tmforum

Frameworx 11.5 Product Conformance Certification Report

Etiya

Telaura CRM Suite

Version 3.0

May 2012

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1   Introduction

1.1   Executive Summary

This document provides details of Etiya's self-assessment and TM Forum's Conformance Assessment of **Etiya's Telaura CRM Suite Product**, against the following Frameworx 11.5 components:

- Business Process Framework Version 9.0

- Information Framework Version 9.5

The assessment included a review of:

- The methodology approach to product modeling and Product Lifecycle Management (PLM) against the TM Forum's Business Process Framework Release 9.0 according to the specific processes submitted in scope for the Assessment.

- Conformance to the Information Framework Release 9.0 Domains/Aggregate Business Entities according to the specific ABEs submitted in scope for the Assessment.

2 Product Functionality/Capability Overview

2.1 Etiya Telaura CRM Suite Version 3.0 – Product Overview

Telaura Telco CRM Suite is designed and developed for large scale service providers to provide them a broad as well as detailed view of their customers, to increase their profitability and to decrease their time-to-market and operational costs.

Each module in Telaura CRM Suite has been designed to be a part of the complete solution as well as to serve as a stand-alone product. Modules have been developed to work together yet they can be replaced or partially integrated into other systems with minimum effort. Telaura CRM Suite has a rule engine that allows configuring complex business rules. The rule engine serves as a business rule repository for internal and external systems.
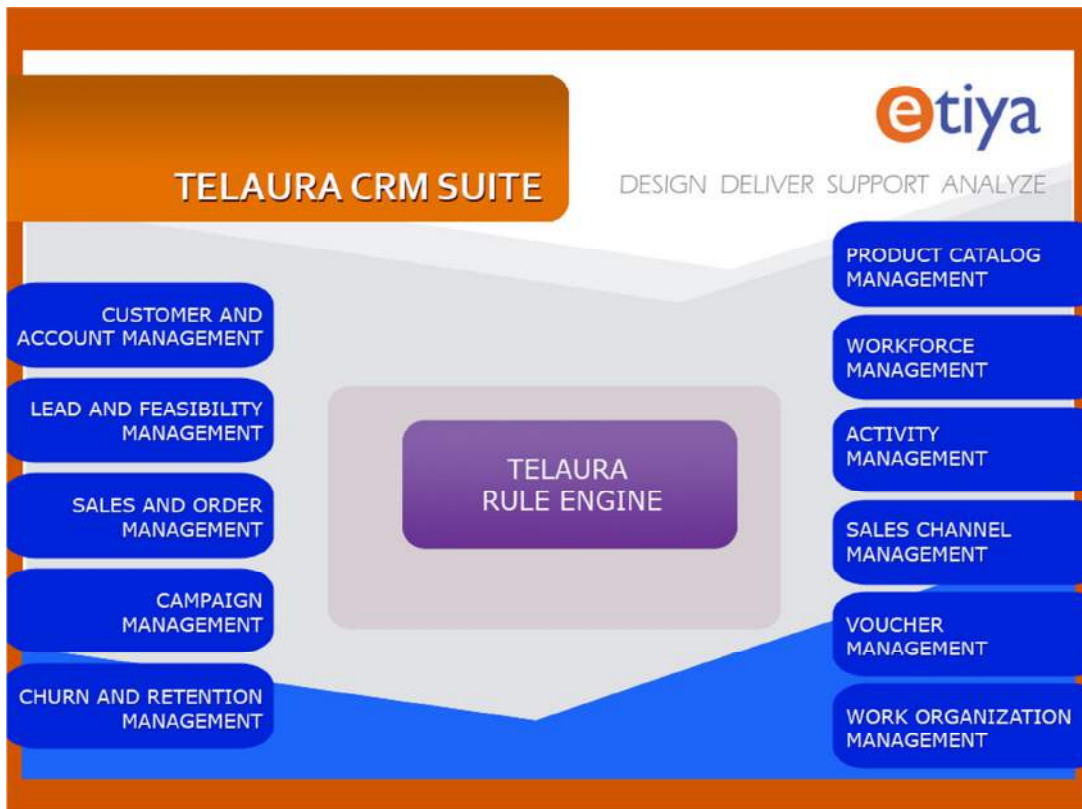
Figure 2.1 Telaura CRM Suite Architecture

Telaura Customer and Account Management: The core of Telaura CRM Suite is Telaura Customer and Account Management System. Telaura CAM allows creating the customer according to the needs of the owner CSP and manages the customer with all of its aspects; keeps the demographic information about the customer, handles customer contacts, provides customer interface management and a true 360° customer view.

Telaura Product Catalog Management: Telaura Product and Catalog Management System supports definition of convergent product catalogs in a bottom-up manner. System is based on a three layered product structure, services and resources at the bottom, products are created on top of services and resources, and then products are packaged to form offers by adding financial properties to them. System supports creating relations among services, resources, products and offers to define their technical, operational or financial dependencies.

Telaura Sales and Order Management: Telaura Sales and Order Management System manages the customer orders, ensures the validity and integrity of the orders and tracks the orders until all service order are completed. Telaura Sales and Order Management with the help of its rule engine satisfies all business rules regarding a customer order and provides a uniform order entry throughout the enterprise. System supports a convergent order management with complex bundle support.

Telaura Campaign Management: Telaura Campaign Management System allows defining flexible campaigns and manages campaign execution. System supports three-step campaign simulations and campaign performance analysis.

Telaura Lead & Feasibility Management: Telaura Lead and Feasibility Management System manages prospective customers and tracks selling processes from the first contact to the contract phase.

Telaura Churn & Retention Management: Telaura Churn & Retention Management System manages business processes to prevent customer loss and increase loyalty of existing customers.

Telaura Voucher Management: Telaura Voucher Management System keeps the inventory for logical resources like golden numbers, voucher cards and prepaid cards.

Telaura User Management: Telaura User Management System manages internal and external users.

Telaura Workforce Management: Telaura Workforce Management System handles manual and automatic tasks which are required by order management or by other process flows. System allows configuring the process flows and users responsible from the manual tasks in it.

Telaura Complaint Management: Telaura Complaint Management System manages customer complaints regarding active services, orders and customer bills.

Telaura Channel Management: Telaura Channel Management System allows definition of hierarchical organizations and manages their interactions with the system.

Telaura Activity Management: Telaura Activity Management System manages activities like phone call, sms, e-mail or visiting a customer.

Telaura Work Organization Management: Telaura Work Organization Management System allows creating and managing organizational hierarchies that take part in any process or task of a customer service provider.

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 eTOM 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 eTOM 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).

3.2 Business Process Framework - Level 2 Process Scope

The following figures represent the Business Process Framework Level 2 processes (blue highlight) that were presented in scope for the assessment, and the textual callouts represent the components of the Etiya Telaura CRM Suite Product that were assessed and support the corresponding eTOM processes according to the results in Chapter 6 Frameworx Conformance.
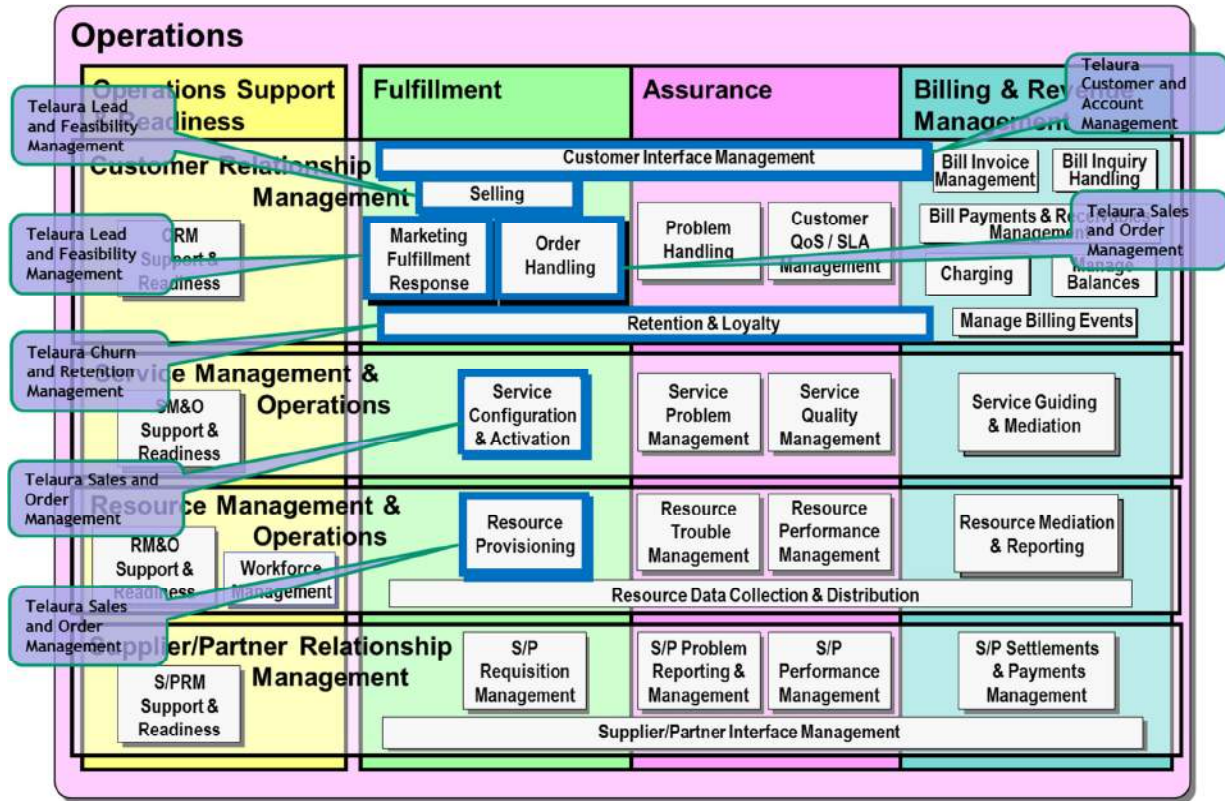
Figure 3.1 Business Process Framework Assessment Scope – Operations
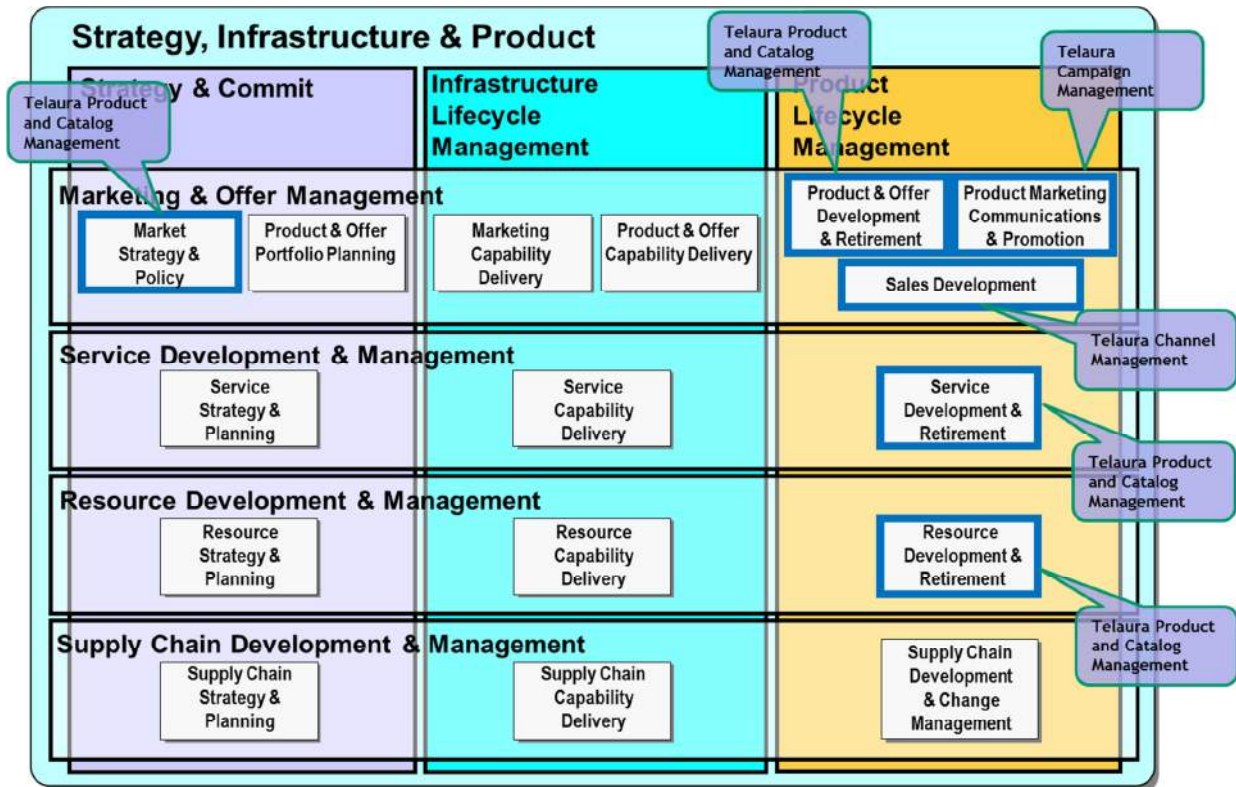
Figure 3.2 Business Process Framework Assessment Scope – Strategy, Infrastructure & Product

3.3 Product Scope

The diagram in Figure 3.3 represents the Etiya Telaura CRM Suite Product and how it is mapped to the Business Process Framework processes that were assessed as part of this Frameworx Conformance Assessment.
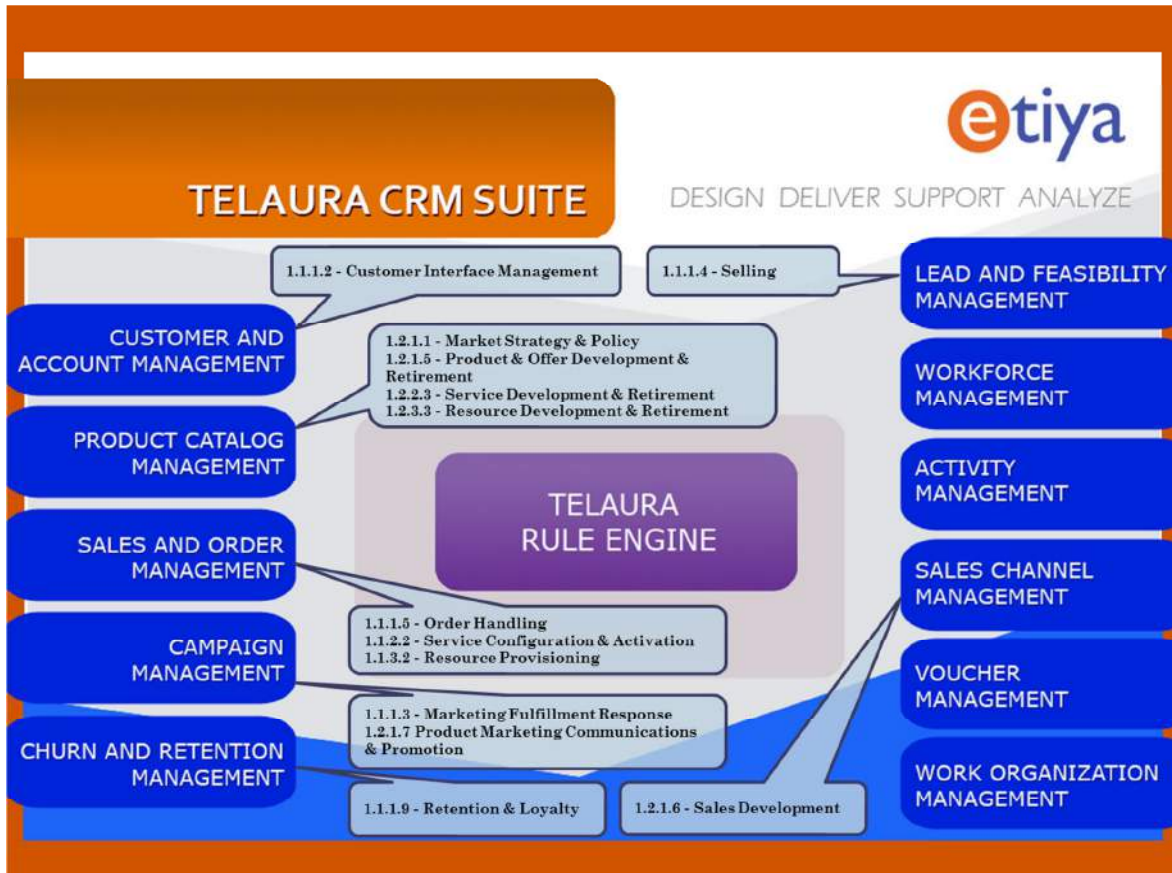
Figure 3.3 Etiya Telaura CRM Suite Product Scope- Assessment (eTOM)

4 Business Process Framework – Process Mapping Descriptions

This section provides the Process Mapping output from Etiya's Self-Assessment which was reviewed by TM Forum Subject Matter Experts alongside supporting documentation for the Etiya Telaura CRM Suite Product.

4.1 Customer Relationship Management [1.1.1]

4.1.1 Customer Interface Management [1.1.1.2] - Mapping Details

4.1.1.1 Manage Contact [1.1.1.2.1]

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.2.1 Manage Contact
Brief Description Manage all contacts/requests between potential or existing customers and the enterprise **AM** *Telaura Customer and Account Management system handles or contacts and request between customers and enterprise.* *Telaura Lead and Feasibility Management System handles all contacts/requests between potential customers and enterprise.* **Extended description** The purpose of this process is to manage all contacts between potential **AM** *Potential Customers are managed by Telaura Lead and Feasibility Managemet.To create a customer from a potential customer record, Telaura Customer and Account Management provides necessary interface to Telaura Lead and Feasibility Management.* ([PS_TLM], **6.1.3 Lead Activities**) ([PS_TLM], **7.1.3 Lead Sub Status: Ready for Sale**) or existing customers and the enterprise. It deals with the identification of the contact, its development, enhancement and update **AM** *All customer interactions are managed by customer interface management processes in Telaura Customer and Account Management. Telaura Customer and Account Management System recognizes and manages information, query, order and information type customer contacts.* ([PS_TCAM], **9 Telaura Customer Interface Management**)

4.1.1.2 Manage Request (Including Self Service) [1.1.1.2.2]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.2.2 Manage Request (Including Self Service)

Brief Description

Manage all requests (inbound and outbound) made by potential and existing customers **AM**

Telaura Lead and Feasibility Management System handles inbound and outbound requests of potential customers.

Telaura Customer and Account Management System handles inbound and outbound requests of exisiting customers.

Extended description

The purpose of this process is to manage all requests (inbound and outbound) made by potential and existing customers. **A**

([PS_TCAM], **9 Telaura Customer Interface Management)**

It receives the request and either enables its originator to automatically fulfill it, **M**

Telaura Customer and Account Management System receives customer requests and hands over these requests to the related systems.

([PS_TCAM], **9 Telaura Customer Interface Management)**

 or identifies and activates the opportune process to accomplish the request; **AM**

([PS_TLM], **6 Basic Lead Processes)**

it manages the status of the request and is able to provide status information at any moment in which the request is active; it formally closes the request when all related activities have been terminated. **A**

([PS_TCAM], **9 Telaura Customer Interface Management)**

4.1.1.3 Analyze & Report on Customer [1.1.1.2.3]

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.2.3 Analyze & Report on Customer

Brief Description

<mark>Perform all necessary analysis on closed requests and on customer contacts and generate related reports</mark> **AM**

Telaura Churn and Retention Management System supports processes to measure customer satisfaction and provides functionalities to trigger additional activities following customer interactions.

