Frameworx 13.5 Implementation Conformance Certification Report

Verizon
Verizon Rapid Delivery

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Version 1.0

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1 Introduction

1.1 Executive Summary

This document provides details of Verizon self-assessment and TM Forum's Conformance Assessment of the **Verizon Rapid Delivery** implementation, against the following Frameworx 13.5 components:

- Business Process Framework Version 13.5

The assessment included a review of:

- The methodology approach to process modeling against the TM Forum's Business Process Framework Release 13.5 according to the specific processes submitted in scope for the Assessment.

For any additional information on this Frameworx Conformance Certification Report, please contact TM Forum at conformance@tmforum.org .

2 Implementation Functionality/Capability Overview

2.1 Verizon Rapid Delivery – Implementation Overview

Verizon Enterprise Solutions serves 99 percent of Fortune 500 companies and provides services in 150 countries with offices in more than 75 countries. Our global IP network reaches customers in 2,700 cities. We also maintain more than 200 data centers worldwide.

We partner with enterprise customers across a variety of industries to provide them with innovative solutions that address a wide range of business needs in the following areas:

- World-Class Network – Offering a global network that is the foundation of our product suite
- Intelligent Networking – Building the foundation for the Internet of Things
- Cloud Computing – Providing dynamic cloud computing infrastructure and services for evolving business needs
- Mobility - Fueling a globally distributed workforce
- Connected Machines - Providing connectivity for M2M communication
- Information Security – Proactively addressing security threats

The VRD platform has the following key features:

Service catalogue that provides a highly variable product set and standard product entities with a set of well-defined parameters and specifications that can be reused to create interoperable and customizable solutions. Products in the catalogue have building block-like attributes that can be reused and reassembled into new solutions. These component products can be assembled together to create customized solutions for each customer without massive re-engineering that reduces speed to market.

Global Pricing & Costing Engine that provides customer Price Books with a consistent global pricing model. In addition, the pricing engine provides a streamlined process for special pricing and margin calculations driven from authoritative data sources.

Electronic Contract Creation that eliminates the need for a paper contract by enabling fully-electronic contract creation, including amendments and signature. Integrated directly with the pricing engine, this automated contract creation process helps remove the need for redlines in the contract with clear terms and conditions.

Unified Ordering Systems that consolidate the ordering flow through a common order processing and close out workflow.

Global Billing Engine that computes pricing of the billable components using the customer's price book while providing a simplified, easy-to-understand invoice to our customers.

So far, the results of VRD have been dramatic:

Verizon's product componentization has reduced our product portfolio by over 80% from more than 700 variations to fewer than 100 reusable products. Additionally, our solution has significantly accelerated time to market.

Our component architecture allows our customers to experiment with various permutations to determine which solutions are most effective for them. Then, our Rapid Delivery Platform enables our customers to implement our solutions quickly, which provides them with a competitive advantage. Service delivery time on VRD has been cut dramatically.

Finally, the most impressive metric has been with regards to customer satisfaction. The industry measures customer satisfaction through the Net Promoter Score, indicating the likelihood of customers recommending Verizon Enterprise Solutions. In the three months since we launched Verizon's Rapid Delivery Platform, our NPS score for ordering services has significantly improved.

3   Business Process Framework Assessment Overview

3.1   Mapping Technique Employed

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

The Business Process Framework Level 3 descriptions are analyzed by looking for implied tasks. Color coded text as highlighted below is used as part of the process mapping whereby highlighted text indicates the level of support for a Level 3 process implied task:

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

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

TM Forum Note 1: When process mappings are presented against Level 4 processes, the mappings are provided against the text in the "Mandatory" field for the process. In the event of the Mandatory field not being used, the process mappings are in that case provided against the Level 4 Brief/Extended descriptions.

TM Forum Note 2: Note that if a Level 3 process has not been decomposed to Level 4 processes in the Business Process Framework, in such cases the process mapping support is provided against the Level 4 process descriptions (Brief & Extended).

TM Forum Note 3: While detailed mapping information was provided by Verizon for this assessment and shared with the TM Forum conformance assessment team, due to the confidential nature of the detailed mapping information, this report contains links to the mapping details, access to which, must be approved by Verizon.

Please contact contactVerizonVRD@one.verizon.com or conformance@tmforum.org .

