



TM FORUM AND CABLE



Simplifying the Complexity
of Cable Transformation

www.tmforum.org/Cable

TM Forum and Cable

The cable industry has evolved at a staggering pace from video distribution to high speed data, voice, mobile services, and beyond. New services now represent a tremendous growth opportunity for cable operators/multiple system operators (MSOs). However, with opportunity comes many challenges.

To succeed, MSOs must adapt to this rapidly changing market and address new business demands while moving from a legacy operational systems environment to a next generation services orientation – a transformation that can be complex, high risk and very expensive.

TM Forum is a global, non-profit industry association focused on simplifying the complexity of running an MSO's business. As an established thought-leader in complex service management, the Forum serves as a unifying force across industries, enabling more than 900 member companies to solve critical business issues through access to a wealth of knowledge, practical tools, best practices and standards.

Learn how becoming part of TM Forum's Cable Community can help you take advantage of new revenue growth opportunities, rapidly deploy and introduce services, improve operational efficiency, and communicate to targeted end-users more effectively through TM Forum's extensive industry membership and outreach programs.

Read on to discover how TM Forum can help transform your business.



Join TM Forum's Cable Community

TM Forum brings together leading cable MSOs from around the globe to rethink communications and to simplify the complexity of delivering cable-related services to achieve growth in a highly competitive market. By joining the TM Forum Cable Community, you have the opportunity to collaborate with global working groups comprised of cable MSOs, their suppliers and partners to overcome common business challenges through development of best practices and standards focusing on relevant operational challenges.



Focus on Results

TM Forum brings together all facets of the cable industry to share and leverage world-class knowledge and expertise. In 2011, TM Forum's Cable Community launched Framework for Cable – a comprehensive approach to continued development of use cases, standards, and best practices specifically for the global cable industry.

This program consolidates the deliverables of TM Forum's Cable Working and Chartered Groups that are collaborating to provide industry-specific solutions to simplify the adoption, use, and maturity of Framework for Cable.

“ If you deploy TM Forum's Framework before work starts on a project, as a sort of umbrella over it, it has a fundamental influence. For big and small projects, it helps you work out resources you need, which might not be obvious from the initial scoping exercise. ”

Hans Hedström,
Senior Advisor on
Information Systems
Com Hem

TM Forum's Cable Community – which has grown significantly in the past few years – has focused on evolving TM Forum's Framework suite of standards to help address cable industry challenges including:

Mobile Solutions:

Leveraging the value of mobile devices to increase and extend the value of cable TV subscriptions

Transformation for IP Cable:

Transformation of entertainment and connectivity services to provide outstanding converged offers to both residential and commercial customers

Growth Requirements in Business/Commercial/Non-Residential Services:

Obtain a better understanding of the changes in business customer profiles including the needs to QoS and SLA management.

OTT Solutions:

Creating solutions that optimize the best in subscription/OTT entertainment.

Spotlight: TV Everywhere and New Services

TV Everywhere is more than an app on a tablet – it brings a new customer experience to the market and a new set of requirements for support, operations, and business models. Enter TM Forum's Framework for Cable.

As more tablet-style devices explode onto the scene for cable subscribers, cable operators must ensure that they can manage high velocity launches in a predictable manner, without jeopardizing service delivery and quality. As the customer experience becomes more entwined with transforming technologies like tablets, there emerges a new set of requirements for on-going change management as mobility delivers opportunities in value added services, and generates changes in business processes, technology, and offerings.

These Framework features are specifically focused on helping you to transform your cable operations to take advantage of TV Everywhere:

- **Quick Start Pack:** TV Everywhere on Mobile Device. Jump-start your TV Everywhere on Mobile Device service delivery from inception to delivery with standard end-to-end business flows. For more information visit www.tmforum.org/QSPTV.
- **Quick Start Guide:** Cable Business Intelligence. Use these 50 Cable Key Performance Indicators (KPIs) across 7 business functions, focused on customer experience, to standardize, measure, and monitor your business performance. For more information visit www.tmforum.org/QSPBI.
- **Next Generation Internet Protocol Detail Records (IPDR):** Enable next-generation, dynamic service usage data collection and usage-based billing and operations for IP-based services, including across complex value chains, with updated session types. For more information visit www.tmforum.org/CableIPDR.