Extended description

<mark>The purpose of this process is to perform all necessary analysis on closed (completed or unfulfilled) requests and on customer contacts</mark> **AM**

Telaura Churn & Retention Management System provide analysis and filtering functionalities to find the problematic customers using parameters from the system also allows defining profiles of the customers who may need special treatment.

([PS_TCRM], **4 About Churn & Retention Management)**

<mark>and it generates related reports, to be utilized for process improvement activities, proactive problems prevention, up-sell opportunities definition, etc.</mark> **AM**

Telaura Churn and Retention Management manages the post activities after any customer interaction.

([PS_TCRM], **4 About Churn & Retention Management)**

([PS_TCRM], **4.1 The Churn & Retention Management Lifecycle)**

([PS_TCRM], **6 Churn & Retention Statistics)**

4.1.1.4 Mediate & Orchestrate Customer Interactions [1.1.1.2.4]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.2.4 Mediate & Orchestrate Customer Interactions

Brief Description

Ensure that transaction message structure and interactions conform to agreed, externally defined standards used by the enterprise and its customers **A**

Telaura Customer and Account Management orchestrates the customer interactions through APIs with other external systems. Telaura CRM Suite has its own Middleware at the interface level. Middleware is responsible for converting incoming and outgoing data formats to the formats recognized by the external systems as well as internal systems.

Extended description

The purpose of the Mediate & Orchestrate Customer Interactions is to ensure that transaction message structure and interactions conform to agreed, externally defined standards used by the enterprise and its customers. **A**

Telaura Customer and Account Management orchestrates the customer interactions through APIs with other external systems. Telaura CRM Suite has its own Middleware at the interface level. Middleware is responsible for converting incoming and outgoing data formats to the formats recognized by the external systems as well as internal systems.

([PS_TCAM], **Figure 1: Telaura CRM Suite Achitecture)**

([PS_TCAM], **9 Telaura Customer Interface Management)**

Increasingly transactions with external parties (e.g. customers using RosettaNet or Web Services standards) will need to conform to message and data formats defined by third parties or third party organizations. **A**

All the interactions between Teluara CRM Suite's internal systems and external systems are carried out by Telaura's Internal Middleware(ESB). System provides standart APIs to reach the external systems belonging to third parties or exchange servers through this middleware.

([PS_TCAM], **Figure 1: Telaura CRM Suite Achitecture)**

([IFS_TESB], 3 Telaura Interfaces**)**

([IFS_TESB], 4 Telaura ESB Interfaces**)**

 Based on the specific transaction type and involved external party, this conformance will require the identification of the necessary data formats to be sent externally, and conversion of externally received messages into the required internal enterprise formats. In addition, interactions with external parties may require that messages and transactions need to be undertaken with defined and agreed orchestration for message exchange. **A**

([PS_TCAM]**, Figure 1: Telaura CRM Suite Achitecture)**

([IFS_TESB]**,** 2.1 Data Type Definitions Used**)**

 The actual agreement between the parties to use specific interaction standards is part of the Support Customer Interface Management and Support Selling L3s.

4.1.1.5 Supporting Evidence References (Works Cited)

PS_TCAM	**Product Specification Document for Telaura Customer and Account Management**
PS_TLM	**PS_TelauraLead&Feasibility Management_v1.pdf.pdf, Product Specification Document for Telaura Lead Management**
PS_TCRM	PS_TelauraChurn&RetentionManagement_v1.1.1.pdf, Product Specification Document, Telaura Churn and Retention Management
PS_TSOM	**PS_TelauraSalesandOrderManagement_v1.0.0 .pdf,** Product Specification Document for Telaura Sales and Order Management
IFS_TESB	IFS_InterfaceSpecifications_Telaura_v1.1.1.doc, Telaura CRM Suite & ESB Interface Specifications Document

4.1.2   Marketing Fulfillment Response [1.1.1.3] - Mapping Details

4.1.2.1   Issue & Distribute Marketing Collaterals [1.1.1.3.1] - Mapping Details

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.3.1 Issue & Distribute Marketing Collaterals

Brief Description

Issue and distribute marketing collateral (i.e., coupon, premium, sample, toys, fliers, etc.) directly to a customer AM

Telaura Campaign Management allows defining marketing activities in the form of e-mail, sms, mail, visit, telephone call, etc., and assigning them to the campaigns. System supports associating campaign activities with work groups and distributing these activities to these work groups in the campaign execution process.

Extended description

The purpose of this process is to handle the issuing and distribution of marketing collateral to customer, in line with marketing campaign needs. **AM**

Telaura Campaign Management allows defining marketing activities in the form of e-mail, sms, mail, visit, telephone call, etc., and assigning them to the campaigns.

([PS_TCMP]**, 5.2 Campaign Activity and Activity Template)**

This can involve mailshots, leafleting and displays at events, inserts in newspapers, television and other media advertising and magazines, voice and text messaging to individuals, and so on. **AM**

Telaura Campaign Management allows defining media in which the campaign announcements and advertisements will be done. System allows defining announcement and advertisement templates and associating them with the campaign activities. These activities are distributed to the defined sales channels. Telaura Campaign Management allows defining smart scripts in order to aid sales representatives during the phone call activities.

[PS_TCMP]**, 5.3 Campaign Announcement Template)**

Telaura Campaign Management allows associating campaign activities with work groups. System distributes the activities to these work groups in the campaign execution process.

[PS_TCMP]**, 6.9 Activity Management and Campaign Responses)**

Where required, this process deals with customization of general campaign material for individual regions or customer groups. **AM**

Telaura Campaign Management supports creating marketing lists by searching the existing

customers or uploading external marketing lists. To create the marketing list it is possible to use search criteria provided by Telaura Customer and Account Management. In addition, system supports association of customer groups, communities, segments and geographic regions with the campaigns.

[PS_TCMP], **5.6 Market Segment - Marketing List)**

Direct marketing and sales through shop premises, in-store franchises, etc are also included, and this process also manages distribution of marketing collaterals to such outlets **M**

Telaura Campaign Management allows associating sales channels to the campaigns and in the campaign execution the activities created for the campaigns can be distributed into these channels.

[PS_TCMP], **6.9 Activity Management and Campaign Responses)**

System tracks the sales or activities performed by these channels allowing users manage the distribution of marketing collaterals.

[PS_TCMP], **6.11 Campaign Reports)**

4.1.2.2 Track Leads [1.1.1.3.2] - Mapping Details

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.3.2 Track Leads

Brief Description

Track leads generated through marketing, or that arise in the course of business **AM**

Telaura Campaign Management System tracks responses given to a campaign and support the processes that convert these responses into sales leads.

Extended description

The purpose of this process is to identify leads following on from marketing campaign advertising, or those that arise otherwise in the course of business and are collected here. Leads are tracked, evaluated and notified to other processes (e.g. Selling) for further action. **AM**

Telaura Campaign Management system allows creating marketing lists and tracks the marketing activities (e-mail, sms, visit, call etc) done to this marketing lists. System supports receiving back the responses of these activities and allows creating new marketing list depending on the responses of the customers.

[PS_TCMP]**, 6.9   Activity Management and Campaign Responses)**

Telaura Lead and Feasibility Management System allows uploading marketing list files to form lead groups.

([PS_TLM]**, 5.2 Lead Groups)**

Telaura Lead and Feasibility Management monitors the progress of leads in the sales pipeline until their lifecycle ends successfully or unsuccessfully. A successful lead is handed over to order management processes.

([PS_TLM]**, 6.1.3 Lead Activities)**

([PS_TLM]**, 7.1.3 Lead Sub Status: Ready for Sale)(** [IMG_LAD]**, Lead Activity Details Screen)**

4.1.2.3 Supporting Evidence References (Works Cited)

PS_TCMP   PS_TelauraCampaignManagement_v1.pdf, Product Specification
Document for Telaura Campaign Management

PS_TLM   PS_TelauraLead&Feasibility Management_v1.pdf, Product Specification
Document for Telaura Lead Management

IMG_LAD   Lead Activity Details Screenshot, Lead_Activity_Details_Screen.jpg

4.1.3 Selling [1.1.1.4] – Mapping Details

4.1.3.1 Manage Prospect [1.1.1.4.1]

LEVEL 3 PROCESS MAPPING DETAILS 1.1.1.4.1 Manage Prospect

Brief Description

Match assigned leads with the most appropriate products and ensure that these prospects are handled appropriately **AM**

Extended description

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

Telaura Lead And Feasibility Management System allows users create leads and lead groups and associating them offers.

([PS_TLM], **6 Basic Lead Processes)**

 These prospects represent a "pipeline" of potential sales, **A**

([PS_TLM], **4 About Lead & Feasibility Management)**

each of which is expressed in terms of the probability of successful sales closure **A**

([PS_TLM], **7 Lead Life Cycle Management)**

([PS_TLM], **7.1.5 Lead Sub Status: Opportunity Won)**

and an estimate of the total attainable revenue. **A**

([PS_TLM], **9 Lead Statistics)**

The needs of each potential prospect are analyzed. Based on these needs, potential solutions are identified from the service provider's product portfolio. **AM**

([PS_TLM], **6 Basic Lead Processes)**

Each prospect is tracked through these processes and the outcome (win or loss) of each prospect is reported. **A**

([PS_TLM], **7.1.5 Lead Sub Status: Opportunity Won)**

([PS_TLM], **7.1.6 Lead Sub Status: Opportunity Lost)**

Prospects are assigned to the appropriate sales channel. **AM**

([PS_TLM], **6.1.3 Lead Activities)**

([PS_TLM]**, 7.1.3 Lead Sub Status: Ready for Sale)**

4.1.3.2 Qualify Opportunity [1.1.1.4.2]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.4.2 Qualify Opportunity

Brief Description

Ensure that the opportunity is qualified in terms of any associated risk and the amount of effort required to achieve a sale **AM**

Telaura Lead And Feasibility Management System supports processes to qualify a lead. The qualification processes can be either manual (status update done by user) or automatic(depending on the associated risk profiles, credit classes or customer groups, system updates the lead statuses). Leads can be associated with standart offerings, or they may undergo feasibility processes which includespreparing a unique solution for the prospect customer. Feasibility processes include a project planning step to asses the amount of work and resources needed to meet the requirements of the customer.

Extended description

The purpose of the Qualify Opportunity process is to ensure that the opportunity is qualified in terms of any associated risk, **AM**

Telaura Lead and Feasibility Management System allows creating risk profiles and associating them with the leads of lead groups.

([PS_TLM], **6 Basic Lead Processes)**

([PS_TLM], **6.1 Lead Groups)**

 and the amount of effort required (e.g. response to a Request for Proposal [RFP]) to achieve a sale. **AM**

Qualification of a Lead includes a design phase at which the solution according to customer needs is prepared.

([PS_TLM], **7 Lead Life Cycle Management)**

 The opportunity is explored with the customer to ensure the offer meets the customer's expectations, and to ensure that the breadth of the customer requirement is understood. Extended interactions with the customer may be required to achieve mutual understanding and agreement.**AM**

Qualification of lead includes several contact activities at which the approval of the customer on technical and financial terms is asked.

([PS_TLM], **7 Lead Life Cycle Management)**

The opportunity may require the development of alternative solutions or customization to the

==specific customer's requirements.== **AM**

System allows Sales representatives to add alternative offers to the proposal in case customer refuses the first one. These alternatives are given priorities.

([PS_TLM]**, 6 Basic Lead Processes)**

 ==The Qualify Opportunity process is responsible for assessing the size of the potential development and its risk.== **AM**

Telaura Lead and Feasibility Management System allows creating risk profiles and associating them with the leads of lead groups.

([PS_TLM]**, 7 Lead Life Cycle Management)**

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

Qualification of lead includes several contact activities at which the approval of the customer on technical and financial terms is asked.

([PS_TLM]**, 7 Lead Life Cycle Management)**

==These processes also need to assess the strategic importance of the opportunity, the potential for wider application, and the importance of the specific customer to the enterprise.== **AM**

System allows adding proirities to Leads and Lead Groups. The activities related leads are distributed through sales channels according to their priorities.

([PS_TLM]**, 6 Basic Lead Processes)**

==The solution alternatives must be available (e.g. capacity) or scheduled on a product roadmap== **AM**

System allows Sales representatives to add alternative offers with different technical properties to the proposals.

([PS_TLM]**, 6 Basic Lead Processes)**

4.1.3.3 Negotiate Sales/Contract [1.1.1.4.3]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.4.3 Negotiate Sales/Contract

Brief Description

Close the sale with terms that are understood by the customer, and are mutually agreeable to both the customer and the service provider. **AM**

Extended description

The purpose of this process is to close the sale with terms that are understood by the customer, and are mutually agreeable to both the customer and the service provider. **AM**

Qualification of lead includes several contact activities at which the approval of the customer on technical and financial terms is asked.

([PS_TLM]**, 7 Lead Life Cycle Management)**

This process may involve obtaining customer agreement to standard terms and conditions. The agreement process may require interaction with the customer to ensure that the standard terms and conditions are understood by, and are acceptable to, the customer. **M**

Signing the contract with the customer is the prerequisite process in order to convert a lead status into 'Ready For Sale'.

([PS_TLM]**, 7 Lead Life Cycle Management)**

In some cases this process may involve the development of, and negotiation with the customer of, non-standard terms and conditions associated with sales proposals specifically developed to meet specific customer requirements. **AM**

The process of Qualification of a lead includes designing a special solution for the prospect customer.

([PS_TLM]**, 7 Lead Life Cycle Management)**

For complex sales proposals associated with customer RFPs this process may extend over long time periods and require extensive interaction with customers to achieve agreement. Aspects of contract price determination may include issues of CPE prices from third party vendors, allowances based on customer location, etc. For RFPs, many of the commercial terms being sought may be developed or originated by the customer, and the negotiating team may need to develop strategies to achieve acceptable commercial outcomes. **AM**

Telaura Sales and Feasibility Management allows to develop special solution with unique pricing using embedded excel sheets. These proposals are stored in the system and goes through 4 step approval process.

([PS_TLM]**, 5.3.1.8 Work Group Type Authorization)**

([PS_TLM]**, 8 Lead Feasibility Process)**

The sale is concluded through negotiations and joint agreement on features, service levels, pricing and discounts, resulting in a sign-off formal agreement/contract between the customer and service provider. **AM**

([PS_TLM]**, 7.1.3 Lead Sub Status: Ready for Sale)**

Depending upon specific circumstances, final agreement from the Service Provider's perspective may require escalation to, and agreement from, an appropriately delegated manager. The formal agreement could include zero or more confirmed orders from the customer. **AM**

([PS_TLM]**, 7.1.3 Lead Sub Status: Ready for Sale)**

These orders are then passed on as requests to allow formal Customer Orders to be generated and processed..**A**

([PS_TLM]**, 7.1.4 Lead Sub Status: At Order Level)**

4.1.3.4 Acquire Customer Data [1.1.1.4.4]

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.4.4 Acquire Customer Data

Brief Description

Capture and record all pertinent customer data required for the initiation, realization and deployment of the agreed sales proposal. **AM**

Telaura Lead and Feasibility Management, before converting a lead data into an order, uses the services of Telaura Customer And Account Management to create a valid customer in the system. Only after that it is possible to deliver the lead to Order Handling Processes.

Extended description

The purpose of this process is to capture and record all pertinent customer data required for the initiation, realization and deployment of the agreed sales proposal. **AM**

([PS_TLM], **7.1.3 Lead Sub Status: Ready for Sale)**

In most standard offerings the necessary customer data is often captured on the sales proposal agreement form associated with the standard offerings. For non-standard and/or complex sales agreements associated, for instance, with a customer RFP, extensive customer information may be required to plan and roll-out the agreed solution. **AM**

System automatically creates an order from a lead data if the sales proposal have standard offerings.

M

If the sales proposal have non-standart offerings, it is possible to perform the necessary tasks to create customer specific orders at Telaura Product and Catalog Management and update the lead data manullay after feasibility processes.

([PS_TLM], **8 Lead Feasibility Process)**

 For example, Centrex designs require extensive capture of details surrounding deployment of handsets, features associated with each handset, customer Centrex groups, etc.

In some cases the necessary level of precise detail may be available from the Develop Sales Proposal. Where this is not the case, this process is responsible for determining the precise customer information required to support the agreed proposal, capturing (through forms, or customer interviews, etc.) the required customer information, and storing the details in a form required by other processes. **A**

([PS_TLM], **7.1.3 Lead Sub Status: Ready for Sale)**

4.1.3.5 Cross/Up Selling [1.1.1.4.5]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.4.5 Cross/Up Selling

Brief Description

Ensure that the value of the relationship between the customer and service provider is maximized by selling additional, or more of the existing, products. **AM**

Extended description

The purpose of this process is to ensure that the value of the relationship between the customer and service provider is maximized by selling additional, or more of the existing, products. **AM**

([PS_TLM], 6 Basic Lead Processes)

([PS_TLM], 6.1 Lead Groups)

The ongoing analysis of customer trends (e.g. usage, problems, complaints) is used to identify when the current offerings may no longer be appropriate for the customer, or when the opportunity for a larger sale arises. Based on the data collected, more appropriate offerings should be recommended to the customer. **AM**

([PS_TLM], 6.1 Lead Groups)

4.1.3.6 Develop Sales Proposal [1.1.1.4.6]

LEVEL 3 PROCESS MAPPING DETAILS **1.1.1.4.6 Develop Sales Proposal**

Brief Description

Develop a sales proposal to respond to the customer's requirements **AM**

Developing a sales proposal either with standard offerings or with non-standard unique solutions is fully supported by Telaura Lead and Feasibility System.

Extended description

The purpose of this process is to develop a sales proposal to respond to the customer's requirements. This process commences following approval by the Qualify Customer process. **AM**

([PS_TLM], 7 Lead Life Cycle Management)

The development of a sales proposal may require the selection of a standard product offering, AM

([PS_TLM], 6 Basic Lead Processes)

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. In all cases, the processes are responsible for ascertaining the customer's requirements, determining the ability of the enterprise to support the customer requirements, and developing a proposal (or proposals) for the customer which meets the stated requirements. **AM**

([PS_TLM], 8 Lead Feasibility Process)

 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 the customer requirements are achieved. **AM**

The feasibility processes support assigning tasks to related departments in the enterprise according to the needs of the service provider. It is possible to add notes to the lead for meeting special requests of the customer.

([PS_TLM], 6 Basic Lead Processes)

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**

([PS_TLM], 8 Lead Feasibility Process)

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. **M**

In the feasibility processes, at the technical solution approval step, it is expected from responsible users that they manully trigger the the PLM processes in case the current standart offerings are not sufficient to meet the customer requirements.

([PS_TLM]**, 8.1.1 Stage 1: Planning)**

4.1.3.7 Manage Sales Accounts [1.1.1.4.7]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.4.7 Manage Sales Accounts

Brief Description

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

Telaura Lead and Feasibility Management System allows managing sales accounts and daily activities of their users by creating, scheduling and distributing lead activities to sales channels and their users.

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. **AM**

Telaura Lead and Feasibility Management allows associating sales channels to lead activities (e-mail, visit, phone call etc.). The system directs associated activities to the users of the related work groups belonging to the sales channels. The activities are scheduled by the sales admins and system notifies users about their activities via e-mail.

([PS_TLM], **6.1.3 Lead Activities)**

([PS_TLM], **5.3.1.6 Lead Activity Priorities)**

([PS_TLM], **5.3.1.8 Work Group Type Authorization)**

([IMG_LAD], **Lead Activity Details Screen)**

4.1.3.8 Supporting Evidence References (Works Cited)

PS_TLM   PS_TelauraLead&Feasibility Management_v1.pdf, Product Specification Document
        for Telaura Lead Management
IMG_LAD   Lead Activity Details Screenshot, Lead_Activity_Details_Screen.jpg

4.1.4　Order Handling [1.1.1.5] – Mapping Details

4.1.4.1　Determine Customer Order Feasibility [1.1.1.5.1]

<table>
<tr><td>LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.5.1 Determine Customer Order Feasibility</td></tr>
</table>

Brief Description

<mark>Check the availability and/or the feasibility of providing and supporting standard and customized product offerings where specified to a customer.</mark> **AM**

Telaura Sales and Order Management System ensures that order is feasible and valid before placing any kind of order. System performs service availability check and makes reservations if required to make sure the order will be successfully completed after it is dispatched. This validation is called at product configuration and provision step of the order entry.