3.2 Business Process Framework Process Scope

The following figures represent the Business Process Framework Level 2 processes (high-lighted in blue) that were presented in scope for the assessment and that were assessed and support the corresponding Business Process Framework processes according to the results in Chapter 6 Frameworx Conformance. The text callouts capture the high-level mapping to the Verizon VRD implementation for the Level 2 processes.
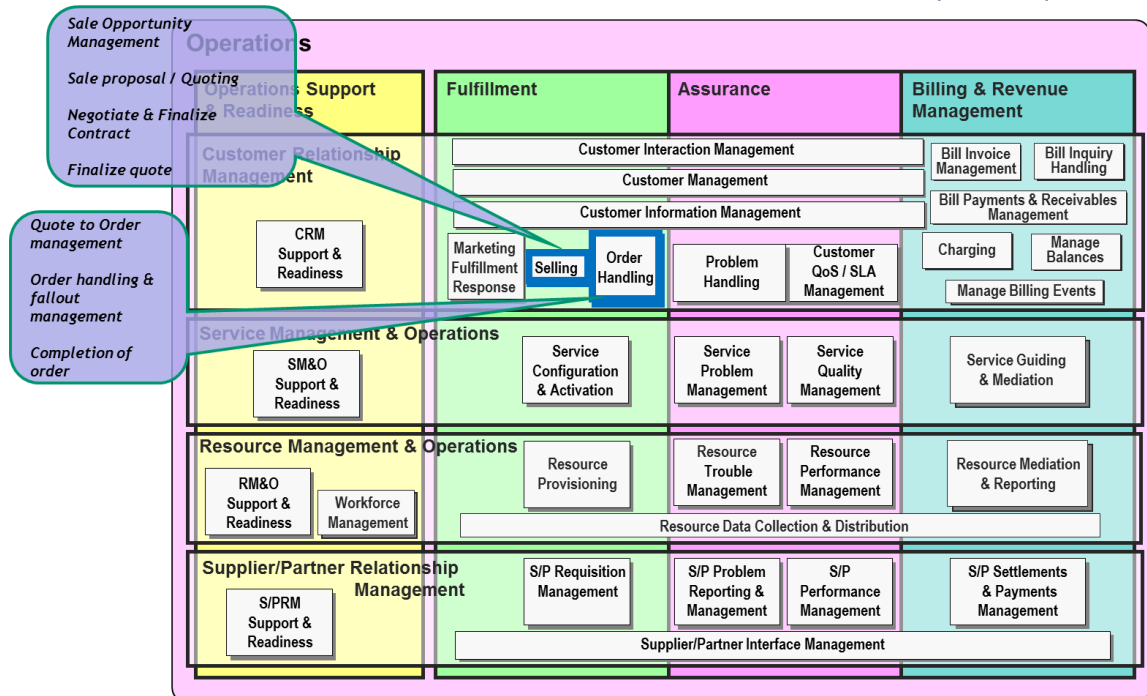
Figure 3-1 Operations Level 2 process coverage for Verizon VRD Assessment

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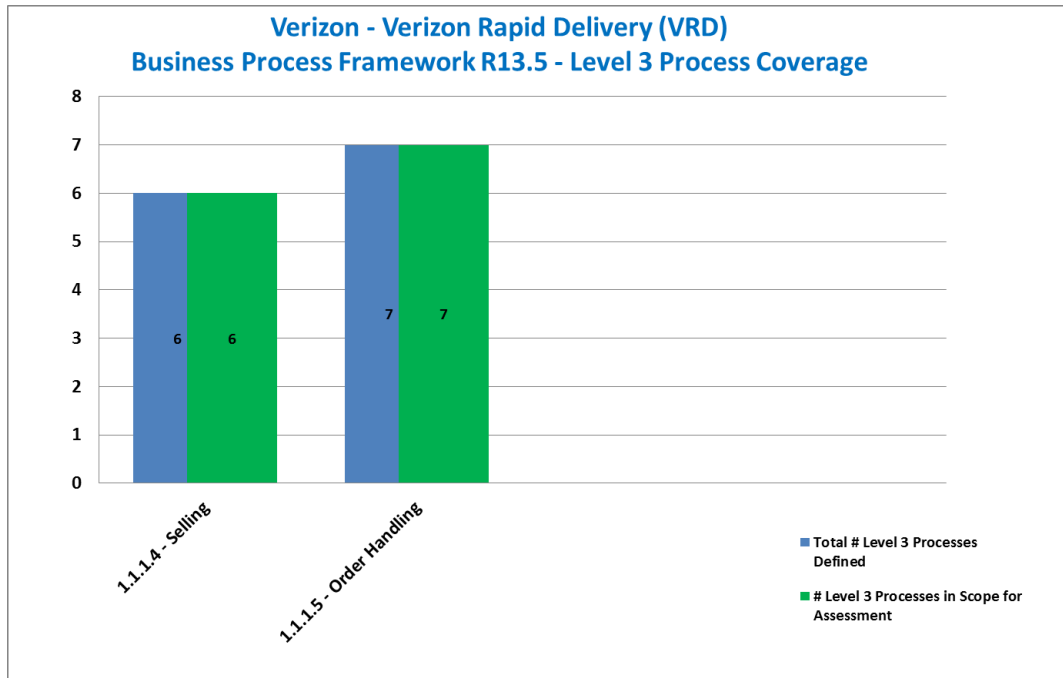
Figure 3-2 Level 3 process coverage for Verizon Rapid Delivery Assessment