Charter Communications: Enabling a Better Customer Experience



60% saved on IT spend

Situation

Charter Communications is the fourth largest cable operator in the United States, providing advanced video, high-speed Internet, and telephone services to approximately 5.2 million residential and business customers in 25 states. In 2010, the company's IT assets were disparate, resulting in costly redundancies and a disjointed customer experience from one channel to another.

Goal

Increase IT efficiency and deliver a better, more consistent customer experience.

Solution

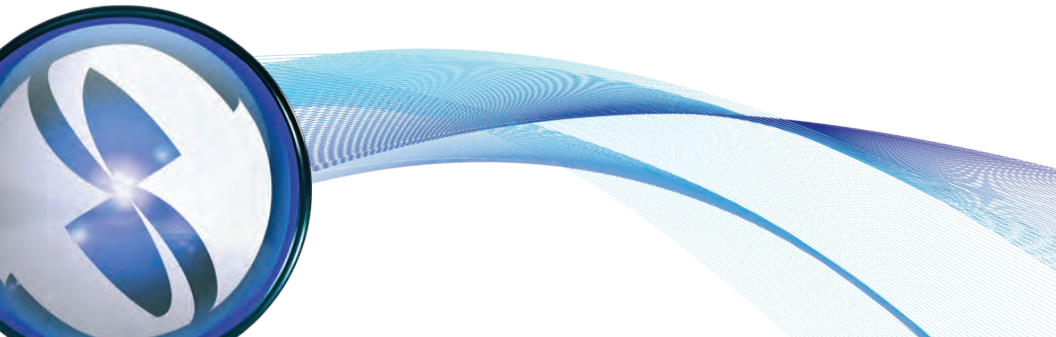
Charter Communications approached this situation from two angles. They did so by adopting a Configuration Management Database and a Portfolio Management Database, both of which used TM Forum's Framework as a common reference across IT operations and planning.

Results

Charter Communications was able to reduce its IT spend by nearly 60 percent and offer a better, more consistent customer experience across all channels.

“ The point wasn't just to benefit our IT operations by simplifying and consolidating operations, but to make things simpler and more consistent for our customers too. ”

Steve Madden
Customer Experience
Architect – Enterprise
Architecture and Strategy
Charter Communications



Com Hem: Enabling IT Transformation



Situation

Com Hem is the largest MSO in Sweden, offering telephony, broadband and TV services to about 40 percent of Swedish homes serving 1.77 million subscribers. Following acquisitions by private equity funds in 2003, 2006 and 2011, and making acquisitions of its own with UPC Sweden and Canal Digital Kabel-TV, Com Hem needed to continue to pay dividends to its shareholders while increasing its value to other potential buyers.

Goal

Deliver value to shareholders and customers, while transitioning operations and integrating new companies.

Solution

Com Hem utilized TM Forum's Framework as a foundation for projects right from the start to determine what resources are needed, streamline operations and software platforms across departments, and identify redundancies in processes.

Results

Com Hem has increased its value significantly since 2006 – the year it became a TM Forum member. That year, The Carlyle Group and Providence Equity Partners purchased Com Hem for €352 million, equaling approximately €237 per household. In 2011, BC Partners bought Com Hem for €1.8 billion, representing approximately €780 per household – a 229 percent increase from the household value in 2006.

TM Forum's Framework has helped us see the whole system and provide a good way of dividing and mapping business requirements into different domains and solutions...It helps us make better business decisions and stops us from leaving anything out of the product lifecycle.

Hans Hedström
Senior Advisor on
Information
Systems
Com Hem

Mission Collaboration

TM Forum and its Frameworkx suite of best practices and standards can help MSOs lead the charge for industry collaboration and standardization. This helps to reduce risk and the costs of business transformation while enabling the adoption of new services. TM Forum's Cable Community boasts more than 20 member companies from around the world including:



By joining TM Forum, you join a community that:

- Fosters collaboration for common business processes in cable. This reduces risk and enables common interfaces, while saving time and money.
- Provides collaborative opportunities with your peers to address the transformation of legacy cable OSS/BSS with common architectures.
- Gives you access to TM Forum Frameworkx—the blueprint to develop a common set of cable interfaces, data models, work flows, and measurement that can be re-used.
- Provides an opportunity to develop management best practices for cable in key areas such as revenue management, customer experience, information technology, benchmarking, proof of concepts, and more.
- Encourages you to network and collaborate with your peers, partners, and customers at leading MSOs and organizations such as Cox Communications, Rogers Communications, UPC, Time Warner Cable, CableLabs and more to develop innovative solutions that address your business goals.

tmforum MEMBER BENEFITS

When you become a member of the TM Forum, you become part of a community 65,000 strong working together to better the industry. As a corporate member, all employees of your company automatically gain access to the benefits below.

ENABLING AGILITY



Business Benchmarking

Securely and anonymously assess your operational performance against your peers, identifying opportunities for improvement

Benefit to You

Service provider members gain access to our secure, anonymous benchmarking studies covering a range of critical Key Performance Indicators (KPIs)

Frameworkx

Adopt the industry standard for service provider operations and integration, reducing costs and risks and enabling new, innovative services

Get full access to the latest version of Frameworkx as well as supporting services and materials, and an international community of experts

Frameworkx Implementation Support

From RFX templates, to training, certification to access to experts, we work with you to ensure your Frameworkx implementation is a success

Only TM Forum members gain access to our extensive range of implementation support tools and services, and discounts on training

Best Practice Guides

Access an unparalleled set of best practice guides developed for the industry, by the industry

Enjoy exclusive access to Best Practice guidebooks on a range of key topics including Customer Experience Management and Revenue Assurance

tmforum MEMBER BENEFITS

ENABLING INNOVATION



Collaboration Community

Join our worldwide community – 65,000 strong – to collaboratively develop the best practices and standards which underpin future growth in our complex industry

Benefit to You

Only TM Forum members can join and participate in our Collaboration Community

Rapid Proof-of-Concept Solutions

Establish new partnerships in a neutral, safe environment and rapidly develop new conceptual solutions

Lead a Catalyst proof-of-concept project to solve a real-world problem in record time through industry collaboration

Shape the Industry

Demonstrate your position as an industry leading innovator and commitment to simplicity in our complex industry by joining TM Forum's Board

As a TM Forum member, you can put forward a senior member of your executive staff to join the Board and shape the industry

ENABLING KNOWLEDGE



Cutting-edge Research

Enjoy complimentary subscriptions to more than 25 impartial research reports a year

Unlimited access to more than 25 impartial research reports per year and an extensive library of existing reports

Training & Certification

Enhance and demonstrate your knowledge of Frameworkx to secure new business

Enjoy significant discounts on TM Forum training courses

Certification is only available to TM Forum members

Thought Leading Conferences & Events

Speak, participate, learn and network with our international series of in-person and virtual events

Enjoy significant discounts on attendance for TM Forum events

Receive advance notice of speaking opportunities

MEMBERSHIP FEES

Membership of the TM Forum is renewed each year, with a sliding scale of fees based on your company's annual revenues.

Membership Category	Annual Revenue	2013-2014 Membership Fees
Corporate A	> \$10 billion USD	\$57,500
Corporate B1	\$1 billion to \$10 billion USD	\$46,000
Corporate B2	\$100 million to \$1 billion USD	\$36,000
Corporate C	\$25 million to \$100 million USD	\$17,750
Corporate D	\$1 million to \$25 million USD	\$8,650
Corporate E	< \$1 million USD	\$1,650

Getting the most out of your membership

Upon joining, you will be assigned an account manager who will work with you to ensure you and other employees across your organization get the maximum value from your membership.

Who else is a member?

With more than 900 member companies and more than 65,000 professionals within those companies, TM Forum's membership is constantly growing. Check out the latest membership list on our website at www.tmforum.org/members

HOW TO JOIN

For questions about TM Forum's Cable Community or to learn more about becoming a TM Forum member, please contact:

Victor Harrison
Membership Development Manager
t +1 (303) 220-5841
e vharrison@tmforum.org





US Office

240 Headquarters Plaza
10th Floor, East Tower
Morristown, NJ 07960
United States of America
+1 973 944 5100
www.tmforum.org

European Office

47 Lower Brook Street
Ipswich
Suffolk
IP4 1AQ
United Kingdom
+44 207 748 6615



www.tmforum.org/linkedin



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