Extended description

<mark>The purpose of the Determine Customer Order Feasibility process is to check the availability</mark> **A**

System performs a validation check at the end of every step of order entry phase of order lifecycle.

([PS_TSOM]**, The Order Management Lifecycle, Figure 2: Sales Order Lifecycle)**

[TSOM_D]**, SD_TSOM_OE_New Sales Sequence Diagram**

<mark>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.</mark> **AM**

At the product Configuration & Provision step, system uses product and service characteristic configurations (A) and providers and validators (AM) to check the feasibility of services requested by the customer.

([PS_TSOM]**, 4.1.1 Order Entry Steps)**

<mark>These processes invoke requests to SM&O provisioning processes to determine the availability and supportability of product offerings to a customer.</mark> **A**

At the order entry phase of order management, system performs an address based service availability check to make sure that the service is available in the provided address. Providers reserve necessary resources in the order to make sure that the order is going to be fulfilled succesfully after order entry phase. In the cancellation of orders, system releases the resources by calling related systems.

([PS_TSOM]**, 4.1.1 Order Entry Steps)**

([PS_TSOM]**, 4.1.1.4 Product Configuration and Provision Step)**

[TSOM_D], **SD_TSOM_OE_New Sales Sequence Diagram**

<mark>These processes are also responsible for determining whether the offering can be supported by other CRM processes.</mark> **A**

Telaura Product and Catalog Management system uses billing services to associate tariffs, discounts and commitments with the offers. In the order management lifecycle, when order is completed succesfully, information regarding activated products and their tariffs are sent to billing system.

([PS_TSOM]**, 4.1.2.4 Order Completion Notification)**

In the Order Closure step of the lifecyle, system updates customer and product inventory and notifies Supplier/Partner Management system to trigger a commission workflow.

([PS_TSOM]**, 4.1.2.5 Order Closure)**

Telaura Customer And Account Management system manages the customer inventory to start any business interactions regarding existing products of the customer.

([PS_TCAM]**, 9.1 Customer and Account Business Interactions)**

([PS_TCAM]**, 9.2 Customer Main Page)**

Telaura Sales and Order Management System creates the product instances when an order has been created. The product statuses are updated at different steps of the order handling phase. Telaura Sales and Order Management supports 'Complaint' type business interactions for any product instance that was created by the order handling processes. The complaint type business interactions should be handled by the related QoS/Assurance system.

([PS_TSOM]**, Table 3: Business Interaction Types)**

System supports giving priorities to the orders. It is possible to give the priority level depending on the SLAs associated with the offers (main offer). The priority of the order is managed at order level.

([PS_TSOM]**, 5.2 Customer and Service Orders)**

4.1.4.2 Authorize Credit [1.1.1.5.2]

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.5.2 Authorize Credit

Brief Description

Assess a customer's credit worthiness in support of managing customer risk and company exposure to bad debt **AM**

Telaura Sales and Order Management system has several functionalities to reduce the risk of bad debt of a service provider:

1. *Black List Check: Before placing any order, system will perform a black list check from the related system.*
2. *Credit Check: System checks the quote sum against the credibility of the customer from the related system.*
3. *Bad Debt Check: System allows defining rules for customers who do not pay their previous bills and performs these validations at the order entry.*
4. *Account Status Check: System does not allow a customer with an account status 'Suspended for Non Pay' purchase new products. This configuration may be done on Rule Engine.*

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. **AM**

Telaura Customer And Account Management system allows configuring credit and risk classes and credit limits for customers.

([PS_TCAM]**, 5.7.1 Customer Credit Classes:)**

This process is responsible for initiating customer credit checks and for authorizing credit and credit terms**A**

Telaura Sales and Order Management system performs a Black List check before any order can be given.
([PS_TSOM]**, 4.1.1.1   Credit Check Step)**

([TSOM_D]**, SD_TSOM_OE_New Sales Sequence Diagram)**

in accordance with established enterprise risk and policy guidelines **AM**

Telaura Customer and Account Management System stores credit classes and credit limits of customers and provides APIs for updating customer profiles for these values by external

business intelligence or analytics systems.

([PS_TCAM]**, 5.7.1 Customer Credit Classes)**

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.5.4 Track & Manage Customer Order Handling

Brief Description

Ensure customer provisioning activities are assigned, managed and tracked efficiently to meet the agreed committed availability date **AM**

Customer orders are differentiated into service orders by Telaura Sales and Order Management. In Telaura Product Catalog Management, catalogs are built in a bottom-up manner. At the bottom there are services and resources. On top of them, there are products. And at the highest level there are offers. Bundle offers may be used to package multiple offers. When an order is created, system enriches the order with all the information required for middleware to decide which path the order items should follow and what should be the sequence of service orders.

When an order is handed over middleware, Telaura Sales and Order Management tracks the order and updates its status if any notification is received from the middleware. System allows tracking the order and order items.

After the service orders have been finalized, Telaura Sales and Order Management updates contact information and triggers a commission workflows if necessary. If there is an installation in the service activation process, there may be a step to assign a task on a sales agent to get the confirmation of the customer to check that the installation was done properly.

The optional steps of an order flow are configured in the system. A commission or a confirmation workflow may be added to any kind of order depending on the sales channel the order is captured.

Extended description

The objective of the Track & Manage Customer Order Handling processes is to ensure customer provisioning activities are assigned, managed and tracked efficiently to meet the agreed committed availability date. **AM**

([PS_TSOM], **5.2 Customer and Service Orders)**

Responsibilities of these processes include, but are not limited to:

- · Scheduling, assigning and coordinating customer provisioning related activities; **AM**
  Telaura Sales and Order Management system tracks the service and resource provisioning activities related with the customer orders.
  ([PS_TSOM], **5.2 Customer and Service Orders)**
  *Telaura Workforce Management System handles any manual task related with the customer orde*r, like installatio of a CPE at customer site or wiring the customer premises.
  ([UG_TWM], **4 Main Principles of Telaura Workforce Management)**
  ([UG_TWM], **4.3.1 Installation Workflow)**
  Telaura Workforce Management System assigns the manual task to the proper work group

including users that have proper skills for performing the manual task.
([UG_TWM], 4.2 Assigning the Tasks to Relation Work Groups)
Telaura Workforce Management System also handles the scheduling of the appointments with the customer for manual tasks requiring to visit customer site.
([UG_TWM], 4.3.2.2.2 Scheduling Shipment Appointments)
Generating the respective service order creation request(s) to Issue Service Order**s** based on specific customer orders; **A**
([PS_TSOM], 5.2 Customer and Service Orders)
Escalat**i**ng status of customer orders in accordance with local policy; **AM([PS_TSOM], 5.2.1 Order Statuses), ([PS_TSOM], 5.2.2 Order Item Statuses)**

· Undertaking necessary tracking of the execution process; **AM**
([PS_TSOM], 5.2 Customer and Service Orders)
([PS_TSOM], 5.2.1 Order Statuses)

· Adding additional information to an existing customer order; **AM**
([AOS_TSOM], 2.2.2 Updating the In-Flight Order Information)

· Modifying information in an existing customer order; **AM([AOS_TSOM], 2.2.2 Updating the In-Flight Order Information)**

· Modifying the customer order status; **AM**
Undertaking necessary tracking of the execution process; **AM**

· Canceling a customer order when the initiating sales request is cancelled; **AM**
This process is supported if the Order is at Quote status or one of its sub statuses. System allows saving an order and updating or cancelling it later upon request of the customer. System also automatically expires the order after a defined period of time.
([PS_TSOM], 5.2.1 Order Statuses)
([PS_TSOM], 5.2.2 Order Item Statuses)

· Monitoring the jeopardy status of customer orders, and escalating customer orders as necessary; and **M**
System allows users to prepare reports for orders that are not completed within their normal duration.
([AOS_TSOM], 2.1Detecting Problematical Orders)

· Indicating completion of a customer order by modifying the customer order status. **A**
([PS_TSOM], 4.1.2.5 Order Closure)

Note that some specific product components may be delivered directly by suppliers/partners. In these cases the Track & Manage Customer Order Handling process is responsible for initiating requests, through S/P Requisition Management for the delivery by the supplier/partner of the specific product components. **A**

Teluara Work Organization Management System allows creating users and organization

structure for 3rd party companies whose users interact with the system at any step of the order handling.

([PS_TWOM], 5.1 Work Organization)

Telaura Work Force Management System allows creating manual task flows if required during order management processes. Once the S/P users, their authorizations, roles and work groups are defined, Telaura Workforce Management system supports assigning manual tasks to users belonging to external organizations. The examples of these manual tasks may be a shipment, an installation, or a training activity delivered by the 3rd party company. When a S/P company responsible for providing spesific service or a product component, Telura Workforce Management system handles the creation of manual tasks related with the order.

([UG_TWM], 4 Main Principles of Telaura Workforce Management)
([UG_TWM], 4.2 Assigning the Tasks to Relation Work Groups)

4.1.4.4 Complete Customer Order [1.1.1.5.5]

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.5.5 - Complete Customer Order

Brief Description

Manage customer information and interactions after customer contracts or associated service orders have been finalized and during the order completion phase **AM**

After the service orders have been finalized, Telaura Sales and Order Management updates contact information and triggers a commission workflow if necessary. If there is an installation in the service activation process, there may be a step to assign a task on a sales agent to get the confirmation of the customer to check that the installation was done properly.

The optional steps are configured in the system. A commission or a confirmation task may be added to any kind of order depending on the sales channel the order is captured.

Extended description

The purpose of the Complete Customer Order processes is to manage customer information and interactions after customer contracts or associated service orders have been finalized and during the order completion phase. **A**

([PS_TSOM]**, 4.1.2.5 Order Closure)**

The customer may participate in commissioning or end-to-end testing and then satisfactory delivery. **AM**
After every installation workflow, a task is created to get the approval of the customer regarding the installation work at the customer site. Installation/Shipment Tasks include shipping user manuals for the products and services given to the customer. The manual tasks include giving the required trainings to the customer at customer site.

([PS_TSOM]**, 6.7 Setting up Offers)**

([UG_TWM]**, 4.3.1 Installation Workflow)**([UG_TWM]**, 4.3.2 Shipment Workflow)**

These processes are responsible for ensuring that any customer information required by other CRM processes is updated as part of the customer order completion. **A**

([PS_TSOM]**, 4.1.2.5 Order Closure)**

4.1.4.5 Issue Customer Orders [1.1.1.5.6]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.5.6 - Issue Customer Orders

Brief Description

Issue correct and complete customer orders **AM**

Telaura Sales and Order Management ensures the validity and the integrity of an order by performing necessary validations and by populating required information about customer, customer accounts, products, product characteristic values and product relations at the order entry process.

Extended description

The purpose of the Issue Customer Orders processes is to issue correct and complete customer orders. These processes ensure that all necessary information about the Customer Order (for example, type of product, install address, special requirements, etc.) is available.**A**

Telaura Sales and Order Management ensures the validity and the integrity of an order by performing necessary validation and populating required information about customer, customer accounts, products and product relations at the order entry process.

([PS_TSOM], **4.1.1.6 Account Configuration Step)**

([PS_TSOM], **4.1.1.7 Order Confirmation)**

([PS_TSOM], **4.1.2.1 Order Enrichment)**

([PS_TSOM], **5.2 Customer and Service Orders)**

([PS_TSOM], **5.2.2 Order Items)**

The customer orders may be required to satisfy pertinent customer requests from the Selling processes (in particular taking into account the purchase order from Negotiate Sales), **AM**

([PS_TLM], **7.1.3 Lead Sub Status: Ready for Sale)**

([PS_TSOM], **5.2.2 Order Items)**

may arise as a result of requests for customer provisioning activity to satisfy customer problem restoration activities, may arise to alleviate customer performance issues. **AM**

([PS_TSOM], **Table 7: Order Types)**

These processes assess the information contained in the customer order relating to the

sales request **A**

([PS_TSOM], **4 About Sales and Order Management)**

([PS_TSOM], **5.2 Customer and Service Orders)**

([PS_TSOM], **Table 7: Order Types)**

or initiating customer process request to determine the associated customer orders that need to be issued. **A**

([PS_TSOM], **Table 8: Order Statuses, Please Check Pending Dispatch Order Status Explanation)**

The issued customer order may require a feasibility assessment, **A**

The Rule Engine supports adding Product Configuration Rules and Proposal Rules at any Step of the Order Lifecycle.These rules may depend on services/resources, products and offers exist in the order.System can be configured to add a manual task and related task assignments will be handled by the Rule Engine depending on the configurations.

([PS_TSOM], **7 Rules Engine)**

may require new provisioning activities, **A**

When a characteristic required for a product associated with a provider class, Telaura Product Catalog Management System allows configuring when to capture the value of this field. System allows selecting at which step of the order this characteristic value should be provided. Provider Classes are used for provisioning purposes. Product Characteristics form the base of product specifications.

([PS_TSOM], **6.6 Setting up Product Characteristics)**

([PS_TPCM], **5.4 Product Specification)**

may require a change to a previously issued customer order, **A**

Some of the business interactions in Telaura Sales and Order Management automatically creates update/cancel/change processes for previously sent orders.

([PS_TSOM], **5.2 Customer and Service Orders)**

([BP_TSOM], **Product Freeze Change Order)**

or may require cancellation of a previously initiated customer order. **A**

([BP_TSOM], **Porduct Defreeze Order)**

The customer order may also relate to the cancellation of previously purchased specific services. **A**

([BP_TSOM]**, Product Move Order)**

Where, the initiating request for a purchased product offering has a standard customer order this process is responsible for issuing the customer order, and for creating a record of the relevant initiating sales request and the associated customer order. **A**

([PS_TSOM]**, 4.1 The Order Management Lifecycle)**

([PS_TSOM]**, 5.2 Customer and Service Orders)**

Where the initiating request for a purchased product offering has special or unusual requirements, and a specific feasibility assessment has been previously undertaken, this process is responsible for issuing the customer order, and for creating a record of the relevant initiating request information and the associated customer order. **M**

Telaura Sales and Order Management System support a special assesment process for any type of business interaction upon configuration. Special assesment should be perfomed by the user manually at the order approval step .

([PS_TSOM]**, 6.1.1 Setting Up Business Interactions and Sales Channels)**

Where the initiating request for a purchased product offering has special or unusual requirements, and a specific feasibility assessment has not been previously undertaken, this process marks the issued customer order as requiring special handling,**AM**

In Telaura, Order Management Processes are connected to Lead and Feasibility Processes. In case an order requires a special handling, system automatically creates a sales lead. Telaura Lead Management System supports creating special offers for customers and triggers feasibility processes if necessary. Once the feasibility assesment done, Telaura Lead Management System hands over the quote back to Telaura Sales and Order Management System for Order Handling.

([PS_TLM]**, 7.1.3 Lead Sub Status: Ready for Sale)**

([PS_TLM]**, 8 Lead Feasibility Process)**

and passes management for further processing to the Track & Manage Customer Order Handling process. **AM**

System does not pass the orders requiring special handling to Track&Manage Customer Order Handling processes but to feasibility assesment process.

The orchestration, if required, and tracking of the customer order progress is the responsibility of the Track & Manage Customer Order Handling processes.**AM**

This is handled by 1.1.1.5.4 Track & Manage Customer Order Handling process, as explained

in related section in this document.

4.1.4.6 Report Customer Order Handling [1.1.1.5.7]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.5.7 - Report Customer Order Handling

Brief Description

Monitor the status of customer orders, provide notifications of any changes and provide management reports. **AM**

Telaura Sales and Order Management System allows monitoring the orders and tracks the statuses of the orders throughout their lifecycle.

Extended description

The objective of the Report Customer Order Handling processes is to monitor the status of customer orders, **AM**

Telaura Sales and Order Management System allows monitoring(AM) the orders and tracks(A) the statuses of the orders.

(**[UG_TSOM], 3.1.1.3 Viewing Customer Orders)**

(**[UG_TSOM], 3.1.1.4 Viewing My Orders (Sales Agents))**

(**[PS_TSOM], 5.2.1 Order Statuses)**

provide notifications of any changes **AM**

System provides an interface for related users (CSRs, Call Center Agents, Sales Admins) to monitor the order statuses real-time.

(**[UG_TSOM], 3.1.1.3 Viewing Customer Orders)**

(**[UG_TSOM], 3.1.1.4 Viewing My Orders (Sales Agents))**

and provide management reports. **AM**

(**[KUG_TSOM_R], 2 Overview)**

These processes are responsible for continuously monitoring the status of customer orders and managing notifications to processes and other parties registered to receive notifications of any status changes.**AM**

System provides an interface for managers to monitor the order statuses real-time.

(**[KUG_TSOM_R], 2.1 Generic Order Report)**

(**[KUG_TSOM_R], 2.2 Sales Report)**

Notification lists are managed and maintained by the Support Order Handling processes. These processes 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. These

specialized summaries could be specific reports required by specific customers. **AM**

System provides access to all order related information. Specialized reports can be taken by setting different search criterias and filters. System allows producing excel sheets for different views.

(**[KUG_TSOM_R]**, **2.1 Generic Order Report**)

(**[KUG_TSOM_R]**, **2.2 Sales Report**)

4.1.4.7 Close Customer Order [1.1.1.5.8]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.5.8 - Close Customer Order

Brief Description

Close a customer order when the customer provisioning activities have been completed. 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. **A**

When all service orders related with a customer order is completed, Telaura Sales and Order Management System performs order closure tasks if necessary and updates the customer order status.

Extended description

The objective of the Close Customer Order processes is to close a customer order when the customer provisioning activities have been completed. **A**

(**[PS_TSOM]**, **4.1.2.4 Order Completion Notification**)

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. **A**

(**[PS_TSOM]**, **4.1.2.5Order Closure**)

4.1.4.8 Supporting Evidence References (Works Cited)

PS_TSOM   PS_TelauraSalesandOrderManagement_v1.0.0 .pdf, Product Specification Document for Telaura Sales and Order Management

PS_TCAM   Product Specification Document for Telaura Customer and Account Management

[TSOM_D]   TSOM_Diagrams.oom, Telaura Sales And Order Management Diagrams

[AOS_TSOM]   AOS_TelauraSalesandOrderManagement_InFlightOrders_v1.0.0.pdf, Application and Operation Support Document for In-Flight Order Updates.

UG_TWM   FR-PT02.04-R01 Telaura_Workforce Management_v3.2.5.pdf, Key User Guide For Telaura Workforce Management System.

PS_TLM   PS_TelauraLead&Feasibility Management_v1.pdf.pdf, Product Specification Document for Telaura Lead Management

[PS_TPCM]   PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification Document for Telaura Product Catalog Management

[BP_TSOM]   TSOM_BusinessProcesses.bpm, Activity and Process Flow Diagrams for Telaura Sales and Order Management.

UG_TSOM   FR-PT02.04-R01 Telaura_Sales_and_Order_Management_v3.4.1.9.docx, Telaura Sales and Order Management Key User Guide

KUG_TSOM_R   PS_TelauraSalesandOrderManagement_Reports_v1.0.0.pdf, Product Specification Document, Telaura Sales and Order Management Reports.

PS_TWOM   PS_TelauraWorkOrganizationManagement_v1.0.0.pdf, Product Specification Document, Telaura Work Organization Management.