3.3 Implementation Scope

The following diagram represents the Verizon VRD architecture.
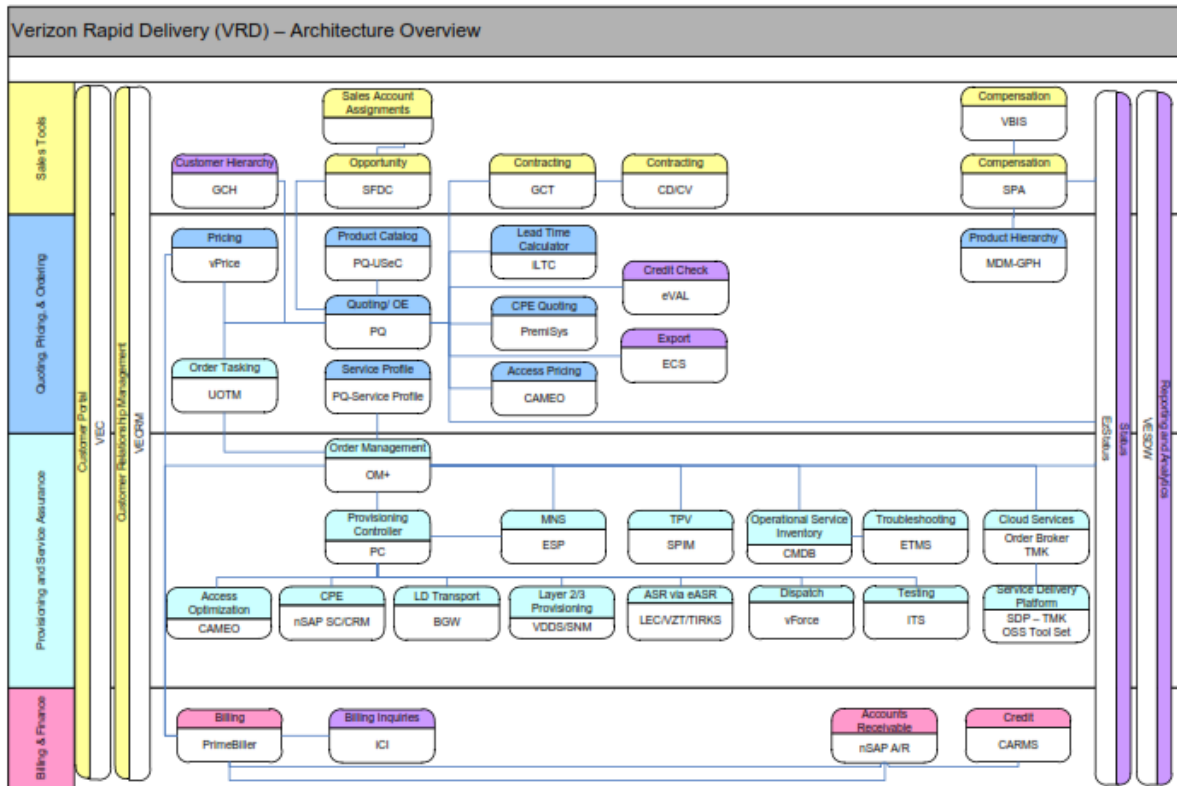
Figure 3-3 Verizon VRD Architecture Overview

4 Business Process Framework – Process Mapping Descriptions

This section provides the Process Mapping output from Verizon's Self-Assessment which was reviewed by TM Forum Subject Matter Experts alongside supporting documentation for Verizon Rapid Delivery.

