Telecom Product Footprint: Product Scope for SID Assessment

6 Frameworx Conformance Result

This section details the Scores awarded to reflect Conformance of the Asteros Business Contact.Telecom to the Business Process Framework & Information Framework components of Frameworx 12.

6.1 Business Process Framework – Scoring Rules

The conformance scores granted were based on the following TM Forum scoring rules:

Frameworx 12.0 Conformance Certification (Product/Solution/Implementation)		
Business Process Framework (eTOM) - Conformance Level Descriptions (Level 3 processes)		
Process level	**Conformance Score**	**Qualifier**
Level 1	**Not applicable**	**Conformance Assessment shall not be carried out at this process level - hence Confomance Level shall not be awarded at this level.**
Level 2	**Not applicable**	**A conformance level is not awarded to Level 2 processes in Frameworx 12.0 Assessments. The Certification Report shall highlight the coverage of 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 for the Level 2 process.**
Level 3	**Score is awarded between 3.1 & 5.**	**The Conformance Score is awarded for each Level 3 processes 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.** *Any manual implementation of the process support shall be noted in the Conformance Report and Detailed Results Report.*

Figure 6.1 - TM Forum Business Process Framework: Conformance Scoring Rules

6.2 Business Process Framework - Conformance Result Summary

The graph in this section provides an overview of the conformance levels granted to the Level 3 Processes presented in scope for the Asteros Business Contact.Telecom Assessment. Each Level 3 process was measured using a Business Process Framework (eTOM) conformance score according to level of Conformance – Full Conformance or Partial Conformance as described in section 6.1 Business Process Framework – Scoring Rules.