4.1.5 Retention & Loyalty [1.1.1.9] - Mapping Details

4.1.5.1 Establish & Terminate Customer Relationship [1.1.1.9.1]

<table>
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LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.9.1 Establish & Terminate Customer Relationship
</td></tr>
</table>

Brief Description

Verify the customer identity, manage the customer identity across the Enterprise, and manage termination as appropriate **AM**

Telaura Customer and Account Management system is the system which manages the customer lifecycle, so it is responsible for creation and termination of customer relationship according to the rules defined in the system.

Extended description

The purpose of this process is to verify that the customer is who they claim they are. **A**

Depending on the "party role", system performs a validation check to match the customer data with the information provided by local authorities' databases.

([PS_TCAM], **5.8.1 Customer Identification Process)**

([PS_TCAM], **5.8.1.1 Personal/Corporate Identification Information Step)**

 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. **AM**

([PS_TCAM], **5.8.1.1 Personal/Corporate Identification Information Step)**

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. **A**

([PS_TCAM], **5.8.2 Inactive and Prospect Customers)**

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. **A**

Telaura Customer and Account Management System does not allow creating a new customer is the identifier fields like National Identity Number, or Tax Number exists in the system. Before creating a customer system checks the customer database for existing customers.

([PS_TCAM]**, 5.8.1.1 Personal/Corporate Identification Information Step)**

([PS_TCAM]**, 5.8.2 Inactive and Prospect Customers)**

Establish and verify the Identity, issue a unique Identifier and Authentication information **AM**

([PS_TCAM]**, 5.8.1.1Personal/Corporate Identification Information Step)**

Significant customer life-stage events or business decisions by the Service Provider cause one or both parties to terminate the relationship. **A**

([PS_TCAM]**, 5.8.5.2 Billing Account Status Update)**

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 **A**

([PS_TCAM]**, 5.8.2 Inactive and Prospect Customers)**

This process is also used to 'clean-up' duplicates of customer identifying information that may exist within the organization **AM**

([PS_TCAM]**, 8 Customer Merge Operations)**

Profile and preference information for terminated customer relationships is archived if acceptable to the customer. **AM**

([PS_TCAM]**, 5.8.2 Inactive and Prospect Customers)**

All relevant parties are informed of the ended relationship. Other processes are triggered to dismantle the customer solution and servicing arrangements as necessary. **A**

([PS_TCAM]**, 5.8.2.1 Transferring the Customer Termination to the Middleware)**

4.1.5.2 Build Customer Insight [1.1.1.9.2]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.9.2 Build Customer Insight

Brief Description

Ensure that Service Provider and the customer feel confident that the relationship is founded on up-to-date, accurate and legally compliant information **AM**

Telaura Customer and Account Management System

Extended description

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. **A**

([PS_TCAM]**, 5.8.1.1 Personal/Corporate Identification Information Step)**

System performs address validations for every time a business interaction is done.

([PS_TCAM]**, 5.8.1.3 Acquisition of Address Information)**

The Service Provider will 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). **AM**

([PS_TCAM]**, 5.7 Customer Profiles)**

Customer and market information from other sources may be gathered, which will build a better understanding of the customer. Customer Information must be made available 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. **AM**

Telaura Customer and Account Management allows viewing demographic information, products, assets, orders, interactions(notes, requests,information), relations, end-users, billing accounts, billing profiles, groups, communities and segments of a customer at customer main page. Most of this information is provided by the related systems via interfaces.

Telaura Customer and Account Management supports creating, updating, inquiring customers and customer related data through its APIs.

([PS_TCAM]**, 9.2 Customer Main Page)**

LEVEL 3 PROCESS MAPPING DETAILS

1.1.1.9.3 Analyze & Manage Customer Risk

Brief Description

Ensure that a consistent customer risk assessment is used across the Enterprise and ensure that risk analysis is based on information collected from all processes. **AM**

Telaura Customer and Account Management System support risk analysis by providing:

- *Dynamic profiling of customers.*
- *Defining and associating credit and risk classes with the customers.*

In addition Telaura Churn & Retention Management Sytem allows creating customer risk value ranges and processes the customers depending on their risk scores.

Extended description

The purpose of this process is to ensure that risk analysis is based on information collected from all processes and that consistent risk assessment is used across the Enterprise. **AM**

([PS_TCAM], **5.7.1 Customer Credit Classes)**

([PS_TCAM], **5.7.2 Customer Risk Profiles)**

([PS_TCRM], **5.1.5 Defining Value Ranges for Churn)**

Its purpose is also to track and improve Operations, target and win the right customers and improves Sales Conversion rate. **AM**

([PS_TCRM], **4.1 The Churn & Retention Management Lifecycle)**

([PS_TCRM], **4 About Churn And Retention Management)**

 It determines the credit risk, fraud risk, influence risk, and churn risk. It identifies treatments to manage these risks and focuses on using customer information. **AM**

Telaura Churn & Retention Management uses customer information to evaluate the risks and allows treating customers differently depending on the customer profiles.

([PS_TCRM], **5.1.2 Retention Actions)**

4.1.5.4 Personalize Customer Profile for Retention & Loyalty [1.1.1.9.4]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.9.4 Personalize Customer Profile for Retention & Loyalty

Brief Description

Provide the personalization opportunities for customers that will encourage them not to switch to another Service Provider **AM**

Telaura Churn and Retention Management System supports personalizations of customer profiles for churn activities.

Extended description

The purpose of this process is to provide the personalization opportunities for customers that will encourage them not to switch to another Service Provider. Personalization allows delivery of services that more closely match the customer's need. Collection of Personalization Information also discourages switching since the customer would have to build up the same Personalized experience with the next Service Provider.

- Business Planning is essential to allow the Service Provider to match the customer's future retention needs and potential acquisition needs, rather than just continuing with today's known needs. **AM**

([PS_TCRM], **5.1.3 Definition of Service/Resource Relations)**

([PS_TCRM], **5.1.4 Definition of Profile Filters:)**

Telaura Churn and Retention Management System supports creating churn profiles for the customers so that these customers may be treated specially. It is possible to observe the interaction history of these customers and prevent others in same profile from repeating similar actions. Telaura Customer and Account Management and Teluara Churn and Retention Management Systems supports similar precaution techniques excluding the processes like deciding the customer profiles, and observing the customer interactions. Other pattern recognition or Complex Event Processing methods can be used on the customer database manually to identify customers who may need special treatment in the future.

M

- Loyalty schemes allow tangible benefits to be offered to good customers in a mass-market. **AM**

Telaura Customer and Account Management supports assigning Loyalty Schemes to the customers.

([PS_TCAM], **5.7 Customer Profiles)**

- The process aims to ensure that all information is gathered and used to make the best decisions to retain those customers the Service Provider wants to retain, heighten satisfaction and maintain profitability. **AM**

Telaura Customer and Account Management allows creating dynamic customer profile according to the needs of the operators, so that the most important customer information can be stored from operator's point of view. System allows creating surveys and updating customer profile according to answers of the customers. The surveys are also used to gather information like customer opinions or wishes.

([PS_TCAM]**, 5.7.3 Acquiring Profile Information)**

This process provides a source of data for performing loyalty and retention marketing campaigns, for retaining existing customers, promoting customer loyalty, winning back customers who have left. **AM**

Telaura Churn and Retention Management supports creating customer profiles to identify customers who will undergo churn&retention processes. System creates activities to prevent these customers from leaving or to increase their loyalty.

([PS_TCRM]**, 4 About Churn & Retention Management)**

It utilizes predictive modeling software to analyze an account, and to return relevant scores, such as: churn score, up-sell score, cross-sell score, bad debt score and customer lifetime value score. Moreover it utilizes scores for customer analysis and marketing campaign purposes. **AM**

Telaura Customer and Account Management System keeps Customer Credit Classes, Customer Risk Classes, Customer Value Segment Score, Customer Behaviour Segment, and many more information regarding the value of the customer for an operator. In addition it is possible to add any customer field according to the requirements of a CSP. The analysis or assessment of these values should be done with related tools(out of the system) and the scores should be updated as necessary. Telaura Customer and Account Management System provides input data for these tools and supports updating customer profile values at the end of assesment processes.

([PS_TCAM]**, 5.7 Customer Profiles)**

([PS_TCAM]**, 5.7.1 Customer Credit Classes)**

([PS_TCAM]**, 5.7.2 Customer Risk Profiles)**

4.1.5.5 Validate Customer Satisfaction [1.1.1.9.5]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.1.9.5 Validate Customer Satisfaction

Brief Description

Validate that predicted/expected value is delivered by the solution and initialize the after-sales processes (billing and assurance) **AM**

Telaura Churn and Retention Management System supports tasks for validating customer satisfaction at the end of the churn or the retention processes.

Extended description

The purpose of this process is to validate that predicted/expected value is delivered by the solution

In Telaura CRM Suite, it is possible to validate customer satisfaction or the quality of the solution provided to the customer by several methods:

1. *It is possible to create customer surveys and apply it to the customers*
   ([PS_TCAM]*, **5.7.3 Acquiring Profile Information**)*
2. *It is possible to invoke confirmation workflows after manual tasks are performed (like installation task) by suppliers/partners or an internal workforce.*
   ([UG_TWM]*, **4.3.1 Installation Workflow**)*
3. *After churn processes depending on the configuration*
   ([PS_TCRM]*, **5.1.15 Closing Churn&Retention Processes**)*

and that the after-sales processes (billing and assurance) are initialized. **A**

Th initialization of billing and assurance processes can be done at any point during business interactions since systems informs the middleware about the status updates of the business interaction instances.

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.

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**

System allows creating installation tasks(including customer trainings) if necessary for a service. If there is an installation task for a service Telaura Workforce Management system will handle these processes an as the last step, system assign a task on a related work group to call the customer and receive her confirmation. If the confirmation is not received, system informs middleware to create a trouble ticket. Otherwise, the service activation is completed by informing the billing system.

These processes are handled in cooperation withTelura Product and Catalog Management , Telaura Sales and Order Management, Telaura Workforce Management and the SOA middleware.

Telaura Product and Catalog Management System allows marking a service as 'Requires Installation'.

([PS_TPCM]**, 7.5.1 Simple Offers)**

Telaura Product Catalog Management System allows associating documents with the offers including operation manuals.

([PS_TSOM]**, 6.3 Setting up Services)**

Telaura Workforce Management System supports creating customer confirmation task at the end of any business interaction upon configuration.

([UG_TWM]**, 4.3 Shipment and Installation Workflows)**

Telaura Churn and Retention Management System supports tasks for validating customer satisfaction at the end of the churn or the retention processes.

([PS_TCRM]**, 5.1.15 Closing Churn&Retention Processes)**

4.1.5.6 Supporting Evidence References (Works Cited)

PS_TCAM   Product Specification Document for Telaura Customer and Account Management

PS_TCRM   PS_TelauraChurn&RetentionManagement_v1.1.1.pdf, Product Specification Document, Telaura Churn and Retention Management

UG_TWM   FR-PT02.04-R01 Telaura_Workforce Management_v3.2.5.pdf, Key User Guide For Telaura Workforce Management System.

[PS_TPCM]   PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification Document for Telaura Product Catalog Management

PS_TSOM   PS_TelauraSalesandOrderManagement_v1.0.0 .pdf, Product Specification Document for Telaura Sales and Order Management

4.2 Service Management & Operations [1.1.2]

4.2.1 Service Configuration & Activation [1.1.2.2] - Mapping Details

4.2.1.1 Design Solution [1.1.2.2.1]

LEVEL 3 PROCESS MAPPING DETAILS 1.1.2.2.1 Design Solution

Brief Description

Develop an end-end specific service design which complies with a particular customer's requirement **AM**

Telaura Lead and Feasibility Management System supports designing customer specific solutions, with all of its aspects like its CPE requirements, infrastructure, risks and also allows arranging all technical prerequisites to meet the customer's requirements.

Telaura Lead and Feasibility Management handles the designed solution to Telaura Product and Catalog Management (M) to actually configure services and resources and products. After the specific solution is defined in the product catalog with all its requirements(M), it is possible to sell and manage the activated products by Order Handling processes of Telaura Sales and Order Management(A).

Extended description

The purpose of the Design Solution processes is to develop an end-end specific service design which complies with a particular customer's requirement. These processes are invoked when a customer order requires special or unusual end-end service arrangements, which are not able to be satisfied using standard service arrangements. These processes may be invoked as part of a service feasibility assessment, or as a result of a confirmed customer order.   **AM**

Telaura Lead and Feasibility Management System handles feasibility processes like planning, risk management, costs, infrastructure and CPE requirements for a customer specific service. The processes are invoked in the Feasibility Processes of the Telaura Lead and Feasibility Management System.

([PS_TLM], **8 Lead Feasibility Process**)

The responsibilities of these processes include, but are not limited to:

· Developing an overall service solution design for a particular customer, including customer premises equipment, **AM**

([PS_TLM], **8.1.1 Stage 1: Planning**)

 operational methods, resource assignments **AM**

([PS_TLM], **7 Lead Life Cycle Management**)

and pre-order feasibility; **M**

Feasibility Processes are handled by Telaura Lead and Feasibility System. This process supports invoking SM&O processes manually after the identification of technical solution.

([PS_TLM]**, 8 Lead Feasibility Process)**

· Developing an implementation plan considering training and operational support measures and needs, such as the proper parameter information for the Service Quality Management process; **AM**

Telaura Lead and Feasibility Management System's feasibility assessment process includes planning and scheduling the effort and resources necessary for meeting the customer's requirements. The KPIs should be delivered to Service Quality Management processes manually.

([PS_TLM]**, 7 Lead Life Cycle Management)**

· Consideration of current and future service and underlying resources infrastructure,

([PS_TLM]**, 8.1.3 Stage 3: Infrastructure)**

as well as expected solution results, budget, duration and risks;

([SS_FCS]**, Feasibility Confirmation Screen)**

([EX_MEF]**, Example Feasibility Excel Sheet)**

([SS_MEF_1]**, Feasibility Excel Screenshot)**

· Consideration of the time schedule according with customer requirements;

([PS_TLM]**, 8.1.1 Stage 1: Planning)**

· Ensure service and provisioning efficiency;

· Undertaking a business assessment, ensuring an appropriate time-to-revenue as a result of the service and underlying resource investment; and· Developing a detailed design identifying the relevant service orders to be issued to the Implement, Configure & Activate Service process and the Allocate Specific Service Parameters to Services processes.

([SS_MEF_2]**, Feasibility Excel Screenshot)**

A specific service design may require inclusion of some or all of the above aspects depending on whether the service design is being undertaken as part of a feasibility assessment, or is being developed as a result of a committed customer order. **AM**

Telaura Lead and Feasibility Management System allows creating flexible Excel based feasibility templates for feasibility assessment processes. By creating templates, the sales/project managers may decide on which fields a feasibility assessment document should have. These templates are filled

by sales representatives and are stored in the system. After the sales representative updates the lead status, system forwards the excel based feasibility documents to the authorized users for their approval.

([SS_ANFT]**,Adding New Feasibility Template)**

([PS_TLM]**, 7 Lead Life Cycle Management)**

 ([PS_TLM]**, 4 About Lead & Feasibility Management)**

([PS_TLM]**, 5.3.1.8 Work Group Type Authorization)**

==These processes invoke requests to RM&O provisioning processes to determine the availability of suitable specific resources,== **M**

Telaura Lead and Feasibility Management System supports invoking RM&O processes manually after the feasibility processes are completed

 ==or to suppliers /partners though the S/PRM process in the event that the service design requires either the inclusion of outsourced or partner provided specific services.== **AM**

In case the service design requires inclusion of outsources or partners, system requires that they are defined in Telaura Work Organization Management &Telaura User Management Systems. The work groups should be created for these external organizations so that they can take part in feasibility assessment/approval steps. System does not support commissioning of these external parties or supplier/partner contract management for feasibility processes.

([PS_TWOM]**, 5.1 Work Organization)**

([PS_TWOM]**, 5.2 Work Groups)**

4.2.1.2 Allocate Specific Service Parameters to Services [1.1.2.2.2]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.2.2.2 Allocate Specific Service Parameters to Services

Brief Description

Issue service identifiers for new services.**AM**

Reserving, allocating and releasing service parameters to service instances are done by adding service characteristics at the service specification in Telaura Product Catalog Management and associating validator classes with these characteristics. Telaura Sales and Order Management System invokes the validators and providers associated to the characteristics during activation and deactivation of services.

([PS_TSOM], **6.6 Setting up Product Characteristics)**

([PS_TPCM], **6.1.2.1 Validator Set up)**

Extended description

The purpose of the Allocate Specific Service Parameters to Services processes is to issue service identifiers for new services. **AM**

Telaura Product and Catalog Management System allows defining services by specifying service attributes and assigning characteristics to services.

([PS_TSOM], **Table 15: Service Specification Configuration)**

Where the Allocate Specific Service Parameters to Services processes are requested by a pre-feasibility service order, or by the Design Services processes, these processes determine whether the requested service parameters are available. **AM**

The services may be designed for designing customer specific services following feasibility processes. This step is mandatory before converting a feasibility data into an order. If the service characteristics and their validators are configured, it is possible to make a service availability check before placing any order.

([PS_TSOM], **6.6 Setting up Product Characteristics)**

Depending on business rules, and on any specific levels of commitment contained in the initiating service order or service design request, these processes may reserve specific service parameters linked to the initiating service order or service design request for a period of time, and releasing them when the time period has expired. **A**

Telaura Sales and Order Management System makes a reservation call to the Product and Catalog Management System at the order entry phase of the order management system. Sales and Order Management, in case of the cancellation of the order, send a release call to

Product and Catalog Management System regarding services in the customer order.

([PS_TPCM]**, 6.1.2.1 Validator Set up)**

These processes are responsible for creating a response to the initiating processes with respect to the feasibility assessment. **A**

Telaura Sales and Order Management System informs Lead and Feasibility Management System when an order initiated from a pre-sales or feasibility process is completed (successfully or unsuccessfully)

([PS_TSOM]**, 5.2.2 Order Items)**

Where the Allocate Specific Service Parameters to Services processes are requested by a service order issued in response to a confirmed customer order, these processes are responsible for allocating the specific service parameters required to satisfy the initiating service order. Any previously reserved specific service parameters are marked as allocated. **AM**

Depending on the validators associated with them, service characteristics are updated by Telaura Product Catalog Management system as 'reserved' in the service activation process.

([PS_TPCM]**, 6.1.2.1 Validator Set up)**

LEVEL 3 PROCESS MAPPING DETAILS

1.1.2.2.10 Recover Service

Brief Description

Recover specific services that are no longer required by customers. **AM**

Service Termination upon customer's or operator's request is handled by Telaura Sales and Order Management System. The system after follows the service orders until all service order items are cancelled, and services are recovered by Cancel order type.

([PS_TSOM]**, Table 7: Order Types)**

Telaura Sales and Order Management System informs related inventory systems to release resources allocated for the service like IP numbers, DSLAM ports or geographic numbers. Telaura Product and Catalog Management System defines how and when the resources related to the services are released. This functionality is enabled using service characteristics and associated validator classes. These validators are configured in order to inform Order Handling processes about how a service should be deactivated.

([PS_TPCM]**, 6.1.2.1 Validator Set up)**

Extended description

The responsibility of the Recover Service processes is to recover specific services that are no longer required by customers. These processes follow recovery plans specified by the supplier/partner, or against recovery plans developed by the service provider. **AM**

Telaura Product and Catalog Management allows defining services. In the service definition, service cancellation related information is also configured. The validators associated with the service characteristics are used for invoking recovery processes at the order handling phase.