4.1 L2: Selling (1.1.1.4)

Figure 4-1 Selling decomposition into level 3 processes

Process Identifier: 1.1.1.4
Process Context
This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

Brief Description
Responsible for managing prospective customers, for qualifying and educating customers, and matching customer expectations

Extended Description
Selling processes are responsible for managing prospective customers, for the qualification and education of the customer and for matching customer expectations to the enterprise's products and services and ability to deliver. These processes also manage the response to customer RFPs.
Explanatory
Reserved for future use.

Mandatory

Reserved for future use.

Optional

Reserved for future use.

Interactions

Reserved for future use.

TM Forum Note:

As the mapping details provided by Verizon for the Frameworx Conformance Assessment is considered confidential information, please contact TM Forum (conformance@tmforum.org) or Verizon VRD Team (contactVerizonVRD@one.verizon.com) for access to the following document which contains Verizon's mapping details for the Business Process Framework processes defined for Level 2 process, 1.1.1.4 Selling.

1.1.1.4 Selling Mapping document:
http://www.tmforum.org/cws/helper_controls/download.aspx?ID=27657&team_ID=337
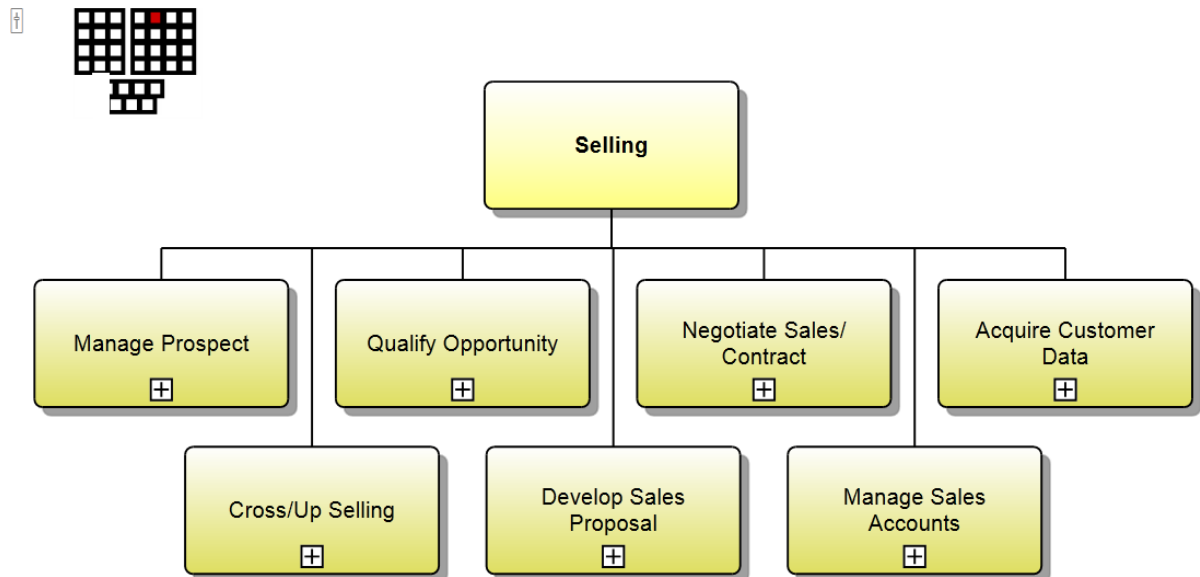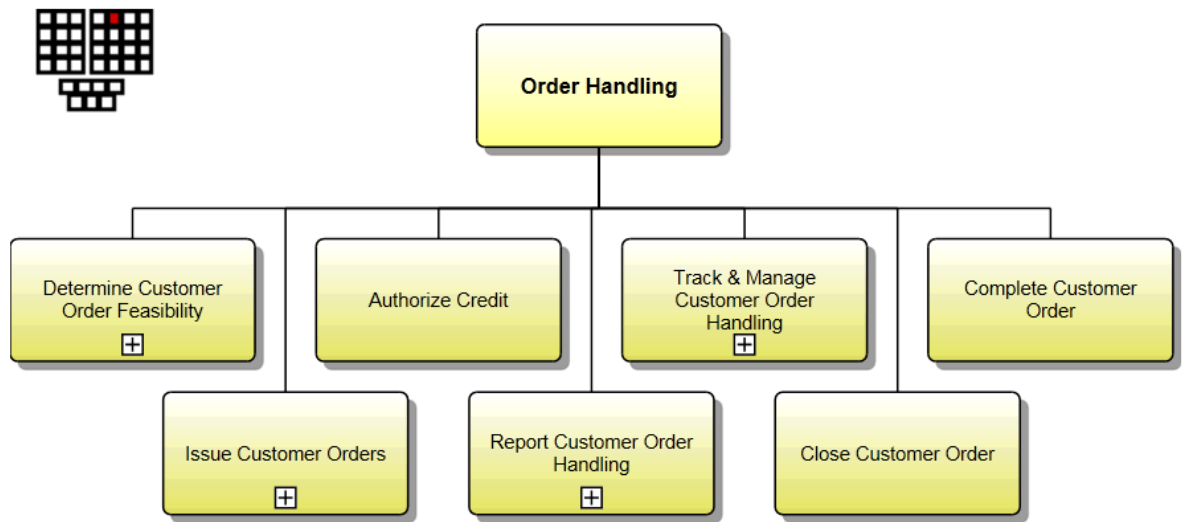
4.2 L2: Order Handling (1.1.1.5)

Figure 4-2 Order Handling decomposition into level 3 processes

Process Identifier: 1.1.1.5
Process Context
This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

Brief Description
Responsible for accepting and issuing orders.

Extended Description
Order Handling processes are responsible for accepting and issuing orders. They deal with pre-order feasibility determination, credit authorization, order issuance, order status and tracking, customer update on order activities and customer notification on order completion. Responsibilities of the Order Handling processes include, but are not limited to:
· Issuing new customer orders, modifying open customer orders or canceling open customer orders;
· Verifying whether specific non-standard offerings sought by customers are feasible and supportable;
· Checking the credit worthiness of customers as part of the customer order process;
· Testing the completed offering to ensure it is working correctly;
· Updating of the Customer Inventory Database to reflect that the specific product offering has been allocated, modified or cancelled;
· Assigning and tracking customer provisioning activities;
· Managing customer provisioning jeopardy conditions; and

· Reporting progress on customer orders to customer and other processes.

Explanatory

Reserved for future use.

Mandatory

Reserved for future use.

Optional

Reserved for future use.

Interactions

Reserved for future use.

TM Forum Note:

As the mapping details provided by Verizon for the Frameworx Conformance Assessment is considered confidential information, please contact TM Forum (conformance@tmforum.org) or Verizon VRD Team (contactVerizonVRD@one.verizon.com) for access to the following document which contains Verizon's mapping details for the Business Process Framework processes defined for Level 2 process, 1.1.1.5 Order Handling.

1.1.1.5 Order Handling Mapping document:
http://www.tmforum.org/cws/helper_controls/download.aspx?ID=27659&team_ID=337

5 Information Framework Assessment Overview

5.1 Mapping Technique Employed

Not applicable for this phase of the assessment.

5.2 Information Framework Assessment - ABE Scope

Not applicable for this phase of the assessment.

5.3 Implementation Scope

Not applicable for this phase of the assessment.

6 Frameworx Conformance Result

This section details the Scores awarded to reflect Conformance of Verizon Rapid Delivery to the Business Process Framework & Information Framework components of Frameworx 13.5.