Asteros Business Contact.Telecom
Business Process Framework R12.0 Conformance Results - Customer Relationship Management [1/2]
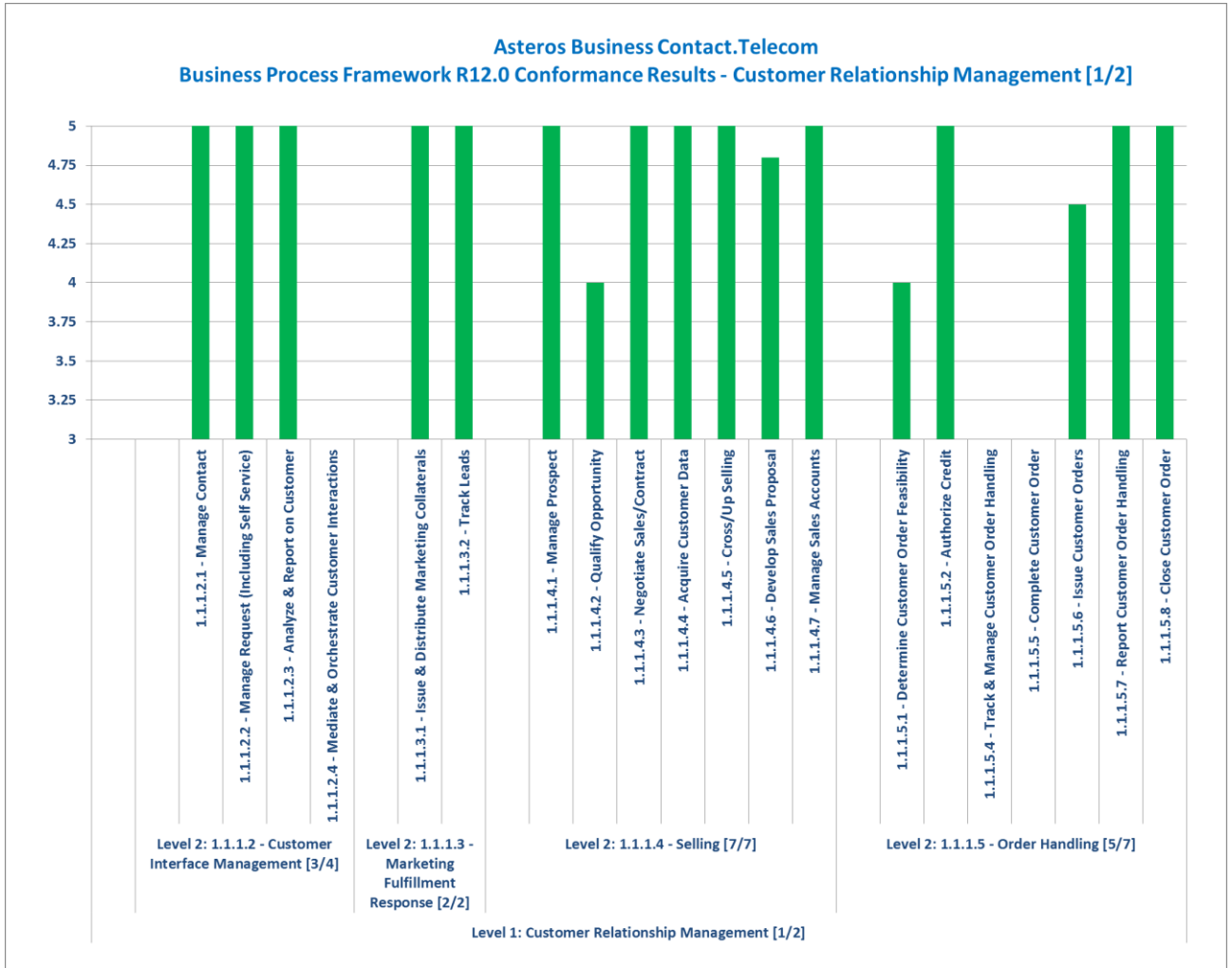
Figure 6.2 – Business Process Framework Conformance Result Summary – CRM [1/2]
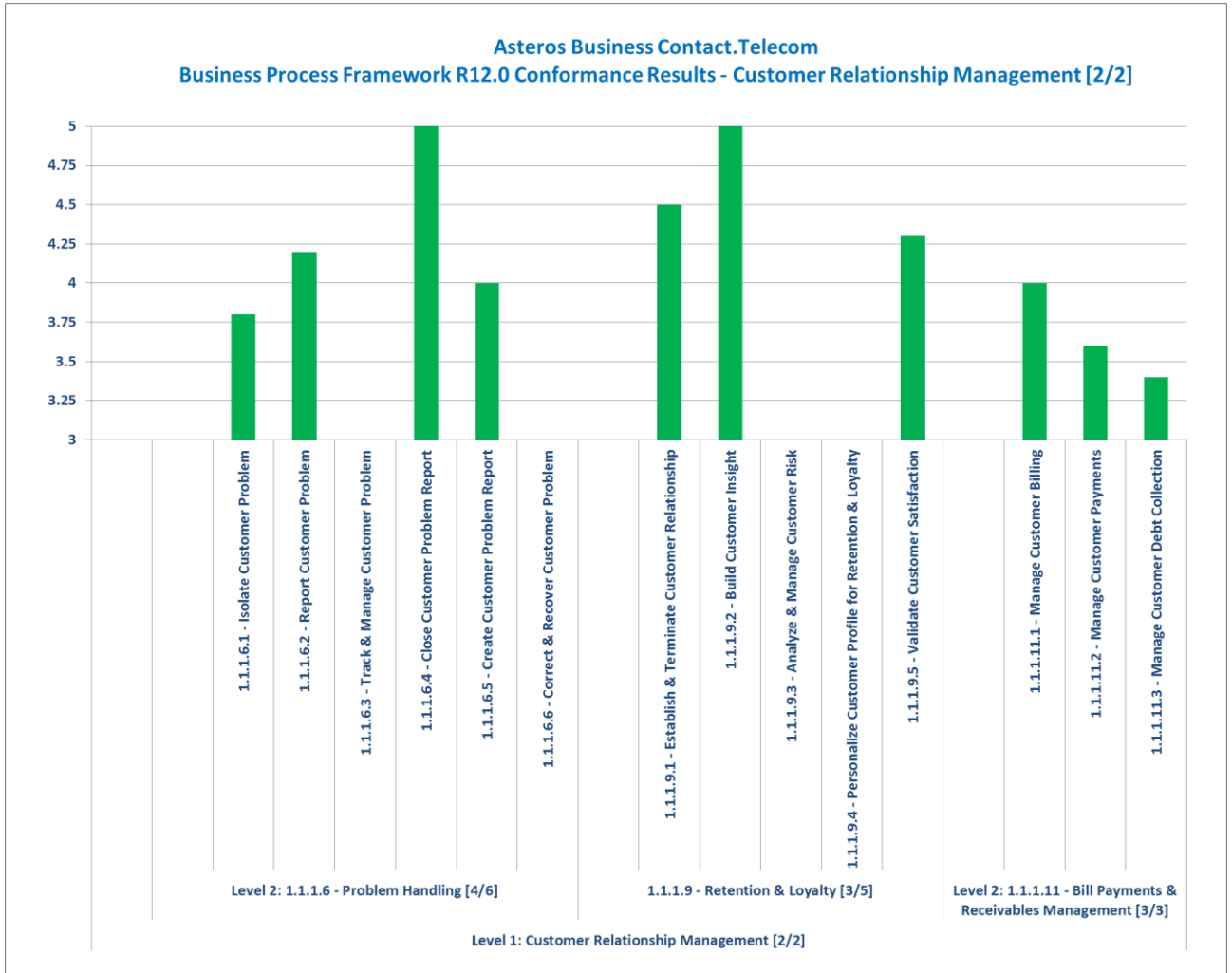
Figure 6.3 - Business Process Framework Conformance Result Summary – CRM [2/2]

6.3 Business Process Framework – Conformance Results Detailed

The following table provides a more detailed breakdown of the scores awarded with some additional commentary.

Table 6.1 - Business Process Framework: Detailed Conformance Result

Asteros Contact.Telecom Business Process Framework - Detailed Conformance Results		
Level 3 Process	**L3 Process Score [L2 Coverage]**	**Comment**
Level 2: 1.1.1.2 - Customer Interface Management	**[3/4]**	
1.1.1.2.1 - Manage Contact	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.2.2 - Manage Request (Including Self Service)	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.2.3 - Analyze & Report on Customer	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.2.4 - Mediate & Orchestrate Customer Interactions	**0**	**This process was not submitted for assessment.**
Level 2: 1.1.1.3 - Marketing Fulfillment Response	**[2/2]**	

1.1.1.3.1 - Issue & Distribute Marketing Collaterals	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.3.2 - Track Leads	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 2: 1.1.1.4 - Selling	**[7/7]**	
1.1.1.4.1 - Manage Prospect	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.4.2 - Qualify Opportunity	**4**	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.4.3 - Negotiate Sales/Contract	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).

1.1.1.4.4 - Acquire Customer Data	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.4.5 - Cross/Up Selling	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.4.6 - Develop Sales Proposal	**4.8**	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.4.7 - Manage Sales Accounts	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 2: 1.1.1.5 - Order Handling	**[5/7]**	
1.1.1.5.1 - Determine Customer Order Feasibility	**4**	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.

1.1.1.5.2 - Authorize Credit	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.5.4 - Track & Manage Customer Order Handling	0	This process was not submitted for assessment.
1.1.1.5.5 - Complete Customer Order	0	This process was not submitted for assessment.
1.1.1.5.6 - Issue Customer Orders	**4.5**	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.5.7 - Report Customer Order Handling	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.5.8 - Close Customer Order	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 2: 1.1.1.6 - Problem Handling	**[4/6]**	
1.1.1.6.1 - Isolate Customer Problem	**3.8**	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.

1.1.1.6.2 - Report Customer Problem	**4.2**	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.6.3 - Track & Manage Customer Problem	0	**This process was not submitted for assessment.**
1.1.1.6.4 - Close Customer Problem Report	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.6.5 - Create Customer Problem Report	**4**	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.6.6 - Correct & Recover Customer Problem	0	**This process was not submitted for assessment.**
Level 2: 1.1.1.9 - Retention & Loyalty	**[3/5]**	
1.1.1.9.1 - Establish & Terminate Customer Relationship	**4.5**	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.9.2 - Build Customer Insight	**5**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework

		(eTOM).
1.1.1.9.3 - Analyze & Manage Customer Risk	0	This process was not submitted for assessment.
1.1.1.9.4 - Personalize Customer Profile for Retention & Loyalty	0	This process was not submitted for assessment.
1.1.1.9.5 - Validate Customer Satisfaction	4.3	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
Level 2: 1.1.1.11 - Bill Payments & Receivables Management	**[3/3]**	
1.1.1.11.1 - Manage Customer Billing	4	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.
1.1.1.11.2 - Manage Customer Payments	3.6	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.

1.1.1.11.3 - Manage Customer Debt Collection	3.4	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM) but with some deviations. See Mapping Table for more details.

6.4   Information Framework – Scoring Rules

The conformance scores granted were based on the following TM Forum scoring rules:

Frameworx 12.0 Conformance Certification (Product/Solution/Implementation)	
Information Framework (SID) - Conformance Score Descriptions	
Conformance Score	**Qualifier**
Non Conformance [Score = 1]	The content of the model is compatible with a subset of the Information Framework (SID) ABEs that define its domain coverage. This provides two interacting components/solutions with a common vocabulary and model structure. The subset represents the scope of the model, expressed in Information Framework (SID) domains
Non Conformance [Score = 2]	The model has passed level 1 conformance and the content of the ABE, part of the domain coverage and defined in the model, contains the ABE's core business entity or entities. A core business entity is an entity upon which other entities within the ABE are dependent. e.g. Service in the Service ABE. A core entity is also an entity whose
Very Low Conformance [2.0 < Score <= 3.0]	The model has passed level 2 conformance and *a percentage of the required attributes of the ABE's core entity or entities are defined in the model.
Low Conformance [3.0 < Score <= 4.0]	The model has passed level 3 conformance and *a percentage of the dependent entities within the ABE are defined in the model. 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.
Medium Conformance [4.0 < Score <= 5.0]	The model has passed level 4 conformance and *a percentage of the required attributes of the ABE's dependent entities are defined in the model.
High Conformance [5.0 < Score <= 6.0]	The model has passed level 5 conformance and *a percentage of all attributes of the ABE's core entities are defined in the model.
Very High Conformance [6.0 < Score < 7.0]	The model has passed level 6 conformance and *a percentage of all attributes of the ABE's dependent entities are defined in the model.
Full Conformance [Score = 7.0]	The model has achieved Level 7 conformance (Full Conformance) and all attributes of the ABE's core & dependent entities are defined in the model.
* 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).	

Figure 6.4 - TM Forum Information Framework: Conformance Scoring Rules

Notes:

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.

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.

6.5   Information Framework – Conformance Result Summary

The following graph provides an overview of the conformance levels granted to the ABEs presented in scope for the Asteros Business Contact.Telecom Information Framework Assessment. Each ABE was measured using an Information Framework (SID) conformance scale of 1–7 as described in section 6.4.
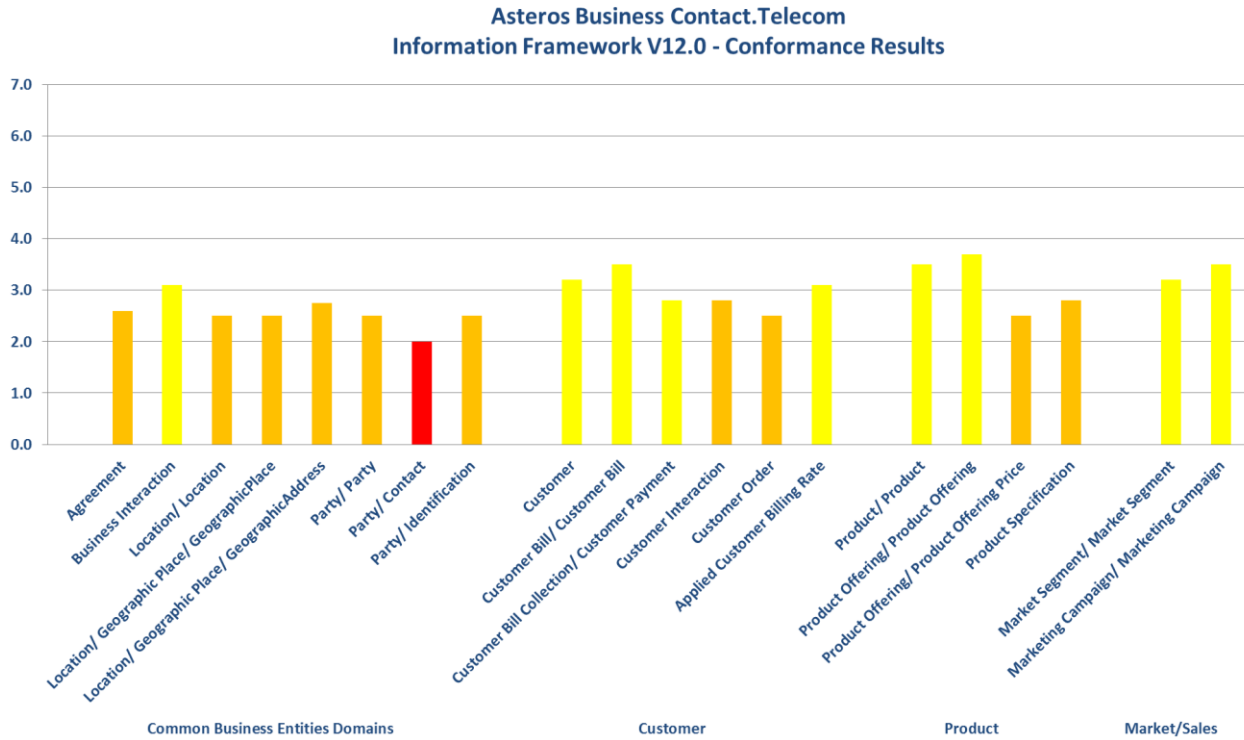

Figure 6.5 - Information Framework: Conformance Result Summary

6.6   Information Framework – Conformance Result Detailed

The following table provides a more detailed breakdown of the scores awarded with some additional commentary.

Table 6.2 - Information Framework: Detailed Conformance Result

Asteros Contact.Telecom Information Framework (SID) Release 12.0 Conformance		
ABE	**Conformance Score**	**Comment**
Common Business Entities Domain		
Agreement	**2.6**	Core entity, 60% of Core Entities required attributes.
Business Interaction	**3.1**	Core entity, required attributes, 10% of dependent entities supported.
Location/ Location	**2.5**	Core entity, 50% of Core Entities required attributes.
Location/ Geographic Place/ GeographicPlace	**2.5**	Core entity, 50% of Core Entities required attributes.
Location/ Geographic Place/ GeographicAddress	**2.8**	Core entity, 80% of Core Entities required attributes.
Party/ Party	**2.5**	Core entity, 50% of Core Entities required attributes.
Party/ Contact	**2.0**	Core entity supported.
Party/ Identification	**2.5**	Core entity, 50% of Core Entities required attributes.
Product Domain		
Product/ Product	**3.5**	Core entity, required attributes, 50% of dependent entities supported.

Product Offering/ Product Offering	**3.7**	Core entity, required attributes, 70% of dependent entities supported.
Product Offering/ Product Offering Price	**2.5**	Core entity, 50% of Core Entities required attributes.
Product Specification	**2.8**	Core entity, 80% of Core Entities required attributes.
Customer Domain		
Customer	**3.2**	Core entity, required attributes, 20% of dependent entities supported.
Customer Bill/ Customer Bill	**3.5**	Core entity, required attributes, 50% of dependent entities supported.
Customer Bill Collection/ Customer Payment	**2.8**	Core entity, 80% of Core Entities required attributes.
Customer Interaction	**2.8**	Core entity, 80% of Core Entities required attributes.
Customer Order	**2.5**	Core entity, 50% of Core Entities required attributes.
Applied Customer Billing Rate	**3.1**	Core entity, required attributes, 10% of dependent entities supported.
Market/Sales Domain		
Market Segment/ Market Segment	**3.2**	Core entity, required attributes, 20% of dependent entities supported.
Marketing Campaign/ Marketing Campaign	**3.5**	Core entity, required attributes, 50% of dependent entities supported.