([PS_TPCM]**, 6.1.2.1 Validator Set up)**

([PS_TSOM]**, Table 7: Order Types)**

Where appropriate recovery plans are not available these processes are responsible for developing appropriate recovery plans. **AM**

Telaura Product and Catalog Management System supports creating recovery plans by service specification, service relations and service characteristics configurations. Service specification allows defining the network the service is running so that Telaura Sales and Order Management System sends related service orders to their platforms. Dependent Service Configuration is used for marking services as dependent service. These services are

cancelled if a cancel order is given to their parent services.

([PS_TSOM]**, Table 15: Service Specification Configuration)**

Service-Service Relations are used for establishing relations like 'requires' or 'excludes' between services. These definitions may have impacts on service cancellation. (For example if a required service may not be allowed to be cancelled by itself)

Order handling processes use service-service, service-resource relations or product dependencies defined in the product catalog to create the termination orders(or any kind of order regarding the products). Product Catalog allows associating provision flows for termination of services(service-business interaction relations). For example, if product A is a dependent product that requires product B(service-service or product-service relations), in case a termination request for the product B, order management system automatically creates a termination order for product A too, and calls termination flows for both underlying services. Also, if the dependent product is an equipment belongs to the operator, system supports triggering a workflow for collecting the equipment from customer site.

([PS_TSOM]**, 6.3.2 Relations Between Services and Resources)**

([PS_TSOM]**, Table 17: Service-Business Interaction Configuration)**

Where recovery of services is likely to impact other in-use specific services, this process is responsible for providing appropriate notification of the recovery proposal and ensuring authorization is received to proceed with the recovery plan. **AM**

Once a service is cancelled depending on the service-service or service-resource relations or related service instances are included in the cancellation order.

([PS_TSOM]**, Table 15: Service Specification Configuration)**

When the recovery activity is about to commence, these processes are responsible for notifying when recovery work is commencing and when it is completed. **A**

Cancel orders are managed and tracked by Telaura Sales and Order Management. Telaura Product Catalog Management is informed by Telaura Sales and Order Management when the product inventory should be updated in the order lifecycle during any type of order (including cancellation order).

Order handling processes use service-service, service-resource relations or product dependencies defined in the product catalog to create the termination orders(or any kind of order regarding the products).

([PS_TSOM]**, 4.1.1.4 Product Configuration and Provision Step)**

([PS_TSOM]**, 4.1.2.5 Order Closure)**

([SS_TO]**, Cancel Order Screen Shot)**

<mark>When recovered, the specific services and/or associated service specific parameters will be marked as unallocated.</mark> **AM**

Depending on the validators associated with them, service characteristics are updated by Telaura Product Catalog Management system as 'released' or 'free'

([PS_TPCM]**, 6.1.2.1 Validator Set up)**

4.2.1.4 Supporting Evidence References (Works Cited)

PS_TSOM   Product Specification Document for Telaura Sales and Order
                    Management

[PS_TPCM]   PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product
                    Specification Document for Telaura Product Catalog Management

PS_TLM   PS_TelauraLead&Feasibility Management_v1.pdf.pdf, Product
                    Specification Document for Telaura Lead Management

SS_FCS   Feasibility_Confirmation_Screen.jpg, Telaura Lead and Feasibility
                    Management System, Feasibility Confirmation Screen Capture

EX_MEF   MetroEthernetFeasibility.xlsx, A sample feasibility assessment project for
                    metro Ethernet service.

[SS_MEF_1]   Excel_Sheet_Translation_1.jpg, The screenshot from the excel sheet
                    [EX_MEF]

[SS_MEF_2]   Excel_Sheet_Translation_2.jpg, The screenshot from the excel sheet
                    [EX_MEF]

[SS_ANFT]   Adding_New_Feasibility_Template.jpg, Screen shot from Telaura Lead
                    and Feasibility Management System

PS_TWOM   PS_TelauraWorkOrganizationManagement_v1.0.0.pdf, Product
                    Specification Document for Telaura Work Organization Management
                    System.

SS_TO   TerminationOrder.jpg, Screenshot from Telaura Sales and Order
                    Management Cancel Order GUI.

4.3 Resource Management & Operations [1.1.3]

4.3.1 Resource Provisioning [1.1.3.2] – Mapping Details

4.3.1.1 Allocate & Install Resource [1.1.3.2.1]

LEVEL 3 PROCESS MAPPING DETAILS
1.1.3.2.1 Allocate & Install Resource

Brief Description

Allocate specific resources required to support a specific service **AM**

Telaura Sales and Order Management System supports allocation of resources required to activate a service using the configurations done in the Telaura Product Catalog Management System.

Extended description

The objective of the Allocate & Deliver Resource processes is to allocate specific resources required to support a specific service.

These activities include but are not limited to:

· Investigating the ability to be able to satisfy specific service orders as a part of a feasibility check; **AM**

Investigating the order feasibility is a responsibility of Telaura Sales and Order Management. According the service-resource specifications and characteristic configuration done in Telaura Product Catalog Management System, Sales and Order Management performs required validations and availability checks during the order entry.

1. *Configuring Service-Resource Relations*
   ([PS_TSOM], **6.3.2 Relations Between Services and Resources)**
2. *Configuring Service & Resource Specifications*
   ([PS_TSOM], **Table 15: Service Specification Configuration)**
   ([PS_TPCM], **7.2 Down to Up Product Offering Creation derived from Service Specs)**
   ([PS_TPCM], **7.3 Down to Up Product Offering Creation derived from Resource Specs)**
3. *Assigning service characteristics to services&products*
   ([PS_TPCM], **7.4 Product Specifications)**
4. *Assigning Validators and Providers to Characteristics*
   ([PS_TPCM], **7.4 Product Specifications)**
   ([PS_TPCM], **6.1.2.1 Validator Set up)**
   ([PS_TSOM], **6.6 Setting up Product Characteristics)**

· Reserving or allocating specific resources in response to issued resource orders; **AM**

Validators and Providers are used to make necessary checks and reservations in the order entry phase. If there is a specific resource like number, CPE, port, etc., a CPE characteristic(for example) should be associated with a provider, which in the order entry time will invoke a function to get a

serial number for the CPE inventory/warehouse system if available. If not, validator will return a (error) message to inform the user. When a validator is not satisfied, Telaura Sales and Order Management does not allow proceeding with the order(this configuration is optional, it is possible to place the order even if there is not available resources, assuming the CSP will provide the required CPE at a later step of the order handling like shipment or installation time). Depending on the validator configuration, the handler will reserve the allocated item.

([PS_TPCM]**, 6.1.2.1 Validator Set up)**
([PS_TSOM]**, 6.6 Setting up Product Characteristics)**

· Confirming availability of, or initiating an order for, equipment or software with a Supplier/Partner; and **AM**

A location based service availability check is performed by Telaura Sales and Order Management if the service is a location based service and Service Availability Flag is checked in the service specification.

([PS_TSOM]**, Table 15: Service Specification Configuration)**

A product characteristic value can be provided at different steps of the order entry depending on the editing setting of the product characteristic. If the product characteristics are acquired at one of the installation/shipment phases, validators or providers associated with the characteristics will be invoked at shipment or installation tasks. These tasks can be assigned to Suppliers/Partners who provide the equipment or installation/shipment services.

Telaura Sales and Order Management System creates a Shipment workflow if there is an equipment that needs to be delivered to the customer .In the shipment task, the supplier(of equipment and/ or delivery service) can enter the product characteristic value(for example serial numbers of the delivered goods), if the characteristic is configured as 'captured at shipment phase' in the Product Catalog Management System. Furthermore associating a provider to this product characteristic will invoke reservation/allocation processes at the shipment phase. S/P Organizations are defined in the Telaura Work Organization Management System.

([PS_TPCM]**, 7.4 Product Specifications)**

([UG_TWM]**, 4.3.2 Shipment Workflow)**

([PS_TWOM]**, 5.4 Creating Work Organizations)**

· Installing and commissioning specific resources following delivery. **AM**

Telaura Sales and Order Management triggers an installation and/or shipment task flow to the order handling processes depending on the configurations of services, resources or products at Telaura Product Catalog Management.

([PS_TPCM]**, 7.4 Product Specifications)**

([PS_TSOM]**, Table 20: Simple Offer Configuration)**

([PS_TSOM], **5.2.2 Order Items)**

([PS_TSOM], **6.1.1 Setting Up Business Interactions and Sales Channels)**

Where the Allocate & Deliver Resource processes are requested by a resource order issued as part of a pre-order feasibility check, these processes determine whether there are adequate specific resources available to fulfill the request. **AM**

Telaura Sales and Order Management system checks if the services in the order have all required resources either in the order or among the existing products of the customer depending on the service-resource relations defined in Telaura Product Catalog Management System.

Telaura Product and Catalog Management System allows associating validators with the products. The validators are invoked in and may be used to call external systems to validate the availability of the resources. (For example a geographic number can be checked from a number inventory)

([PS_TPCM], **6.1.2 Validators)**

([PS_TPCM], **6.1.2.1 Validator Set up)**

([PS_TPCM], **7.2.1.2 Service Spec - Resource Spec Relationships)**

([PS_TSOM], **4.1.1.4 Product Configuration and Provision Step)**

Where there are not sufficient specific resources available, these processes may initiate enquiries using the relevant S/PRM and/or Resource Support & Readiness processes to determine lead times for specific resource availability. **M**

Telaura Sales and Order Management allows saving a quote if the required resources and availability checks are failed. System supports creating a 'lead' data for failed orders. The lead data includes the customer, requested service(and required resources) and location information to invoke the S/PRM and or Resource Support & Readiness processes manually.

([PS_TSOM], **4.1 The Order Management Lifecycle)**

Depending on business rules, and on any specific levels of commitment contained in the initiating service order, these processes may reserve specific resources linked to the initiating service order for a period of time, and releasing them when the time period has expired. **A**

 Telaura Sales and Order Management System makes a reservation call in the product configuration and provisioning phase of the order entry. This reservation will remain until the order is placed or cancelled or rejected manually or expired automatically depending the order expiration date configured in the system.

([PS_TSOM], **5.2 Customer and Service Orders)**

([PS_TSOM], **Table 8: Order Statuses)**

([PS_TSOM], 6.1 Setting up Business Interactions)

([PS_TSOM], Table 10: Business Interaction vs. Sales Channel Configuration)

These processes are responsible for creating a response to the initiating processes with respect to the feasibility assessment. **A**

Telaura Sales and Order Management System feedbacks the Lead and Feasibility System at the end of the order handling processes for orders which were started by lead or feasibility processes.

([PS_TSOM], 5.2.2 Order Items)

Where the Allocate & Deliver Resource processes are requested by a resource order issued in response to a confirmed service order, these processes are responsible for allocating the specific resources required to satisfy the initiating service order. Any previously reserved specific resources are marked as allocated. **A**

When Telaura Sales and Order Management system invokes a handler of a validator (or a provider), Telaura Product and Catalog Management system marks those resources as 'reserved' depending on the configuration of the validator. When the order is completed successfully the status of the resource is updated as 'allocated'. If the order is rejected, cancelled or expired at quote step, the resource status will be updated as 'free'

([PS_TPCM], 6.1.2 Validators)

([PS_TSOM], 6.6 Setting up Product Characteristics)

([PS_TSOM], Table 19: Characteristic Configuration)

These process are responsible for initiating, using the S/PRM processes, resource requisition orders for any specific resources in shortfall. Sufficient information is supplied with the resource requisition orders to ensure that the appropriate specific resources are delivered to the appropriate location for installation and configuration. This may include, for example, a central office, a transmission room, or the customer premise. **AM**

A product characteristic value can be provided at different steps of the order entry depending on the editing settings of the product characteristic. If the product characteristics are acquired at installation/shipment phases, validators or providers associated with the characteristics will be invoked at shipment or installation tasks. These tasks can be assigned to Suppliers/Partners who provide the equipment or installation/shipment services.

([PS_TPCM], 7.4 Product Specifications)

([UG_TWM], 4.3 Shipment and Installation Workflows

Following delivery, these processes are responsible for installing and commissioning specific resources, and updating the resource inventory as part of these processes. **AM**

If the resources require an installation, Telaura Sales and Order Management System will trigger an installation workflow and assign it to the related party(in the internal organization or supplier/partner organization) prior to the order fulfillment after the order is dispatched.

([PS_TSOM]**, 6.1.1 Setting Up Business Interactions and Sales Channels)**

([PS_TSOM]**, 5.2.2 Order Items)**

After the completion of the order, System supports configuring a commission flow if the task is performed by a supplier/partner.

(**[UG_TWM], 4.3.1 Installation Workflow)**

([PS_TSOM]**, 4.1.2.5 Order Closure)**

Where installation of the specific resources requires an upfront major resource infrastructure, the installation of both the resource infrastructure and specific resources may be undertaken under the control of the Support Resource Provisioning processes.

The Allocate & Deliver Resource processes will closely interact with the Manage Resource Inventory processes to determine availability of physical and logical specific resources to select from, thereby applying specific selection criteria. **AM**

Telaura Product and Catalog Management System supports defining logical or physical resources related with a service.

Telaura Sales and Order Management System, depending on the configurations makes sure that these required resources are available in the order or among existing resources of the customer. Validators and Providers which are used for provisioning or reserving resources can be configured to consult to the related resource inventory systems.

(**[PS_TPCM], 6.1.2.1 Validator Set up)**

(**[SS_CDS], Assigning Validators/Providers to Characteristics, Characteristic Details Screen)**

(**[SS_VPCS],Order Entry Product Configuration and Provision Step Screen Shot)**

(**[SS_VSS],Validator Settings Screen Shot)**

LEVEL 3 PROCESS MAPPING DETAILS

1.1.3.2.9 Recover Resource

Brief Description

Recover specific resources that are no longer required. **AM**

Telaura Product and Catalog Management System supports creating recovery plans for resources by resource specifications, service-resource relations and resource-business interaction relations.

Extended description

The responsibility of the Recover Resource processes is to recover specific resources that are no longer required.

These processes follow recovery plans specified by the supplier/partner, or follow recovery plans developed by the service provider. Where appropriate recovery plans are not available these processes are responsible for developing appropriate recovery plans. **AM**

Telaura Product and Catalog Management System supports creating recovery plans for resources by resource specifications, service-resource relations and resource-business interaction relations.

Order handling processes use service-resource relations or resource dependencies defined in theTelaura Product Catalog Management to create the termination orders(or any kind of order regarding the resources). Product Catalog allows associating provision flows for termination of resources(resource-business interaction relations). For example, if service A requires a resource B, in case a termination request for the service A, order management system automatically creates a termination order for resource A too, and calls termination flows for both. Also, if the resource is an equipment belongs to the operator, system supports triggering a workflow for collecting the equipment from customer site.

([PS_TPCM]**, 5.3 Resource Specification)**

([PS_TSOM]**, 6.3.2 Relations Between Services and Resources)**

([SS_RBIR]**, Resource-Business Interaction Relation Definition Screen)**

Where recovery of resources is likely to impact other in-use specific resources or specific services, this process is responsible for providing appropriate notification of the recovery proposal and ensuring authorization is received to proceed with the recovery plan. **AM**

Telaura Product and Catalog Management System supports creating recovery plans by

resource specification, service-resource relations and resource characteristics configurations. If the services are cancelled, all the resources required to run the service are cancelled too. If the resources are connected to one or more services, product configuration and business interaction rules can be defined in the rule engine of Telaura Sales and Order Management. It is also possible to invoke an order approval workflow prior to the order fulfillment.

([PS_TPCM], **7.3 Down to Up Product Offering Creation derived from Resource Specs)**

([PS_TSOM]**, 7.1 Rule Types)**

([PS_TSOM]**, 6.1.1 Setting Up Business Interactions and Sales Channels)**

Service-Resource Relations are used for establishing relations like 'requires' or 'excludes' between services and resources. Once a service is cancelled depending on the service-service or service-resource relations or related resource instances are included in the cancellation order. A resource is updated as 'Free' after the cancellation order is completed if a Cancel Type validator is associated with it.

([PS_TSOM]**, 6.3.2 Relations Between Services and Resources)**

([PS_TPCM]**, 5.3 Resource Specification)**

([PS_TPCM]**, 6.1.2.1 Validator Set up)**

 When the recovery activity is about to commence, these processes are responsible for notifying when recovery work is commencing and when it is completed. **AM**

Cancel orders are managed and tracked by Telaura Sales and Order Management. Telaura Product Catalog Management is informed by Telaura Sales and Order Management when the product inventory should be updated in the order lifecycle during any type of order (including cancellation order).

([PS_TSOM]**, 4.1.1.4 Product Configuration and Provision Step)**

([PS_TSOM]**, 4.1.2.5 Order Closure)**

When recovered, the specific resources will be marked as unallocated. **AM**

Depending on the validators associated with them, resource characteristics are updated by Telaura Product Catalog Management system as 'released' or 'free'

([PS_TPCM]**, 6.1.2.1 Validator Set up)**

4.3.1.3 Supporting Evidence References (Works Cited)

PS_TSOM   Product Specification Document for Telaura Sales and Order Management

[PS_TPCM]   PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification Document for Telaura Product Catalog Management

PS_TLM   PS_TelauraLead&Feasibility Management_v1.pdf.pdf, Product Specification Document for Telaura Lead Management

UG_TWM   FR-PT02.04-R01 Telaura_Workforce Management_v3.2.5.pdf, Key User Guide For Telaura Workforce Management System.

PS_TWOM   PS_TelauraWorkOrganizationManagement_v1.0.0.pdf, Product Specification Document for Telaura Work Organization Management.

SS_RBIR   Resource-BusinessInteractionRelations.jpg, Screen shot from Telaura Product Catalog Management System

SS_VPCS   ValidatorProductConfigurationStep.jpg Telaura Sales and Order Management System Product Configuration and Provision Step Screen Shot.

SS_CDS   CharacteristicDetailsScreen.jpg, Telaura Product Catalog Management System Characteristic Details Screen Shot

SS_VSS   ValidatorSettingsScreen.jpg, Telaura Product Catalog Management Validator Settings Screen.

4.4   Marketing & Offer Management [1.2.1]

4.4.1   Market Strategy & Policy [1.2.1.1] – Mapping Details

4.4.1.1   Link Market Segments & Products [1.2.1.1.4]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.1.4 Link Market Segments & Products

Brief Description

Analyze the basic consumption profiles of market segments and associate these with the product families available **AM**

Telaura Customer and Account Management System supports creating customer segments by grouping customers with similar profiles. Telaura Product and Catalog Management System supports creating products for a specific market segment by associating market segments with offers and offer catalogs.

Extended description

The Link Market Segment and Product processes analyze the basic consumption profiles of market segments **AM**

Telaura Customer and Account Management System allows defining different customer segments for customers with different profiles. System provides necessary information to support analysis on customer behaviour for any decision making process.

([PS_TCAM], **5.5 Customer Segments)**

and associate these with the product families available, **AM**

([PS_TPCM], **5.5 Product Offerings)**

([PS_TPCM], **7.5.8 Offer Specialization)**

as well as identify potential new product families for the market segments. **AM**

Telaura Product and Catalog Management System allows associating one or more market segments with a product catalogs. It is possible to add new product offerings to these catalogs.

([PS_TPCM], **7.5.7 Offer Catalogs)**

The processes analyze segment purchase and decision issues, and their geographic locations. **AM**

Telaura Customer and Account Management supports any external decision system by providing necessary customer-related information like customer segments, customer behavior segments, customer value segments, usage information and geographic locations related with the customer.

([PS_TCAM]**, 5.5 Customer Segments)**

Telaura Product and Catalog Management System allows associating regions with offer catalogs.