6.1 Business Process Framework – Scoring Rules

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

Frameworx 13.0 Conformance Certification (Product/Solution/Implementation)		
Business Process Framework (eTOM) - Conformance Score Methodology		
Process Level	**Conformance Score**	**Qualifier**
Level 1 Process	*Not applicable*	*Conformance Assessment shall not be carried out at this process level.*
Level 2 Process	*Not applicable*	*A conformance level is not awarded to Level 2 processes in Frameworx Certification.* *The Certification Report shall highlight the coverage within a Level 2 process submitted in scope for an Assessment, in terms of number of Level 3 processes submitted for assessment out of the total number defined in the Business Process Framework for the Level 2 process.*
Level 3 Process	**Conformance Score is awarded between 3.1 & 5.0**	*The Conformance Score is awarded for each Level 3 process submitted in scope for the Assessment. The Conformance Score awarded can be a value between 3.1* & 5 depending on the level of coverage & conformance to the Level 3 process based on the alignment to the level 3 Implied Tasks as decomposed in the Level 4 process definitions. If a Level 3 process has not been decomposed to Level 4 processes, the Level score is awarded according to alignment to the Level 3 defined Implied Tasks.*
Level 4 Process	*Level of conformance is calculated as input to parent Level 3 Process Score*	*Levels of conformance are calculated for Level 4 processes according to alignment to the individual implied tasks. Level 4 scores are summed and averaged to given an overall score for the parent Level 3 process.*
* In earlier Conformance Assessments, scores were awarded to Level 1 & Level 2 processes using values 1 through to 3. For this reason, the Level 3 scores start from > 3.		

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 3 Processes presented in scope for the Verizon Rapid Delivery 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.
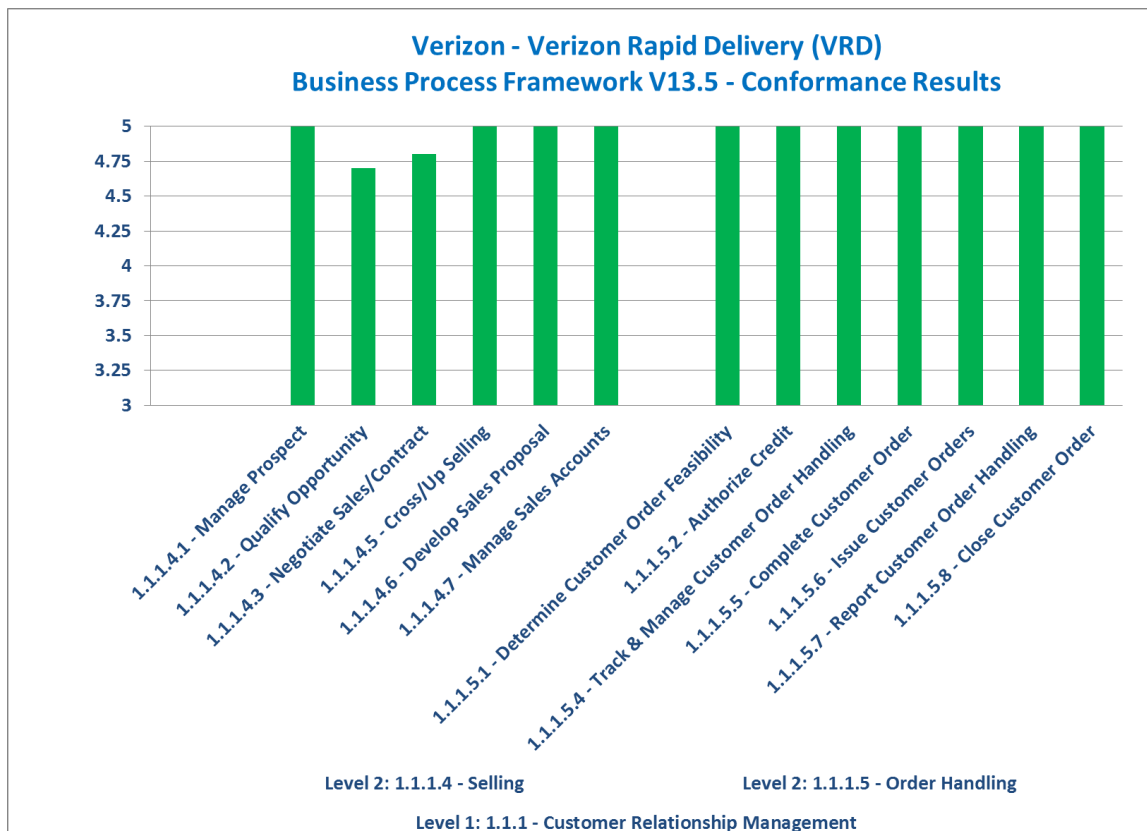

Figure 6-2 Business Process Framework: Conformance Result Summary

6.3   Business Process Framework – Detailed Conformance Results

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

Table 6-1 Business Process Framework: Detailed Conformance Results

L1 / L2 / L3 Process	L3 Process Score [L2 Coverage]	Comments
Verizon - Verizon Rapid Delivery (VRD) Implementation **Business Process Framework (eTOM) Release 13.5 Conformance**		
Level 1: 1.1.1 - Customer Relationship Management		
Level 2: 1.1.1.4 - Selling	**[6/6]**	
1.1.1.4.1 - Manage Prospect	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.4.2 - Qualify Opportunity	4.7	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process supported alignment criteria with the standard Business Process Framework (eTOM) but with some deviations.
1.1.1.4.3 - Negotiate Sales/Contract	4.8	**Partially Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process supported alignment criteria with the standard Business Process Framework (eTOM) but with some deviations.
1.1.1.4.5 - Cross/Up Selling	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.4.6 - Develop Sales Proposal	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).

1.1.1.4.7 - Manage Sales Accounts	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
Level 2: 1.1.1.5 - Order Handling	**[7/7]**	
1.1.1.5.1 - Determine Customer Order Feasibility	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.5.2 - Authorize Credit	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.5.4 - Track & Manage Customer Order Handling	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.5.5 - Complete Customer Order	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.5.6 - Issue Customer Orders	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).
1.1.1.5.7 - Report Customer Order Handling	5.0	**Fully Conformant** Supporting evidence and documentation submitted for the assessment of this level 3 process fulfilled alignment criteria with the standard Business Process Framework (eTOM).

1.1.1.5.8 - Close Customer Order	**5.0**	**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).

6.4   Information Framework – Scoring Rules

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

Frameworx 13.0 Conformance Certification (Product/Solution/Implementation)	
Information Framework (SID) - Conformance Score Descriptions	
Conformance Score	**Qualifier**
Non Conformance [Score = 1]	The content of the model is compatible with a subset of the Information Framework (SID) ABEs that define its domain coverage. This provides two interacting components/solutions with a common vocabulary and model structure. The subset represents the scope of the model, expressed in Information Framework (SID) domains and ABEs.
Non Conformance [Score = 2]	The model has passed level 1 conformance and the content of the ABE, part of the domain coverage and defined in the model, contains the ABE's core business entity or entities. A core business entity is an entity upon which other entities within the ABE are dependent. e.g. Service in the Service ABE. A core entity is also an entity whose absence in the ABE would make the ABE incomplete.
Very Low Conformance [2.0 < Score <= 3.0]	The model has passed level 2 conformance and *a percentage of the required attributes of the ABE's core entity or entities are defined in the model.
Low Conformance [3.0 < Score <= 4.0]	The model has passed level 3 conformance and *a percentage of the dependent entities within the ABE are defined in the model. A dependent entity is one whose instances are dependent on an instance of a core entity. For example, a ServiceCharacteristic instance within the Service ABE is dependent upon an instance of the Service entity.
Medium Conformance [4.0 < Score <= 5.0]	The model has passed level 4 conformance and *a percentage of the required attributes of the ABE's dependent entities are defined in the model.
High Conformance [5.0 < Score <= 6.0]	The model has passed level 5 conformance and *a percentage of all attributes of the ABE's core entities are defined in the model.
Very High Conformance [6.0 < Score < 7.0]	The model has passed level 6 conformance and *a percentage of all attributes of the ABE's dependent entities are defined in the model.
Full Conformance [Score = 7.0]	The model has achieved Level 7 conformance (Full Conformance) and all attributes of the ABE's core & dependent entities are defined in the model.
For each level, according to what is required, a value is calculated based on the percentage of entities/attributes supported - as appropriate. This will result in a decimal figure (rounded to one decimal place).	

Figure 6-3 TM Forum Information Framework: Conformance Scoring Rules

**Notes:**

A **core business entity** is an entity upon which other entities within the ABE are dependent. For example, Service in the Service ABE. A model should strive to attain as high a level of Information Framework (SID) conformance as possible. A core entity is also an entity whose absence in the ABE would make the ABE incomplete.

A **dependent entity** is one whose instances are dependent on an instance of a core entity. For example, a ServiceCharacteristic instance within the Service ABE is dependent upon an instance of the Service entity.

6.5 Information Framework – Conformance Result Summary

Not applicable for this phase of the assessment.

6.6 Information Framework – Detailed Conformance Result

Not applicable for this phase of the assessment.