([PS_TPCM]**, 7.5.7 Offer Catalogs)**

4.4.1.2 Supporting Evidence References (Works Cited)

PS_TCAM   PS_TelauraCustomerandAccountManagement.pdf, Product Specification
                        Document for Telaura Customer and Account Management

[PS_TPCM]   PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification
                        Document for Telaura Product Catalog Management

4.4.2 Product & Offer Development & Retirement [1.2.1.5] – Mapping Details

4.4.2.1 Develop Product Commercialization Strategy [1.2.1.5.4]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.5.4 Develop Product Commercialization Strategy

Brief Description

Ensure that product specific pricing, sales channel support and regulatory approvals are identified and agreed **AM**

Extended description

The Develop Product Commercialization Strategy processes ensure that product specific pricing, sales channel support and regulatory approvals are identified and agreed. These processes ensure that all commercialization aspects of the product development process associated with selling the product to the market, including pricing, rating, identification of sales support and sales channels features, are developed and agreed. **AM**

Telaura Product Catalog Management System allows defining strategies and associating them with the offers in the offer specification process.

(**[KUG_TPCM], 3.10.3 Offer Strategies)**

Telaura Product Catalog Management System enforces that a valid tariff is assigned to a product (offer) before it is made available to the market.

([PS_TPCM], 7.5.5 Offer Activation Processes)

Furthermore to publish an offer, it should be assigned to an offer catalog. Offer catalogs also should be assigned to sales channels.

([PS_TPCM], 7.5.7 Offer Catalogs)

([PS_TPCM], 7.5.9 Bringing Offers to Ready For Sales Status)

Additionally these processes manage the enterprise cross-product pricing approval processes.**M**

Telaura Product and Catalog Management System gets the tariff and pricing information from related billing system. The pricing approval should be done before making the tariffs available to Telaura Product and Catalog Management.

([PS_TPCM], 7.5.1 Simple Offers)

4.4.2.2   Develop Detailed Product Specifications [1.2.1.5.5]

LEVEL 3 PROCESS MAPPING DETAILS

1.2.1.5.5 Develop Detailed Product Specifications

Brief Description

Develop and document the detailed product-related technical, performance and operational specifications, and customer manuals. **AM**

Telaura Product and Catalog Management System allows defining technical or operational specifications at product level. System allows binding documents to the products to support any documentation requirements.

Extended description

The Develop Detailed Product Specifications processes develop and document the detailed product-related technical, performance and operational specifications, and customer manuals. These processes develop and document the required product features, **AM**

Telaura Product and Catalog Management System supports adding characteristics of any type while specifying products. These characteristics may include technical, operational or performance related specifications according to the design of the products.

([PS_TPCM]**, 7.4 Product Specifications)**

the specific service and resource requirements and selections, the specific performance and operational requirements and support activities, **AM**

Products are derived from services and resources. Product Catalog supports establishing relations between services and resources to define technical dependencies and resource requirements.

([PS_TPCM]**, 7.1 Down to Up Product Offering Creation derived from Service Specs & Resource Specs)**

any product specific data required for the systems and network infrastructure. **AM**

Any product specific data may be stored in a product level characteristic or in service attributes.

([PS_TSOM]**, 6.3 Setting up Services)**

([PS_TSOM]**, 6.6 Setting up Product Characteristics)**

The processes ensure that all detailed specifications are produced and appropriately documented. **AM**

Telaura Product Catalog Management System supports binding any product related documentation to the products.

([KUG_TPCM]**, 3.4.4 Product Specification Documents)**

<mark>Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository.</mark>**M**

Telaura Product and Catalog Management System supports mapping of product documents with the documents in the repository. Capturing the documents in a repository should be handled out of the system.

([KUG_TPCM]**, 3.4.4 Product Specification Documents)**

4.4.2.3   Launch New Products [1.2.1.5.7]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.5.7 Launch New Products

Brief Description

Manage the initial introduction of new and enhanced products into the market and handover to operations for ongoing rollout **AM**

Telaura Product Catalog Management System supports definition of new products from scratch or from existing services specified in the system.

Extended description

The Launch New Products processes manage the initial introduction of new and enhanced products into the market and handover to operations for ongoing rollout. **AM**

Telaura Product Catalog Management System supports definition of new products from scratch or from existing services specified in the system.

([PS_TPCM]**, 7.4 Product Specifications)**

 The initial introduction could be through commercial pilots or market trials, in which case the commercial negotiations for the pilot and/or trial are managed through these processes. **AM**

System supports creating different versions of products.

([KUG_TPCM]**, 3.4.9 Product Versioning)**

These processes identify the shortcomings or issues, and manage the necessary improvements to the product to allow full rollout. **AM**

Telaura Sales and Order Management System's Sales Report provides detailed reports with filtering options to support processes like identification of issues or shortcomings for published offers.

([KUG_TSOM_R]**, 2.2 Sales Report)**

At the conclusion of the pilots and/or trials when the product passes its acceptance tests or defined acceptance criteria, these processes manage the handover to operations. Once accepted as a stable product offering, rollout and/or expanded of the product to subsequent customers is managed by the Operations Support & Readiness processes. **AM**

System allows creating new versions of offers once it is accepted as a stable offering. Publishing the new offer requires processes like assigning sales channels to it or adding the offer to an offer catalog before making the offer 'ready for sale'.

([KUG_TPCM]**, 3.4.9 Product Versioning)**

([PS_TPCM], 7.5.5 Offer Activation Processes)

([PS_TPCM], 7.5.9 Bringing Offers to Ready For Sales Status)

4.4.2.4   Manage Product Exit [1.2.1.5.8]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.5.8 Manage Product Exit

Brief Description

<mark>Identify existing products which are unviable and manage the processes to exit the product from the market.</mark> **AM**

Telaura Product Catalog Management System supports product exit operations by providing any product related information(customer product inventory information) and product specification information (product definition, service-resource relations and product costs and strategies)

Extended description

<mark>The Manage Product Exit processes identify existing products which are unviable and manage the process to exit the product from the market. The processes analyze existing products & sales offers to identify economically or strategically unviable products,</mark> **M**

Telaura Sales and Order Management System helps processes to identify the unviable products by providing sales reports which provide details of actual sales of the product offerings in selected time interval.

([KUG_TSOM_R], **2.2 Sales Report**)

([SS_SRGUI], **Sales Report Screen**)

<mark>identify customers impacted by any exit,</mark> **AM**

Telaura Sales and Order Management Module' reporting functionalities provides reports that include information about customers who have active products instantiated from certain products to help identify customers impacted by the exit of the product.

([KUG_TSOM_R], **2.2 Sales Report**)

<mark>develop customer specific or market segment exit or migration strategies,</mark> **AM**

Telaura Sales and Order Management System supports developing customer specific or market segment exit or migration strategies by creating customer or market segment related rules in its rules engine. The exit strategy may include business interactions like product termination, package transition or any other predefined business interaction. Telaura Sales and Order Management checks the rules defined in the rules engine when performing the business interactions.

([PS_TSOM], **7 Rules Engine**)

==highlight==develop infrastructure transition and/or replacement strategies, and manage the operational aspects of the exit process.== **M**

Telaura Product Catalog Management System supports operational product exit processes by providing information regarding resources used by the active products.

([PS_TPCM]**, 7.1 Down to Up Product Offering Creation derived from Service Specs & Resource Specs)**

==green== A business proposal identifying the competitive threats, risks and costs may be required as part of developing the exit strategy. It includes any cross-enterprise co-ordination and management functions to ensure that the needs of all stakeholders are identified and managed.== **AM**

Telaura Product Catalog Management System supports product exit operations by providing any product related information(customer product inventory information) and product specification information (product definition, service-resource relations and product costs and strategies)

([KUG_TPCM]**, 3.10.3 Offer Strategies)**

([KUG_TPCM]**, 3.4.3 Product Costs)**

([KUG_TSOM_R]**, 2.2 Sales Report)**

4.4.2.5 Supporting Evidence References (Works Cited)

PS_TCAM   PS_TelauraCustomerandAccountManagement.pdf, Product Specification
                    Document for Telaura Customer and Account Management

[PS_TPCM]   PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification
                    Document for Telaura Product Catalog Management

KUG_TSOM_R   PS_TelauraSalesandOrderManagement_Reports_v1.0.0.pdf, Product
                    Specification Document, Telaura Sales and Order Management Reports.

[KUG_TPCM]   FR-PT02.04_R01-Telaura_Product_Catalog_Key_User_Guide.pdf, Telaura
                    Product Catalog Management Key User Guide

PS_TSOM   PS_TelauraSalesandOrderManagement_v1.0.0 .pdf, Product Specification
                    Document for Telaura Sales and Order Management

[SS_SRGUI]   SalesReportGUI.jpg, Telaura Sales and Order Management Reports Sales
                    Report Screen Capture.

4.4.3   Sales Development [1.2.1.6] – Mapping Details

4.4.3.1   Develop New Sales Channels & Processes [1.2.1.6.3]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.6.3 Develop New Sales Channels & Processes

Brief Description

Develop and implement new or adapted sales processes and/or channels to support new or enhanced products. **AM**

Telaura Sales Channel Management and Telaura Work Organization Management Systems allow establishing new sales channels and their organizational structures in Telaura CRM Suite. It is possible to define the roles and authorizations of the users belonging to these organizational units.

Extended description

The Develop New Sales Channels & Processes processes develop and implement new or adapted sales processes and/or channels to support new or enhanced products. **AM**

Telaura Sales Channel Management allows the definition of new sales channels. Every new product offering should be associated with a sales channel to be available to the market.

(**[PS_TSCM]**, **5.1 Sales Channels**)

(**[PS_TPCM]**, **5.7 Product Catalogs**)

(**[PS_TPCM]**, **7.5.9 Bringing Offers to Ready For Sales Status**)

These processes include the development of external relationships if required to provide the necessary sales channel capability. **AM**

Telaura Sales Channel Management system allows creation of new sales channels and suppliers/partners that using those sales channels to sell product offerings.

(**[PS_TSCM]**, **5.1 Sales Channels**)

(**[PS_TSCM]**, **5.2 Suppliers/Partners**)

The development and implementation may require management of the coordination and integration of existing and new sales processes and channels to ensure effective operations. **AM**

An S/P is a party role that Telaura CRM Suite recognizes. The lifecycle management of suppliers/partners is handled by Telaura Sales Channel Management System. The required information to create a new S/P may vary from operator to operator. It is possible to associate roles with an S/P to outline their responsibilities and authorizations in the system. The organizational hierarchy belonging to an S/P is created and maintained in Telaura Work Organization Management

System.

([PS_TSCM]**, 6.1 Setting up Sales Channels)**

([PS_TSCM]**, 6.1.1 Setting Up Business Interactions and Sales Channels (Order Management))**

([PS_TSCM]**, 6.2 Setting Up Suppliers/Partner)**

These processes include the definition of commercialization manpower profile, **AM**

([PS_TWOM]**, 5.4 Creating Work Organizations)**

training program development and sales methods and procedures, **M**

Telaura Sales Channel Management System supports development of different sales strategies depending on the sales channels but these methods and programs should be developed in an external appropriate system. The processes should be related with defined sales channels manually.

compensation plans, **M**

Telaura Sales and Order Management System is able to trigger a commission flow after an order is completed successfully depending on the sales channel of the user who placed the order. Compensation plans should be defined in the appropriate system.

([PS_TSOM]**, 4.1.2.5 Order Closure)**

identification of product potential customers to each channel and sale method **AM**

Telaura Product Catalog Management System allows assigning sales channels to product catalogs.

([PS_TPCM]**, 5.7 Product Catalogs)**

Telaura Product and Catalog Management System allows assigning customer groups, customer communities, customer segments, offer strategies and user roles to product offerings to support identification of potential customers for the products.

([PS_TPCM]**, 7.5.8 Offer Specialization)**

4.4.3.2 Supporting Evidence References (Works Cited)

[PS_TPCM]   PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification
                     Document for Telaura Product Catalog Management

PS_TSOM   PS_TelauraSalesandOrderManagement_v1.0.0 .pdf, Product Specification
                     Document for Telaura Sales and Order Management

PS_TSCM   PS_TelauraSalesChannelManagement_v1.0.0.pdf, Product Specificatipn Document
                     for Telaura Sales Channel Management.

PS_TWOM   PS_TelauraWorkOrganizationManagement_v1.0.0.pdf, Product Specification
                     Document for Telaura Work Organization Management.

4.4.4   Product Marketing Communications & Promotion [1.2.1.7] – Mapping Details

4.4.4.1   Define Product Marketing Promotion Strategy [1.2.1.7.1]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.7.1 Define Product Marketing Promotion Strategy

Brief Description

Defines the specific communications and promotions strategy to be used for positioning the product in the marketplace **AM**

Telaura Campaign Management System supports marketing communication and promotion activities including defining media for campaign announcements, creating announcement templates, and creating communication activities for products associated with the campaign.

Extended description

The Define Product Marketing Promotion Strategy defines the specific communications **AM**

Telaura Campaign Management System allows defining communication methods and media for campaign announcements.

([PS_TCMP], **5.3 Campaign Announcement Template)**

([PS_TCMP], **5.7 Campaign Media)**

and promotions strategy to be used for positioning the product in the marketplace, especially in relation to competitive products. **AM**

Telaura Campaign Management System allows defining a direction, an execution plan, and sales channels through which campaign execution will be conducted to support positioning the product in the market.

([PS_TCMP], **5.16 Campaign Direction)**

([PS_TCMP], **5.10 Campaign Channel)**

([PS_TCMP], **5.21 Campaign Execution Plan)**

The Establish Market Strategy processes (S&C) define the overall umbrella, and these processes operate within that umbrella to target the messages for specific products. **AM**

Telaura Campaign Management System allows associating a campaign with multiple offers.

([PS_TCMP], **5.12 Campaign Offers)**

The processes define a set of arguments and information needed for creating and

developing specific promotional campaigns for each product. **AM**

Telaura Campaign Management System allows defining campaign characteristics to store information related with the campaigns. System supports associating products with the campaigns.

([PS_TCMP]**, 5.24 Campaign Characteristics)**

([PS_TCMP]**, 5.12 Campaign Offers)**

4.4.4.2   Develop Product & Campaign Message [1.2.1.7.2]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.7.2 Develop Product & Campaign Message

Brief Description

Manage all activities and stakeholder engagement to develop and agree the specific campaign or promotion message **AM**

Telaura Campaign Management System supports developing campaign specific messages. It is possible to relate 3rd parties with the campaign and assign the role of the party in the campaign execution process.

Extended description

The Develop Product & Campaign Message processes manage all activities and stakeholder engagement to develop and agree the specific campaign or promotion message. **AM**

Telaura Campaign Management System supports developing campaign messages using campaign announcements templates, campaign documents or creating campaign specific characteristics.

([PS_TCMP], **6.4 Send Announcements)**

([PS_TCMP], **5.20 Campaign Documents)**

([PS_TCMP], **5.24 Campaign Characteristics)**

Any particular promotion or campaign may require the coordination of multiple stakeholders to produce and agree a specific message. These stakeholders could include media management, all impacted product managers, brand management, marketing management, owners of the potential channels, etc. **AM**

System supports associating 3rd parties with the campaign and giving them roles that they will play in the campaign planning or campaign execution processes.

([PS_TCMP], **5.23 Campaign Business Partners)**

4.4.4.3   Select Message & Campaign Channels [1.2.1.7.3]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.7.3 Select Message & Campaign Channels

Brief Description

<mark>Manage the selection of the appropriate channel or channels to support the message delivery and/or campaign</mark> **AM**

Telaura Campaign Management System allows associating channels with the campaigns through which the campaign announcement activities will be conducted.

Extended description

<mark>The Select Message and Campaign Channel(s) processes manage the selection of the appropriate channel or channels to support the message delivery and/or campaign. A particular promotion may require selection of one or several delivery channels.</mark> **AM**

Telaura Campaign Management System supports associating channels with the campaigns. System also supports assigning a direction (inbound or outbound) to the campaign. System supports adding multiple channels to a campaign.

([PS_TCMP], **5.10 Campaign Channel)**

([PS_TCMP], **5.16 Campaign Direction)**

([SS_CDS01], **Campaign Sales Channel Association Screen)**

([SS_CDS02], **Campaign Definition Screen)**

4.4.4.4   Develop Promotional Collateral [1.2.1.7.4]

LEVEL 3 PROCESS MAPPING DETAILS **1.2.1.7.4 Develop Promotional Collateral**

Brief Description

Ensure that all associated collateral is produced to support the market message and /or campaign **AM**

Telaura Campaign Management System supports associating marketing collaterals with a campaign. These collaterals may be optional or mandatory for the campaign execution. It is possible to associate 3rd parties if the marketing collaterals are supplied by S/P companies.

Extended description

The Develop Promotional Collateral processes ensure that all associated collateral is produced to support the market message and/or campaign. Collateral could include production of pamphlets, trade displays, call centre scripts, etc. These processes arrange and manage the delivery through the suppliers or producers of the associated collateral. **AM**

Telaura Campaign Management System support planning and producing of marketing collaterals that will be used in the campaign execution. System supports creating activities like call center outbound calls. It is also supported to create announcement templates that will be used as call center scripts. System supports creating flexible activities to perform campaign planning or execution tasks.

Note that the actual contractual relationship with the supplier may be established through Supplier Chain Development and Management processes.

([PS_TCMP]**, 5.12 Campaign Offers)**

([PS_TCMP]**, 5.21 Campaign Execution Plan)**

([PS_TCMP]**, 6.4 Send Announcements)**

([PS_TCMP]**, 6.9 Activity Management and Campaign Responses)**

4.4.4.5 *Manage Message & Campaign Delivery [1.2.1.7.5]*

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.7.5 Manage Message & Campaign Delivery

Brief Description

Manage and co-ordinate the delivery of the messages and campaigns into the selected channels **AM**

Telaura Campaign Management System supports creating campaign execution plans and manages the distribution of campaign activities to associated sales channels according to execution plans.

Extended description

The Manage Message and Campaign Delivery processes manage and co-ordinate the delivery of the messages and campaigns into the selected channels. **AM**

Telaura Campaign Management System supports creating campaign execution plans and manages the distribution of campaign activities to associated sales channels according to execution plans.

([PS_TCMP]**, 5.10 Campaign Channel)**

([PS_TCMP]**, 5.21 Campaign Execution Plan)**

([PS_TCMP]**, 6.9 Activity Management and Campaign Responses)**

They ensure that the channels (owned and/or contracted) are adequately trained and/or informed to manage the message and/or campaign delivery, and that sufficient resources are available in the selected channel(s) to support the delivery.**AM**

Telaura Campaign Management System supports creating campaign execution plans that manages campaign activity volume and allows sharing of the activity load among multiple sales channels.

([PS_TCMP]**, 5.21 Campaign Execution Plan**

4.4.4.6 Monitor Message & Campaign Effectiveness [1.2.1.7.6]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.1.7.6 Monitor Message & Campaign Effectiveness

Brief Description

Establish metrics and monitoring and reporting processes to gauge the effectiveness of market messages and product promotional campaigns **AM**

Telaura Campaign Management System allows defining statistical characteristics and assigning them to campaigns to support processes for measure campaign effectiveness.

Extended description

The Monitor Message and Campaign Effectiveness processes establish metrics and monitoring and reporting processes to gauge the effectiveness of market messages and product promotional campaigns. Based on analysis these processes feedback suggested changes to re-enforce the message or to adapt the message to become more effective. **AM**

Telaura Campaign Management System provides tools to measure and monitor campaign performance and efficiency. System allows test executions for campaigns to evaluate their efficiency, viability and shortcomings.

System also allows defining and assigning statistical characteristics or KPIs to the campaigns and provides reports based on sales channels to monitor the campaign execution.

([PS_TCMP]**, 6.7 Test)**

([PS_TCMP]**, 5.9 Campaign Statistics)**

([PS_TCMP]**, 6.11 Campaign Reports)**

4.4.4.7 Supporting Evidence References (Works Cited)

PS_TCMP   PS_TelauraCampaignManagement_v1.1.2.pdf, Product Specification Document for Telaura Campaign Management.

SS_CDS01   CampaignDefinitionScreen01.jpg, Telaura Campaign Management, Campaign Definition GUI

SS_CDS02   CampaignDefinitionScreen02.jpg, Telaura Campaign Management, Campaign Definition GUI

4.5   Service Development & Management [1.2.2]

4.5.1   Service Development & Retirement [1.2.2.3] – Mapping Details

4.5.1.1   Develop Detailed Service Specifications [1.2.2.3.4]

LEVEL 3 PROCESS MAPPING DETAILS 1.2.2.3.4 Develop Detailed Service Specifications

Brief Description

Develop and document the detailed service-related technical and operational specifications, and customer manuals. **AM**

Telaura Product and Catalog Management System supports defining detailed technical or operational service specifications that are needed for management of the services.

Extended description

The Develop Detailed Service Specifications processes develop and document the detailed service-related technical and operational specifications, **AM**

Telaura Product Catalog Management System allows specifying service characteristics, their values and validation rules.

([PS_TPCM], **5.2 Service Specification)**

and customer manuals. These processes develop and document the required service features, **AM**

System supports creating service level documents and associating them with the services.

([PS_TSOM], **Table 16: Service-Document Configuration)**

the specific underpinning resource requirements and selections, **AM**

Telaura Product Catalog Management System supports definition of customer facing and resource facing services for specifying resource requirements of the services.

([PS_TPCM], **7.2.1.1 Relations between Service Specs)**

([PS_TPCM], **7.2.1.2 Service Spec - Resource Spec Relationships)**

the specific operational, and quality requirements and support activities, any service specific data required for the systems and network infrastructure as agreed through the Develop New Service Business Proposal processes. **AM**

System allows definition of service related attributes. These attributes include information that network and infrastructure systems may require to configure or operate the service, depending on the technical or operational requirements of the service provider.

([PS_TPCM]**, 5.2 Service Specification)**

([PS_TSOM]**, Table 15: Service Specification Configuration)**

The Develop Detailed Product Specifications processes provide input to these specifications. **AM**

Telaura Product Catalog Management supports specifying service attributes or characteristics based on the product specifications defined in Develop Detailed Product Specifications processes.

([PS_TPCM]**, 7.4 Product Specifications)**

The processes ensure that all detailed specifications are produced and appropriately documented. Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository. **M**

System allows associating service or product related documents to services or products. Although Telaura Product Catalog Management system supports relating service documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.

([PS_TSOM]**, Table 16: Service-Document Configuration)**

4.5.1.2 Supporting Evidence References (Works Cited)

[PS_TPCM]   PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification
                   Document for Telaura Product Catalog Management

PS_TSOM   PS_TelauraSalesandOrderManagement_v1.0.0 .pdf, Product Specification
                   Document for Telaura Sales and Order Management

4.6   Resource Development & Management [1.2.3]

4.6.1   Resource Development & Retirement [1.2.3.3] – Mapping Details

4.6.1.1   Develop Detailed Resource Specifications [1.2.3.3.4]

LEVEL 3 PROCESS MAPPING DETAILS
1.2.3.3.4 Develop Detailed Resource Specifications

Brief Description

Develop and document the detailed resource-related technical, performance and operational specifications, and manuals. **AM**

Telaura Product and Catalog Management System supports defining detailed technical or operational resource specifications that are needed for management of the resources.

Extended description

The Develop Detailed Resource Specifications processes develop and document the detailed resource-related technical, performance and operational specifications, and manuals. **AM**

Telaura Product Catalog Management System allows specifying resource characteristics, their values and validation rules.

([PS_TPCM], 5.3 Resource Specification)

These processes develop and document the required resource features, the specific technology requirements and selections, the specific operational, performance and quality requirements and support activities, any resource specific data required for the systems and network infrastructure. **AM**

System allows creating physical or logical resources, defining their attributes and characteristics, defining accepted values for these characteristics, validation rules and providing methods for these resource characteristics. Attributes and characteristics defined for resources include information that network and infrastructure systems may require configuring or operating the resources or services related with the resources, depending on the technical or operational requirements of the operator.

([PS_TSOM], 6.3.1 Setting up Resources)

The Develop Detailed Service Specifications processes provide input to these specifications. The processes ensure that all detailed specifications are produced and appropriately documented. **AM**

System supports establishing relations with services and resources according to the service specifications defined in Develop Detailed Service Specifications processes.

([PS_TPCM], **7.2.1.2 Service Spec - Resource Spec Relationships)**

Telaura Product Catalog Management system allows definition of commercial products from both services or resources.

([PS_TPCM], **7.4 Product Specifications)**

<mark>Additionally the processes ensure that the documentation is captured in an appropriate enterprise repository.</mark>**M**

Although Telaura Product Catalog Management system supports relating product related documents with the documents in the external repository, the actual storing of the digital documents in a repository should be handled manually out of the system.

([PS_TSOM], **Table 16: Service-Document Configuration)**

4.6.1.2 Supporting Evidence References (Works Cited)

[PS_TPCM]   PS_TelauraProductCatalog_Management_v1.0.0.pdf, Product Specification
                     Document for Telaura Product Catalog Management

PS_TSOM   PS_TelauraSalesandOrderManagement_v1.0.0 .pdf, Product Specification
                     Document for Telaura Sales and Order Management

5   Information Framework Assessment Overview

5.1   Mapping Technique Employed

Based on the certification scope the list of ABEs (Aggregated Business Entities) is defined. The entities, association classes and dependent entities for each ABE in scope are allocated for the assessment.

SID model files and addendum specifications are analyzed for the entities' and association classes' definitions to determine their roles. Attributes explicit to the entities and association classes as well as inherited attributes are listed.

This information is used to map each entity's or association class' attribute to the appropriate product's attribute to show how the model is supported. For each (when needed) mapping item - attribute type, possible values and comments are provided.

5.2   Information Framework Assessment - ABE Scope

Figure 5.1 illustrates the Information Framework Level 1 ABEs (blue border) that were presented in scope for the Assessment, and the textual callouts represent the domain areas of the Etiya Telaura CRM Suite Product that were assessed and support the corresponding SID ABEs.
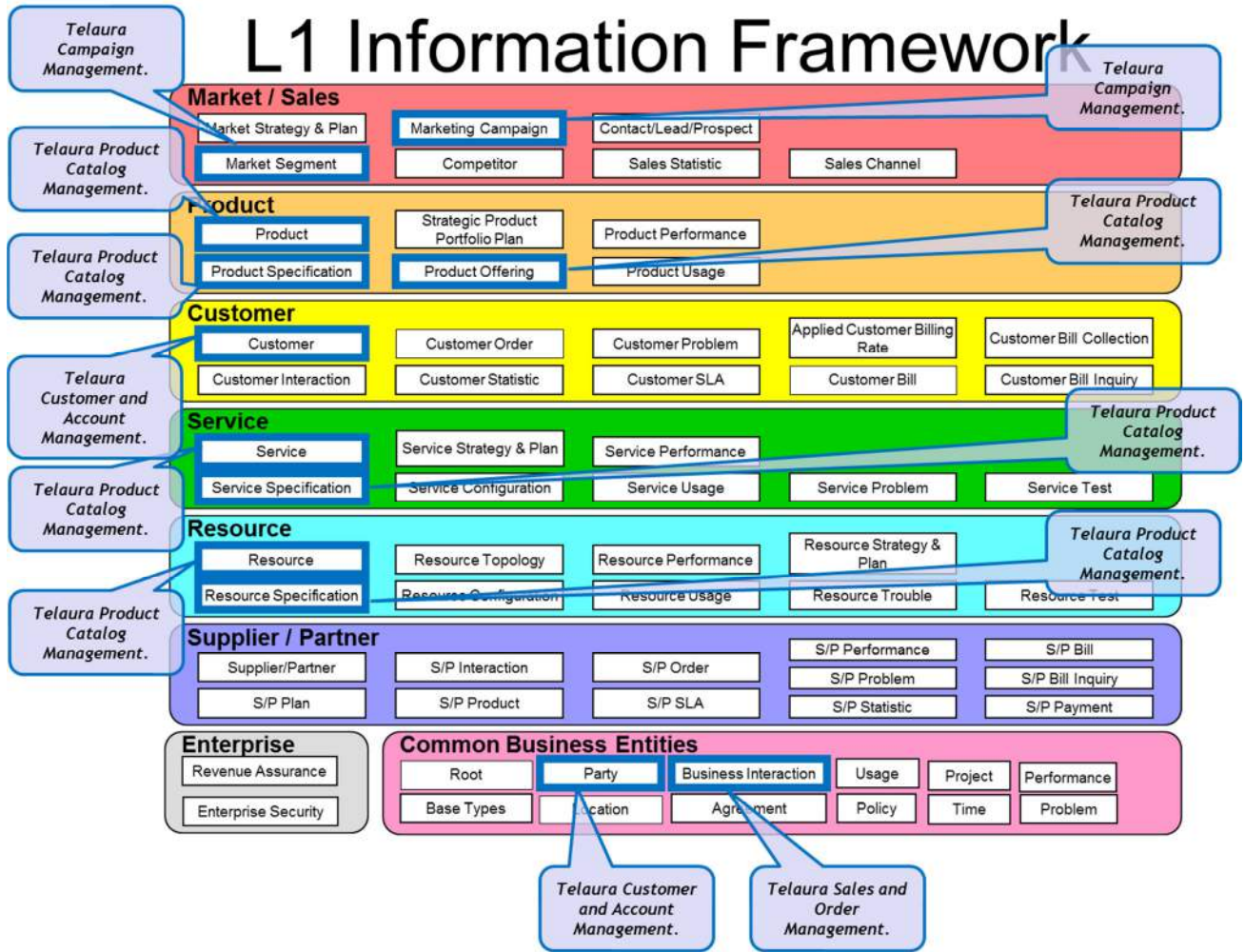
Figure 5.1 Information Framework – Assessment Scope

5.3   Product Scope

The diagram in Figure 3.3 represents the Etiya Telaura CRM Suite Product and how it is mapped to the Information Framework Level 1 ABEs that were assessed as part of this Frameworx Conformance Assessment.
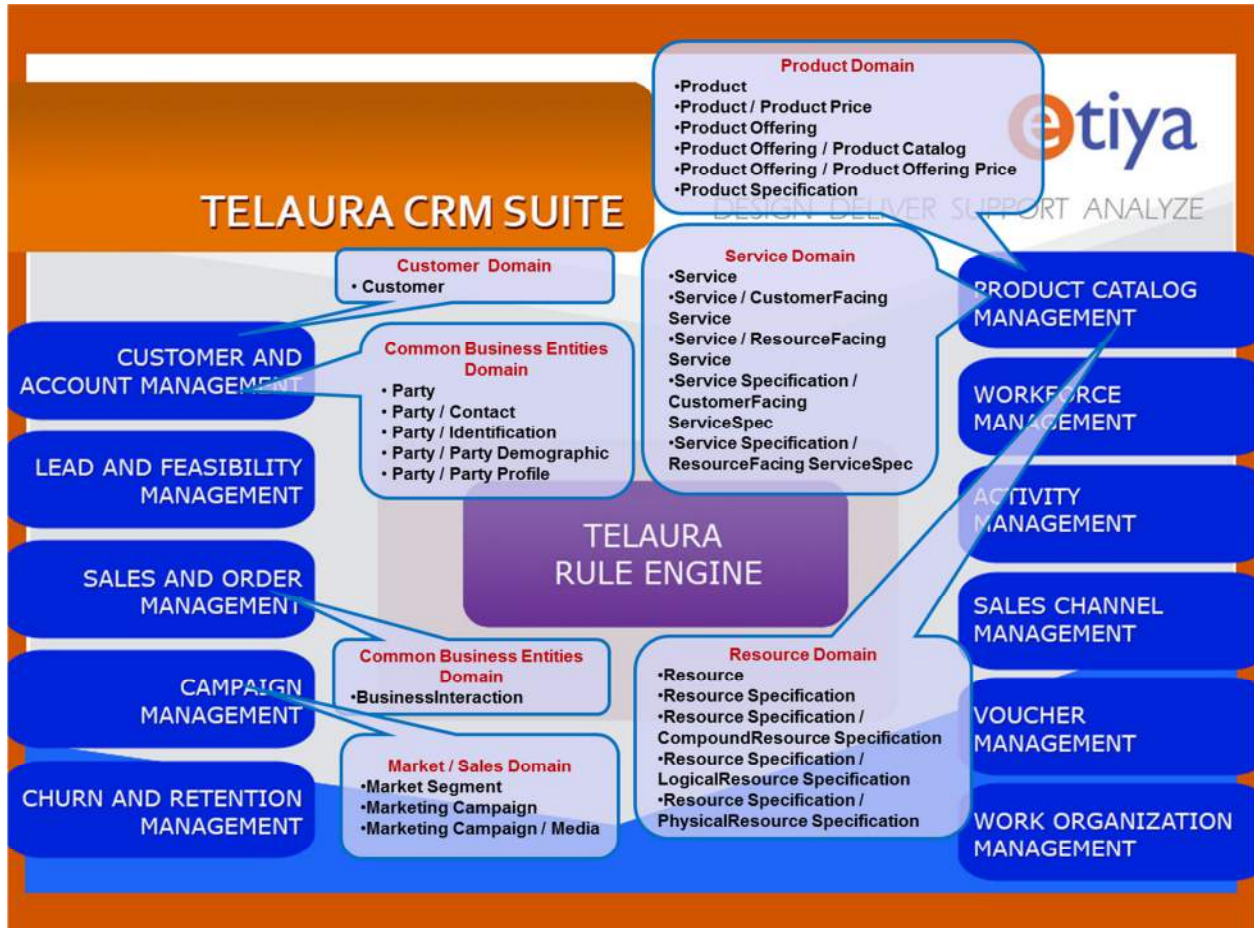
Figure 5.2 Etiya Telaura CRM Suite Product Footprint –Assessment Scope (SID)

6 Frameworx Conformance Result

This section details the Scores awarded to reflect Conformance of the Etiya Telaura CRM Suite Product to the Business Process Framework & Information Framework components of Frameworx 11.5.

6.1 Business Process Framework – Scoring Rules

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

Conformance Certification (Product/Solution/Implementation)		
Business Process Framework (eTOM) - Conformance Level Descriptions (Level 2 & Level 3 processes)		
Process level	**Conformance Level**	**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	2 - Partially Conformant	This Conformance Level is awarded to a Level 2 Process, if any of the component level 3 processes are not in scope OR those that are in scope are not fully conformant
	3 - Fully Conformant	This Conformance Level is awarded to a Level 2 Process, if all of the component level 3 processes are in scope AND are fully conformant.
Level 3	4 - Partially Conformant	This Conformance Level is awarded if the level 3 process that is being assessed has deviations from the standard.
	5 - Fully Conformant	This Conformance Level is awarded if the level 3 process that is being assessed has no deviations from the standard.

Figure 6.1 TM Forum Business Process Framework – Conformance Scoring Rules

6.2   Business Process Framework - Conformance Result Summary

The graphs in this section provide an overview of the conformance levels granted to the Level 2 & Level 3 Processes presented in scope for the Etiya Telaura CRM Suite Product 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.

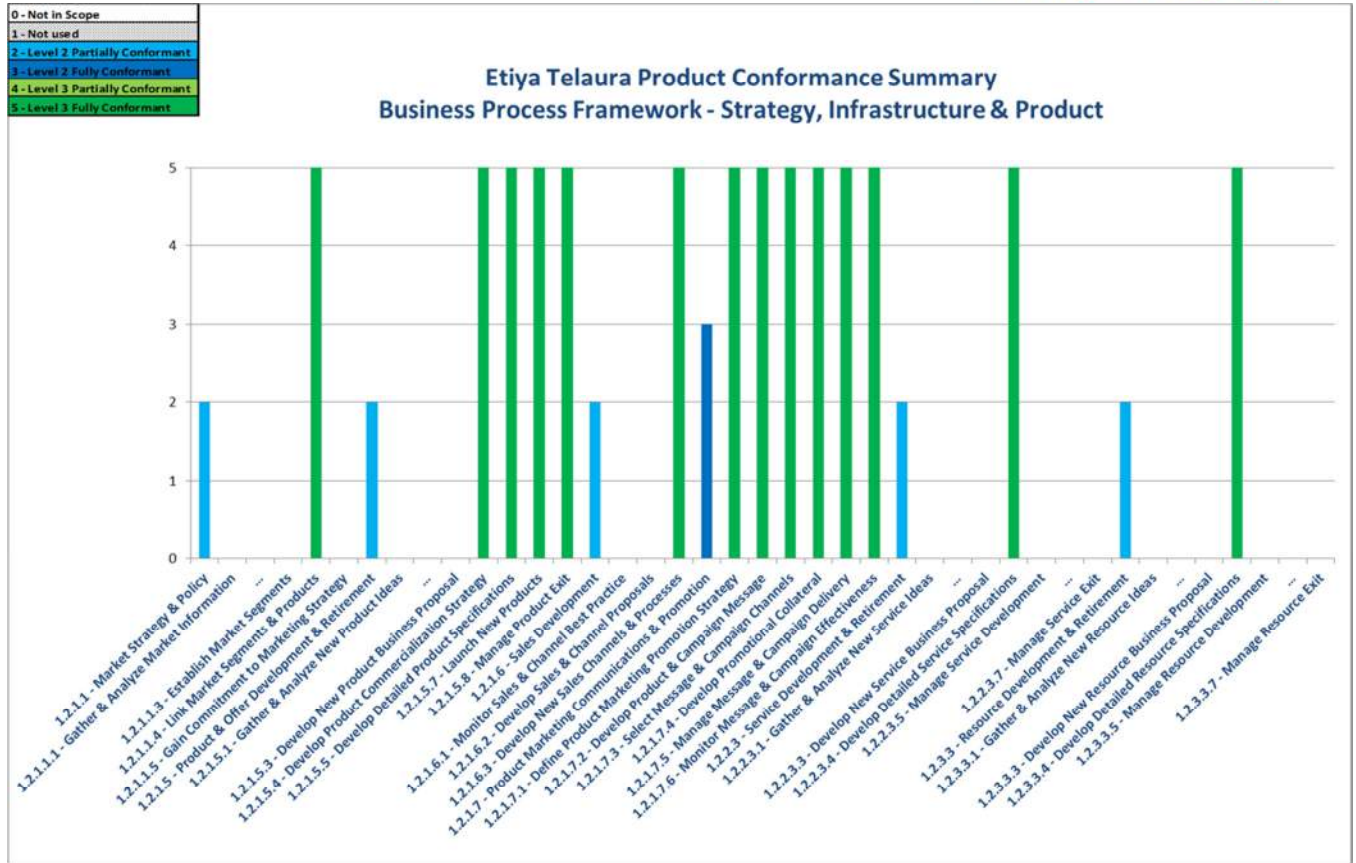**Figure 6.2 Business Process Framework (Operations) - Conformance Result Summary**

Figure 6.3 Business Process Framework (SIP) - Conformance Result Summary

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

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
Within Level 1: **1.1.1 - Customer Relationship Management**	*N/A* *(Level 1 Processes are not assessed)*	The following Level 2 process elements were submitted in scope for this Level 1 process: **1.1.1.2 – Customer Interface Management**
Within Level 2: **1.1.1.2 – Customer Interface Management**	**Fully Conformant** **(3)**	**Fully Conformant** The following Level 3 processes were assessed for conformance: **1.1.1.2.1 Manage Contact** **1.1.1.2.2 Manage Request (Including Self Service)** **1.1.1.2.3 Analyze & Report on Customer** **1.1.1.2.4 Mediate & Orchestrate Customer Interactions** These processes represent the full level 3 process scope (4 out of 4) defined within the 1.1.1.2 – Customer Interface Management (level 2) process, The four level 3 processes in scope for assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found. Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.2.1 Manage Contact	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	Conformance Score	Comment
1.1.1.2.2 Manage Request (Including Self Service)	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.2.3 Analyze & Report on Customer	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.2.4 Mediate & Orchestrate Customer Interactions	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 2: **1.1.1.3 – Marketing Fulfillment Response**	**Fully Conformant** **(3)**	**Fully Conformant** The following Level 3 processes were assessed for conformance: **1.1.1.3.1 Issue & Distribute Marketing Collaterals** **1.1.1.3.2 Track Leads** These processes represent the full level 3 process scope (2 out of 2) defined within the 1.1.1.3 – Marketing Fulfillment Response (level 2) process, The two level 3 processes in scope for assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations

eTOM process element	Conformance Score	Comment
Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
		found. Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.3.1 Issue & Distribute Marketing Collaterals	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.3.2 Track Leads	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 2: **1.1.1.4 - Selling**	**Fully Conformant** **(3)**	**Fully Conformant** The following Level 3 processes were assessed for conformance: **1.1.1.4.1 Manage Prospect** **1.1.1.4.2 Qualify Opportunity** **1.1.1.4.3 Negotiate Sales/Contract** **1.1.1.4.4 Acquire Customer Data** **1.1.1.4.5 Cross/Up Selling** **1.1.1.4.6 Develop Sales Proposal** **1.1.1.4.7 Manage Sales Accounts** These processes represent the full level 3 process scope (7

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
		out of 7) defined within the 1.1.1.4 – Selling (level 2) process, The seven level 3 processes in scope for assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found. Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.4.1 Manage Prospect	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.4.2 Qualify Opportunity	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.4.3 Negotiate Sales/Contract	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.4.4 Acquire Customer Data	**Fully Conformant** **(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). Note that the support provided can involve manual action

eTOM process element	Conformance Score	Comment
Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
		facilitated by the automated support.
1.1.1.4.5 Cross/Up Selling	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.4.6 Develop Sales Proposal	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.4.7 Manage Sales Accounts	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 2: **1.1.1.5 – Order Handling**	**Fully Conformant** **(3)**	**Fully Conformant** The following Level 3 processes were assessed for conformance: **1.1.1.5.1 - Determine Customer Order Feasibility** **1.1.1.5.2 - Authorize Credit** **1.1.1.5.4 - Track & Manage Customer Order Handling** **1.1.1.5.5 - Complete Customer Order**

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
		1.1.1.5.6 - Issue Customer Orders **1.1.1.5.7 - Report Customer Order Handling** **1.1.1.5.8 - Close Customer Order** These processes represent the full level 3 process scope (7 out of 7) defined within the 1.1.1.5 – Order Handling (level 2) process, The seven level 3 processes in scope for assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found. Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.5.1 - Determine Customer Order Feasibility	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.5.2 - Authorize Credit	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.5.4 - Track & Manage Customer Order Handling	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
1.1.1.5.5 - Complete Customer Order	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.5.6 - Issue Customer Orders	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.5.7 - Report Customer Order Handling	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.5.8 - Close Customer Order	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 2: **1.1.1.9 – Retention & Loyalty**	**Fully Conformant** **(3)**	**Fully Conformant** The following Level 3 processes were assessed for conformance:

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
		1.1.1.9.1 - Establish & Terminate Customer Relationship
		1.1.1.9.2 - Build Customer Insight
		1.1.1.9.3 - Analyze & Manage Customer Risk
		1.1.1.9.4 - Personalize Customer Profile for Retention & Loyalty
		1.1.1.9.5 - Validate Customer Satisfaction
		These processes represent the full level 3 process scope (5 out of 5) defined within the 1.1.1.9 – Retention & Loyalty (level 2) process, The five level 3 processes in scope for assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found.
		Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.9.1 - Establish & Terminate Customer Relationship	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.9.2 - Build Customer Insight	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.9.3 - Analyze & Manage Customer Risk	**Fully Conformant**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
	(5)	with the standard Business Process Framework (eTOM). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.9.4 - Personalize Customer Profile for Retention & Loyalty	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.1.9.5 - Validate Customer Satisfaction	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 1: **1.1.2 – Service Management & Operations**	**N/A** **(Level 1 Processes are not assessed)**	**The following Level 2 process elements were submitted in scope for this Level 1 process:** **1.1.2.2 – Service Configuration & Activation**
Within Level 2: **1.1.2.2 – Service Configuration & Activation**	**Partially Conformant** **(2)**	**Partially Conformant** The following Level 3 processes were assessed for conformance: **1.1.1.2.1 Design Solution** **1.1.2.2.2 Allocate Specific Service Parameters to Services**

eTOM process element	Conformance Score	Comment
Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
		1.1.2.2.10 Recover Service These processes represent a partial scope in terms of the number of level 3 processes included in scope for this assessment (3 out of 9) defined within the 1.1.2.2 – Service Configuration & Activation (level 2) process. The three level 3 processes included in scope for this assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found.
1.1.2.2.1 Design Solution	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.2.2.2 Allocate Specific Service Parameters to Services	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.2.2.10 Recover Service	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 1: **1.1.3 – Resource Management &**	**N/A** **(Level 1 Processes**	**The following Level 2 process elements were submitted in scope for this Level 1 process:** **1.1.3.2 – Resource Provisioning**

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
Operations	**are not assessed)**	
Within Level 2: **1.1.3.2 – Resource Provisioning**	**Partially Conformant** **(2)**	**Partially Conformant** **The following Level 3 processes were assessed for conformance:** **1.1.3.2.1 - Allocate & Install Resource** **1.1.3.2.9 - Recover Resource** These processes represent a partial scope (2 out of 8 level 3 processes) defined within the 1.1.3.2 – Resource Provisioning (level 2) process which results in Partial Conformance for this Level 2 process. The two level 3 processes in scope for assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found. Note that the support provided can involve manual action facilitated by the automated support.
1.1.3.2.1 - Allocate & Install Resource	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.1.3.2.9 - Recover Resource	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
Within Level 1: **1.2.1 – Marketing & Offer Management**	N/A (Level 1 Processes are not assessed)	**The following Level 2 process elements were submitted in scope for this Level 1 process:** **1.2.1.1 – Market Strategy & Policy**
Within Level 2: **1.2.1.1 – Market Strategy & Policy**	**Partially Conformant** **(2)**	**Partially Conformant** The following Level 3 process was assessed for conformance: **1.2.1.1.4 - Link Market Segments & Products** This process represent a partial scope in terms of the number of level 3 processes included in scope for this assessment (1 out of 5) defined within the 1.2.1.1 – Market Strategy & Policy (level 2) process which results in Partial Conformance for this Level 2 process The Link Market Segments & Products (1.2.1.1.4) level 3 process included in scope for this assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found.
1.2.1.1.4 - Link Market Segments & Products	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 2: **1.2.1.5 - Product & Offer development**	**Partially Conformant** **(2)**	**Partially Conformant** The following Level 3 processes were assessed for conformance:

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
& Retirement		**1.2.1.5.4 - Develop Product Commercialization Strategy** **1.2.1.5.5 - Develop Detailed Product Specifications** **1.2.1.5.7 - Launch New Products** **1.2.1.5.8 - Manage Product Exit** These processes represent a partial scope (4 out of a total of 8 level 3 processes) defined within the 1.2.1.5 – Product & Offer Development & Retirement (level 2) process which results in Partial Conformance for this Level 2 process. The four level 3 processes in scope for assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found. Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.5.4 - Develop Product Commercialization Strategy	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.5.5 - Develop Detailed Product Specifications	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.5.7 - Launch New Products	**Fully Conformant**	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria

eTOM process element	Conformance Score	Comment
	(5)	with the standard Business Process Framework (eTOM). Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.5.8 - Manage Product Exit	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 2: **1.2.1.6 – Sales Development**	**Partially Conformant** **(2)**	**Partially Conformant** The following Level 3 process was assessed for conformance: **1.2.1.6.3 - Develop New Sales Channels & Processes** This process represent a partial scope in terms of the number of level 3 processes included in scope for this assessment (1 out of 3) defined within the 1.2.1.6 – Sales Development (level 2) process. The Develop New Sales Channels & Processes (1.2.1.6.3) level 3 process included in scope for this assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found.
1.2.1.6.3 - Develop New Sales Channels & Processes	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 2: **1.2.1.7 - Product Marketing Communications &**	**Fully Conformant** **(3)**	**Fully Conformant** The following Level 3 processes were assessed for conformance:

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	Conformance Score	Comment
Promotion		**1.2.1.7.1 - Define Product Marketing Promotion Strategy**
		1.2.1.7.2 - Develop Product & Campaign Message
		1.2.1.7.3 - Select Message & Campaign Channels
		1.2.1.7.4 - Develop Promotional Collateral
		1.2.1.7.5 - Manage Message & Campaign Delivery
		1.2.1.7.6 - Monitor Message & Campaign Effectiveness
		These processes represent the full scope (6 out of 6 level 3 processes) defined within the 1.2.1.7 – Product Marketing Communications & Promotion (level 2) process,
		The six level 3 processes in scope for assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found.
		Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.7.1 - Define Product Marketing Promotion Strategy	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.7.2 - Develop Product & Campaign Message	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.7.3 - Select	**Fully**	**Fully Conformant**

Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
eTOM process element	**Conformance Score**	**Comment**
Message & Campaign Channels	**Conformant** **(5)**	Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM). Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.7.4 - Develop Promotional Collateral	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.7.5 - Manage Message & Campaign Delivery	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
1.2.1.7.6 - Monitor Message & Campaign Effectiveness	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 1: **1.2.2 – Service Development & Management**	**N/A** **(Level 1** **Processes** **are not**	The following Level 2 process elements were submitted in scope for this Level 1 process: **1.2.2.3 – Service Development & Retirement**

eTOM process element	Conformance Score	Comment
Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
	assessed)	
Within Level 2: **1.2.2.3 – Service Development & Retirement**	**Partially Conformant** **(2)**	**Partially Conformant** The following Level 3 process was assessed for conformance**:** **1.2.2.3.4 - Develop Detailed Service Specifications** This process represent a partial scope in terms of the number of level 3 processes included in scope for this assessment (1 out of 7) defined within the 1.2.2.3 – Service Development & Retirement (level 2) process. The Develop Detailed Service Specifications (1.2.2.3.4) level 3 process included in scope for this assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found.
1.2.2.3.4 - Develop Detailed Service Specifications	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.
Within Level 1: **1.2.3 – Resource Development & Management**	**N/A** **(Level 1** **Processes** **are not** **assessed)**	The following Level 2 process elements were submitted in scope for this Level 1 process: **1.2.3.3 – Resource Development & Retirement**
Within Level 2: **1.2.3.3 – Resource**	**Partially Conformant**	**Partially Conformant** The following Level 3 process was assessed for conformance:

eTOM process element	Conformance Score	Comment
Etiya Telaura V3.0 Product Conformance – Business Process Framework (eTOM)		
Development & Retirement	**(2)**	**1.2.3.3.4 - Develop Detailed Resource Specifications** This process represent a partial scope in terms of the number of level 3 processes included in scope for this assessment (1 out of 7) defined within the 1.2.3.3 – Resource Development & Retirement (level 2) process. The Develop Detailed Resource Specifications (1.2.3.3.4) level 3 process included in scope for this assessment resulted in full conformance with the Business Process Framework (eTOM) with no deviations found.
1.2.3.3.4 - Develop Detailed Resource Specifications	**Fully Conformant** **(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). Note that the support provided can involve manual action facilitated by the automated support.

6.4   Information Framework – Scoring Rules

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

Product & Solution: Information Framework (SID) Conformance Score Descriptions	
Conformance Score	**Qualifier**
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 and ABEs.
Conformance Score 2	The model has achieved Conformance Score of 1 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.
Conformance Score 3	The model has achieved Conformance Score of 2 and the required attributes of the ABE's core entity or entities are defined in the model.
Conformance Score 4	The model has achieved Conformance Score of 3 and dependent entities within the ABE's are defined in the model.
Conformance Score 5	The model has achieved Conformance Score of 4 and the required attributes of the ABE's dependent entities are defined in the model.
Conformance Score 6	The model has achieved Conformance Score of 5 and all attributes of the ABE's core entities are defined in the model.
Conformance Score 7	The model has achieved Conformance Score of 6 and all attributes of the ABE's dependent entities are defined in the model.

Figure 6.4 TM Forum Information Framework – Conformance Scoring Rules

<u>Notes:</u>

*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 Etiya Telaura CRM Suite Product Information Framework Assessment. Each ABE was measured using an Information Framework (SID) conformance scale of 1–7 as described in section 6.4 Information Framework – Scoring Rules.
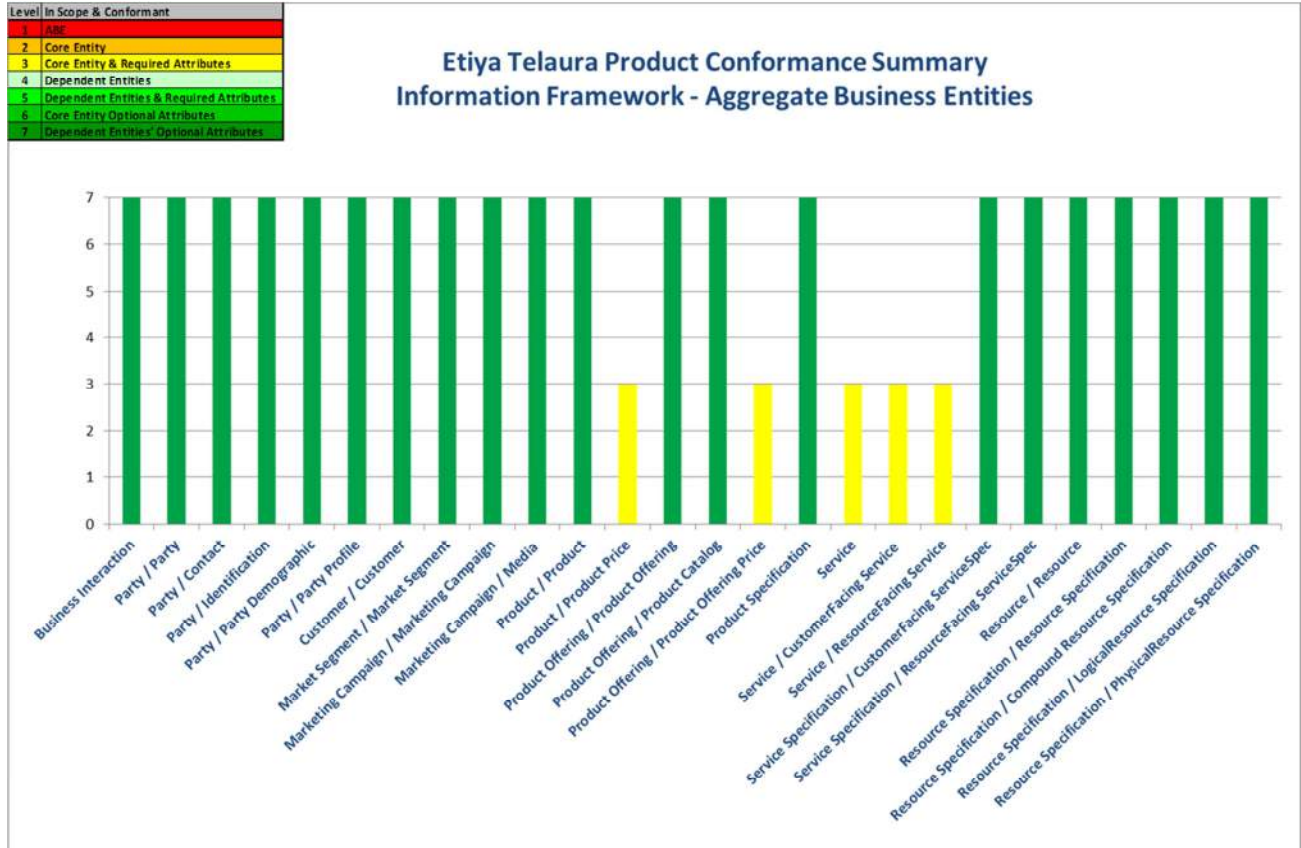

Figure 6.5 Information Framework - Conformance Result Summary

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

Etiya Telaura V3.0 Product Conformance - Information Framework (SID)			
Information Framework (SID) ABE	**Software Solution Domain**	**Conformance Score**	**Comment**
Party/ Party		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities. TM Forum Notes: 1. PartyName attributes are represented in 'CorporateName' and 'IndividualName' entities. When party type is organization, 'CorporateNameType' is used; on the other hand, when party type is individual, 'IndividualNameType' is used. 2. In the entity 'Individual', Telaura uses 'individualDetail' and 'individualDefinition' types together, for the definition of individual attributes.
Party/ Contact		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities. TM Forum Notes: 1. ContactMediumType is used for email, gsm, pstn, fax etc. The type of contact is defined via 'TypeName' attribute in 'ContactMediumType'.
Party/ Identification		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all

Etiya Telaura V3.0 Product Conformance - Information Framework (SID)			
Information Framework (SID) ABE	**Software Solution Domain**	**Conformance Score**	**Comment**
			attributes of dependent entities. TM Forum Notes: 1. Only three of the underlying entities have been included in scope of this assessment; these are: 'Party Identification', 'Organization Identification', and 'Individual Identification'. All other entities under the 'Party/ Identification' ABE are example entities, therefore do not need to be mapped. 2. Party/ Identification is represented with 'IndividualIdentificationType' and 'CorporateIdentificationType'. When party type is organization, 'CorporateIdentificationType' is used; on the other hand, when party type is individual, then 'IndividualIdentificationType' is used.
Party/ Party Demographic		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities.
Party/ Party Profile		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities.
Business Interaction		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities.
Customer	Customer	7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, and all attributes of dependent entities.
Market/Sales	Market	7	Core entity, required attributes, dependent

Etiya Telaura V3.0 Product Conformance - Information Framework (SID)			
Information Framework (SID) ABE	**Software Solution Domain**	**Conformance Score**	**Comment**
	Segment ABE		entities, required attributes of dependent entities, all attributes of the core entity, and all attributes of dependent entities.
Market/Sales	Marketing Campaign ABE	7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, and all attributes of dependent entities.
Market/Sales	Marketing Campaign / Media ABE	7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, and all attributes of dependent entities.
Product	Product/ Product	7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, and all attributes of dependent entities.
Product	Product/ Product Price	3	Core entity, required attributes, all attributes of the core entity
Product	Product Offering/ Product Offering	7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, and all attributes of dependent entities.
Product	Product Offering / Product Catalog	7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, and all attributes of dependent entities.
Product	Product Offering / Product Offering Price	3	Core entity, required attributes, all attributes of the core entity
Product	Product Specification	7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, and all attributes of dependent entities.
Resource ABE		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all

Etiya Telaura V3.0 Product Conformance - Information Framework (SID)			
Information Framework (SID) ABE	**Software Solution Domain**	**Conformance Score**	**Comment**
			attributes of dependent entities.
Resource Specification ABE		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities.
Resource Specification / CompoundResource Specification ABE		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities.
Resource Specification / LogicalResource Specification ABE		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities.
Resource Specification / PhysicalResource Specification ABE		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities.
Service ABE		3	Core entity, required attributes. Missing dependent entities: ServiceRole, ServiceBusinessActor and ServiceUtilizationDetails
Service / CustomerFacingService ABE		3	Core entity, required attributes. Missing dependent entity: ServicePackage
Service / ResourceFacing Service ABE		3	Core entity, required attributes. Missing dependent entity: ServiceBundle
Service Specification / CustomerFacing ServiceSpec ABE		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities.
Service Specification / ResourceFacing ServiceSpec ABE		7	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities.