Business Process Framework R8.0

Certification Report

International Turnkey Systems
TABS Suite of Products
Series 7

July 2011

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1   Introduction

1.1   Executive Summary

This document provides details of International Turnkey System's (ITS) self-assessment and TM Forum's certification of International Turnkey System's (ITS) TABS Suite of Products, 7 Series product against the TM Forum's Business Process Framework Release 8.0.

1.2   Representation of ITS TABS Suite of Products, 7 Series Functionality/Capability

About TABS

TABS is a turnkey O/BSS solution for the Communications industry and one of ITS's best-selling offerings. At its core lies our patent 360° Convergence philosophy for service providers' businesses. The vision is to implement the complete O/BSS Value Chain in a way that each step seamlessly leads to another so that a virtuous cycle of convergence is created. Resultantly, the Service Provider is empowered to sit on top of the system, launch innovations with flexibility, monetize customer lifecycles, improve operational quality and efficiency, manage revenues, obtain customers insights and feed them back into innovation. Delivering on this out of the box capability at proven low risk, reduced costs and rapid implementation rollouts, is an achievement ITS takes great pride in.

TABS 360° Convergence is a ready to go and pre-integrated box jam packed with business process repositories and best-practices expertise gained from hundreds of implementations worldwide. The package is designed to enable Service Providers, either established or Greenfield, to capitalize on the ever-growing opportunities with the advent of NGNs, All-IP, Multi-play, Service and Customer Convergence, 3G and WiMAX rollouts, VAS Services, merchants, application developers, content providers and what not. This enablement is designed to let operators thrive in competitive markets with differentiation and customer satisfaction.

Highlights

- Managing more than 180M subscribers across 38 operators and a variety of networks.
- SOA Based Service Repository custom delivered to suit your Business Processes (BPM).
- Open & Industry Standard offering conformant with TM Forum's SID and eTOM, the level of conformance is as per the product & eTOM scope and the conformance levels indicated in this report.
- Carrier Neutral – Support for Fixed/Mobile, GSM, WiMAX, CDMA, IMS etc
- Protocol Neutral – Support for SS7, Diameter, SIP
- Service Neutral – Support for Voice, Messaging, Data, VoIP, Content.
- Multi Organization Support. MVNO/MVNE Support with one platform hosting multiple application instances.
- Carrier Grade Scalability from entry level to tens of millions of customers.

1.3   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 task is mapped to appropriate company documentation to show how the tasks are supported.

A colour coding text high-lighting mechanism is used as part of the process mapping whereby high-lighted text will indicate the level of support for a Level 3 process implied task as follows:

- GREEN High-lighting of text is used to high-light key words/ key statements which are fully supported
- YELLOW High-lighting of text is used to high-light key words/key statements which are partially supported
- GREY High-lighting of text is used to high-light key words/key statements which are not supported
- No High-lighting is used for Words/statements that are Not relevant and it is just for reference or to complete the sentence [No Process mapping is expected for those statement or words]"
  For any Level 3 process not presented in scope for an in-scope Level 2 process, these Level 3 out-of-scope processes are provided in the mapping table with no high-lighting but with appropriate commentary as to why the Level 3 process is out of scope.

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" are used for each task to indicate that the step or steps is/are automated (A), manual (M), or both (AM).

2 Assessment Scope

2.1 Business Process Framework Level 2 Scope (diagrammatic)

Figure 2.1 provides a diagrammatic representation of the Business Process Framework Level 2 processes (blue background) that were presented in scope for the Assessment with the textual overlays representing the modules of the ITS TABS Suite of Products 7 Series that were assessed.
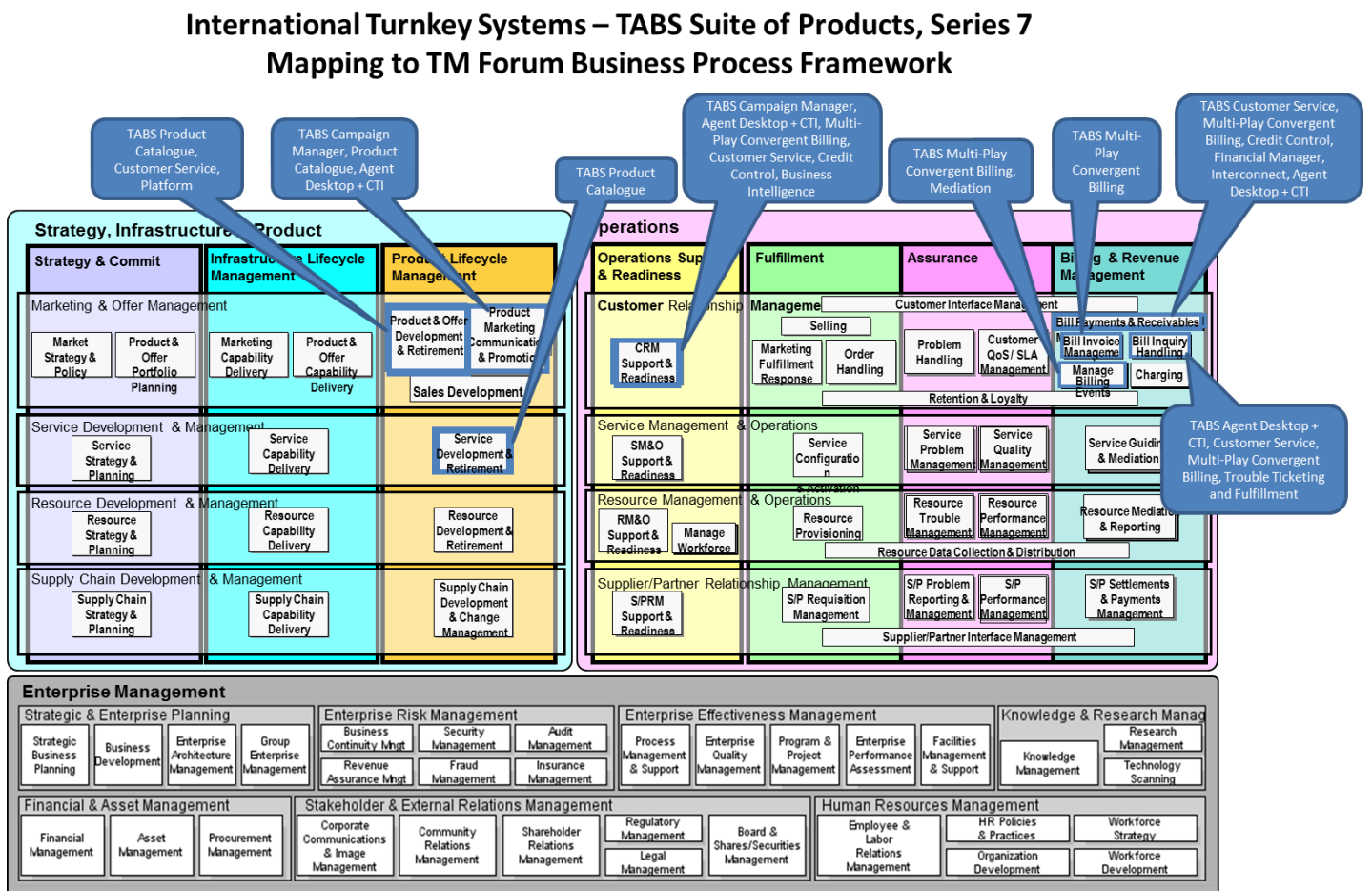
Figure 2.1   Business Process Framework Level 2 Scope (diagrammatic)

2.2   Product Scope

Figure 2.2 provides a diagrammatic representation of the ITS TABS, Series 7 processes with the processes that were presented in scope high-lighted in blue. The textual overlays represent the TM Forum Business Process Framework Level 2 Processes that were assessed. The scope of the assessed Level 3 processes is detailed in the Process Conformance section.
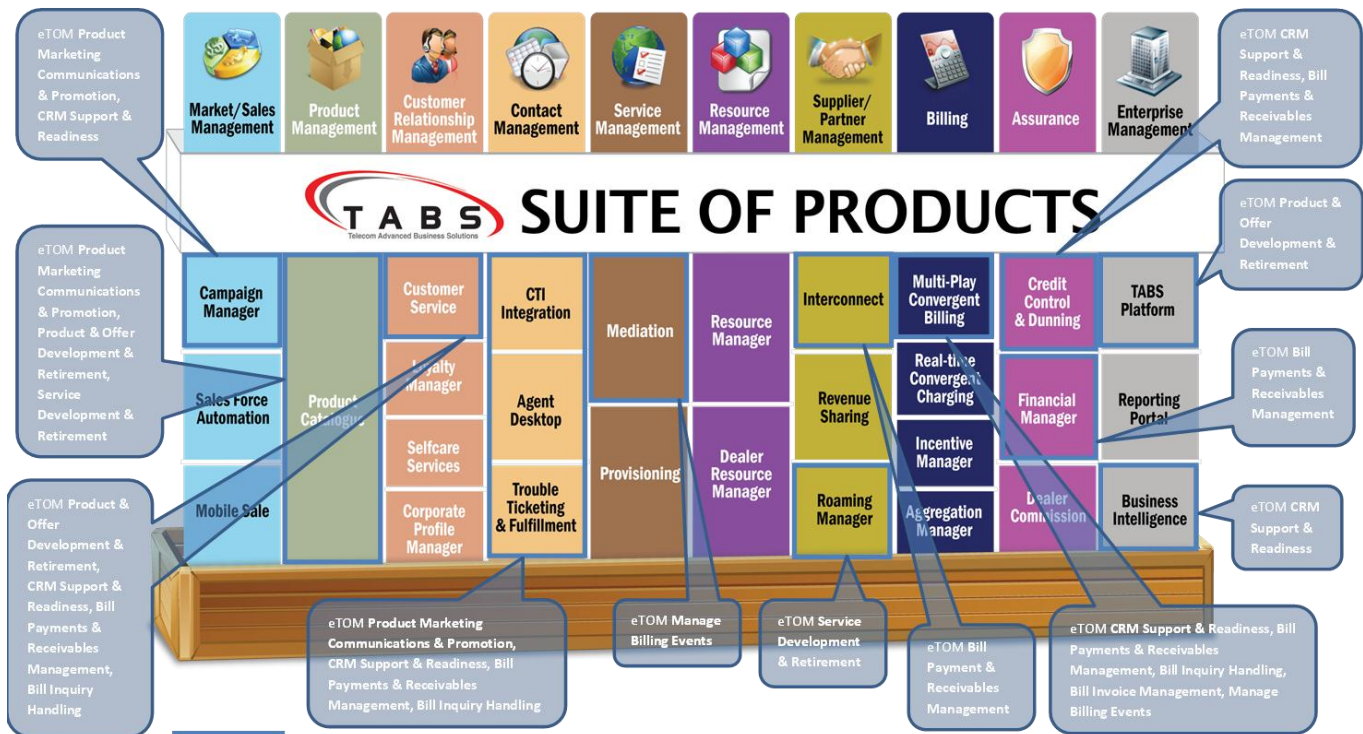
Figure 2.2   ITS TABS Suite of Products, 7 Series – Product Scope

International Turnkey Systems TABS Suite of Products, 7 Series – Business Process Framework (eTOM) Certification Report

tmf**o**rum

3 Self-Assessment - Process Mapping Descriptions

3.1 CRM: Support & Readiness [1.1.1.1] & Bill Invoice Management [1.1.1.10]

3.1.1 CRM: Support & Readiness [1.1.1.1]

eTOM process element	Software Vendor Mapping	
1.1.1.1 CRM - Support & Readiness	**Alignment**	**Mapping Comment**
1.1.1.1.9 - Manage Campaign	**TABS_CampaignManager_CMG_ Release7.0_PD_v1.12** **TABS_CRM_Release6.11_(With CTI Enablement)_PD_v2.0**	**Brief Description** Manage individual marketing campaigns developed by Product Marketing Communications & Promotion processes <TABS CMG 7 PD page 4 Business Aims section, and the paragraph that precedes & section 2.1 & section 2.1.3 pages 16, 17 & section 4.2 page 19 & section 5 pages 23, 24 & Note 1 & TABS CMG 7 PD section 2.1.1 page 6 & TABS CRM 6.11 PD section 1.4 pages 14, 15 (**AM**)> **Extended Description** The purpose of the Manage Campaign processes is to manage individual Marketing Campaigns developed by Product Marketing Communications & Promotion processes <TABS CMG 7 PD page 4 Business Aims section, and the paragraph that precedes & section 2.1 (**A**)>. These processes monitor and undertake trend analysis on the effectiveness of the campaigns, make modifications and report results <TABS CMG 7 PD section 2.1.3 pages 16, 17 & section 4.2 page 19 & section 5 pages 23, 24 (**A**)>. Manage Campaign processes ensure that Marketing Fulfillment Response is staffed, trained and equipped appropriately to support the specific campaign, whether direct mail, TV ad, etc. <Note 1 & TABS CMG 7 PD section 2.1.1 page 6 & TABS CRM 6.11 PD section 1.4 pages 14, 15 (**AM**)>
1.1.1.1.13 - Support Bill Invoice Management	**TABS Multi-play Convergent Billing 7 User Guide** **TABS_CRM_AccountManagement_Re lease6.11**	**Brief Description** Ensure that all information, materials, systems and resources are available so that the Bill Invoice Management processes can be completed without delay. <TABS_CRM_AccountManagement_Release6.11 -> Chapter 3 Managing the Accounts -> Accounts Management: An Overview -> Creating the Subscription -> Using the Services Screen Page 123> AND

eTOM process element	Software Vendor Mapping	
1.1.1.1 CRM - Support & Readiness	**Alignment**	**Mapping Comment**
		<TABS_CRM_Account Management_Releae6.11 -> Chapter 3 Managing the Accounts -> Accounts Management: An Overview -> Creating the Contract -> Using the Address Screen Page 58> AND <TABS_CRM_Account Management_Releae6.11 -> Chapter 3 Managing the Accounts -> Accounts Management: An Overview -> Creating the Contract -> Using the Billing Screen Page 62> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 3 Configuring the Billing Setups -> Billing Setup: An Overview -> Defining the Bill Cycles Page 95> AND TABS Multi-play Convergent Billing 7 User Guide -> Chapter 10 Screening through the Dashboard Page 279 (**A**) **Extended Description** The purpose of the Support Bill Invoice Management processes is to make sure that there is capability (for example, information, materials, systems and resources) so that the Bill Invoice Management processes can operate effectively. Examples are information needed to generate invoices like taxes, charges, prices, etc., <TABS_CRM_AccountManagement_Release6.11 -> Chapter 3 Managing the Accounts -> Accounts Management: An Overview -> Creating the Subscription -> Using the Services Screen Page 123 (**A**)> information needed to deliver bills to customers such as address formats and post/zip codes structures, <TABS_CRM_Account Management_Releae6.11 -> Chapter 3 Managing the Accounts -> Accounts Management: An Overview -> Creating the Contract -> Using the Address Screen Page 58> (**A**) systems needed to create bills, requests for provisioning of additional resources where it has been identified that current levels will impact on timely bill preparation. Where a commercial agreement has been established with a customer to present a billing invoice in a particular customer specific format, these processes are responsible for establishing and maintain the customer specific billing invoice formats, and any interaction with specific customers to modify the format.

eTOM process element	Software Vendor Mapping	
1.1.1.1 CRM - Support & Readiness	**Alignment**	**Mapping Comment**
		These processes maintain lists of customers who are eligible for receiving bills in electronic format, and maintain the form of electronic format to be used on a customer basis. <TABS_CRM_Account Management_Releae6.11 -> Chapter 3 BiManaging the Accounts -> Accounts Management: An Overview -> Creating the Contract -> Using the Billing Screen Page 62> **(A)** Support Bill Invoice Management processes defines the billing cycles and respective dates according to cash flow needs as established by Financial Management processes. These processes undertake trend analysis on invoice generation, production and distribution issues, including volume per billing cycle. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 3 Configuring the Billing Setups -> Billing Setup: An Overview -> Defining the Bill Cycles Page 95 > AND TABS Multi-play Convergent Billing 7 User Guide -> Chapter 10 Screening through the Dashboard Page 279 (**A**)
1.1.1.1.14 - Support Bill Payments & Receivables Management	**TABS_CRM_CollectionManagement_Release6.11** **TABS_CustomerService_TCS_Release 6.11_PD_v1.8**	**Brief Description** Ensure that all information and systems are available so that the Bill Payments & Receivables Management processes can be completed without delay. <TABS_CRM_CollectionManagement_Release6.11 -> Chapter 3 Collecting the Payments -> Payment Collection: An Overview Page 26> & Note 2 (**A**) **Extended Description** The purpose of the Support Bill Payments & Receivables Management processes is to make sure that there is capability (for example, established collection channels, information and systems) so that the Bill Payments & Receivables Management processes can operate effectively. Examples are collection channels capable of processing customer bill payments, information on payments done by customers, systems needed to process the payments and make the customer bill account balance. <TABS_CRM_CollectionManagement_Releae6.11 -> Chapter 3 Collecting the Payments -> Payment Collection: An Overview Page 26 (**A**)>

eTOM process element	Software Vendor Mapping	
1.1.1.1 CRM - Support & Readiness	**Alignment**	**Mapping Comment**
		These processes undertake trend analysis on customer billing debts, alerting when pre-determined thresholds are tended to be exceeded. Note 2 (**A**)
1.1.1.1.15 - Support Bill Inquiry Handling	**TABS_CRM_CustomerServicePad_Release6.11** **TABS_CustomerService_TCS_Release 6.11_PD_v1.8** **TABS Multi-play Convergent Billing 7 User Guide** **ITS_TelecomBusinessIntelligence_PD _v6.5**	**Brief Description** Ensure that all information, systems and resources are available so that the Bill Inquiry Handling processes can be completed without delay. <TABS_CRM_CustomerServicePad_Release6.11 -> Chapter 3 Managing Customer Services -> TABS - Customer Service Pad -> About TABS - Customer Service Pad -> Using the Invoices Screen Page 80> AND <TABS_CRM_CustomerServicePad_Release6.11 -> Chapter 3 Managing Customer Services -> TABS - Customer Service Pad -> Task Action -> Using the Call Purpose Screen Page 154> (**A**) **Extended Description** The purpose of the Support Bill Inquiry Handling processes is to make sure that there is capability (for example, information, systems and resources) so that the Bill Inquiry Handling processes can operate effectively. Examples are information on how to respond to current billing issues being raised by customers, <TABS_CRM_CustomerServicePad_Release6.11 -> Chapter 3 Managing Customer Services -> TABS - Customer Service Pad -> About TABS - Customer Service Pad -> Using the Invoices Screen Page 80 (**A**)> systems needed to create customer bill inquiry and complaint reports, requests for provisioning of additional resources where it has been identified that current levels will impact on timely billing complaint handling. These processes are responsible for managing billing policies associated with customer billing dispute settlements. These processes undertake trend analysis on billing queries and complaints. <TABS_CRM_CustomerServicePad_Release6.11 -> Chapter 3 Managing Customer Services -> TABS - Customer Service Pad -> Task Action -> Using the Call Purpose Screen Page 154 (**A**)>

3.1.2   CRM: Bill Invoice Management [1.1.1.10]

eTOM process element	Software Vendor Mapping	
1.1.1.10 - Bill Invoice Management	**Alignment**	**Mapping Comment**
1.1.1.10.1 - Apply Pricing, Discounting, Adjustments & Rebates	**TABS Multi-play Convergent Billing 7 User Guide**	**Brief Description** Ensure that the bill invoice is reflective of all the commercially agreed billable events and any bill invoice adjustments agreed between the Service Provider and the customer. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 5 Charging the Products Page 154> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 7 Managing the Collections -> Collection Management: An Overview -> Adjusting the Amounts Page 184> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 6 Settling the Accounts Page 159> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Deployment Modes -> Real-Time Convergent Billing for Postpaid Page 23 (**A**)> **Extended Description** The purpose of the Apply Pricing, Discounting, Adjustments & Rebates process is to ensure that the bill invoice is reflective of all the commercially agreed billable events and any bill invoice adjustments agreed between the Service Provider and the customer. In addition, it ensures that the appropriate taxes, rebates (i.e. missed customer commitments) and credits are applied to the customer's bill invoice(s). This process contains the account and customer specific pricing, charges, discounting, credits and taxation for services delivered to the customer by the Service Provider. It accepts events that have been collected, translated, correlated, assembled, guided and service rated. It takes these events and determines the account or customer specific pricing, charges, discounts, and taxation that should be delivered to the invoice(s) for the customer<TABS Multi-play Convergent Billing 7 User Guide -> Chapter 5 Charging the Products Page 154 (**A**)> . It reviews any agreed adjustments agreed in the previous billing period and includes these to the bill invoice. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 7 Managing the Collections -> Collection Management: An Overview -> Adjusting the Amounts Page 184> AND

eTOM process element	Software Vendor Mapping	
1.1.1.10 - Bill Invoice Management	**Alignment**	**Mapping Comment**
		<TABS Multi-play Convergent Billing 7 User Guide -> Chapter 6 Settling the Accounts Page 159 (**A**)>
		This process can occur in real-time as events are service rated, or can be on a scheduled on a periodic basis at the Service Provider's discretion. < TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Deployment Modes -> Real-Time Convergent Billing for Postpaid Page 23 (**A**)>
1.1.1.10.2 - Create Customer Bill Invoice	**TABS Multi-play Convergent Billing 7 User Guide** **TABS_Billing_Archive_policy (med-prv-billing-rating_tables_arch_pruge)**	**Brief Description** Production of a timely and accurate invoice in accordance with the specific billing cycles and reflective of the final charges for services, together with any adjustments, delivered to the customer by the Service Provider and respective trading partners. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 4 Generating the Bills -> Bill Generation: An Overview -> Managing the Bill Generation Page 120> AND Appendix B What's New in TABS Multi-play Convergent Billing (TBL) -> Split Charging Feature Page 288 (**AM**) **Extended Description** The primary purpose of the Create Customer Bill Invoice process is the production of a timely and accurate invoice in accordance with the specific billing cycles and reflective of the final charges for services, together with any adjustments, delivered to the customer by the Service Provider and respective trading partners. This process contains the invoicing components of the Service Provider's business. This includes the design and development of the Service Provider's invoicing process, the rendering/formatting of an invoice, the delivery of an electronic copy of an invoice to customers and the processes that verify invoice quality prior to distribution to the customer in electronic form, or to the process responsible for physical invoice production and distribution.

eTOM process element	Software Vendor Mapping	
1.1.1.10 - Bill Invoice Management	**Alignment**	**Mapping Comment**
		<TABS Multi-play Convergent Billing 7 User Guide -> Chapter 3 Configuring the Billing Setups -> Billing Setup: An Overview -> Defining the Bill Cycles -> Using the Invoice Format Setup Screen Page 106> The flow of this process can be viewed as an extension of the company's e-business strategy. In this case, the Service Provider would render an invoice electronically, via the Internet for example. Furthermore, this process provides specifications for the formatting of invoices in different ways and to achieve different publishing possibilities, and supports the creation of different invoice formats for different publication media. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 4 Generating the Bills -> Bill Generation: An Overview -> Managing the Bill Generation Page 120 (**AM**)> The process is further responsible for splitting and re-arranging invoices for customers (particularly customers with complex account structures) according to agreements made with these customers. Appendix B What's New in TABS Multi-play Convergent Billing (TBL) -> Split Charging Feature Page 288 (**A**) Additionally these processes store the customer invoice for a period of time to address regulation and/or internal requirements, during which they can be accessed to support any customer or regulator agency inquiries on bill invoices. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 4 Generating the Bills -> Bill Generation: An Overview -> Managing the Bill Generation Page 120(**A**)>
1.1.1.10.3 - Produce & Distribute Bill	**TABS Multi-play Convergent Billing 7 User Guide**	**Brief Description** Physical production and distribution of bills to customers in accordance with the specified billing cycle. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 4 Generating the Bills -> Bill Generation: An Overview -> Managing the Bill Generation Page 120> & Note 3 (**M**). **Extended Description** The purpose of the Produce & Distribute Customer Bill Invoice process is the physical production and distribution of bills to customers in

eTOM process element	Software Vendor Mapping	
1.1.1.10 - Bill Invoice Management	**Alignment**	**Mapping Comment**
		accordance with the specified billing cycle. This process is responsible for all activities associated with ensuring a physical bill is delivered to customers. **(M)** The responsibilities of the process include, but are not limited to: · Establishing and managing the physical bill production cycle; **(M)** · Establishing the requirements for, and managing the agreed commercial arrangements with, appropriate outsourced suppliers of the production and distribution capabilities; **(M)** · Delivery of invoice information to the physical production processes; **(M)** · Co-ordinating with promotional processes for any billing insertions to be included with the bill;**(M)** · If internal processes are used, managing availability of paper and envelope volumes to meet the needs of the physical production process; **(M)** · If internal production facilities are used, managing the production runs to create the bills; and **(M)** · Quality management of the physical production and distribution processes. **(M)** Note that in the above processes for establishing arrangements with outsourced suppliers that the Supply Chain Capability Delivery processes are used as the vehicle for creating the commercial agreements. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 4 Generating the Bills -> Bill Generation: An Overview -> Managing the Bill Generation Page 120> & Note 3. **(M)**

Notes

Note 1

Training outbound agents and CSRs are aided by attaching the campaign material to the campaign definition, and using the call centre scripting feature to guide agents and CSRs on how to introduce the product or offer to customers.

Note 2

In TABS, the Customers credit limit is set by the Network Operator/Service Provider based on certain criteria by categorizing the customers and the TABS Credit Control System manages the high usage using credit limit as threshold amount and takes appropriate action whenever it is exceeded. Similarly, TABS Credit Control manages the dunning process for the customer accounts for non-payment of Billed Outstanding Amount post payment due date. Dunning process has its own cycle of treatment for taking appropriate actions throughout the various stages of the treatment cycle.

Note 3

TABS Bill Presentment and Distribution feature is planned to be developed in the future release of TABS as described in the Roadmap of TABS. Currently, the process is automated using the 3rd party partner Bill Presentment and Distribution solution which complements the TABS Multi-play Convergent Billing 7 system through seamless integration.

3.2   CRM: Bill Payments & Receivables Management [1.1.1.11]

eTOM process element	Software Vendor Mapping	
1.1.1.11 - Bill Payments & Receivables Management	**Alignment**	**Mapping Comment**
1.1.1.11.1 - Manage Customer Billing	**TABS_CRM_AccountManagement_Release6.11**	**Brief Description** Ensure effective management of the customer's billing account as it relates to the products purchased and consumed throughout the appropriate billing cycle. <TABS_CRM_Account Management_Release6.11 -> Chapter 3 Managing the Accounts -> Accounts Management: An Overview -> Creating the Contract -> Using the Billing Screen Page 62> AND <TABS_CRM_Account Management_Release6.11 -> Chapter 3 Managing the Accounts -> Accounts Management: An Overview -> Managing the Contract Page 70 (**A**)> **Extended Description** The primary purpose of this process pertains to effective management of the customer's billing account as it relates to the products purchased and consumed throughout the appropriate billing cycle. This process focuses on managing changes to the customer's billing account (for example, customer billing address, etc.) as it relates to the customer's service portfolio, such as ensuring that the correct purchased products are assigned to the customer's billing account for accurate billing. <TABS_CRM_Account Management_Release6.11 -> Chapter 3 Managing the Accounts -> Accounts Management: An Overview -> Creating the Contract -> Using the Billing Screen Page 62> AND <TABS_CRM_AccountManagement_Release6.11 -> Chapter 3 Managing the Accounts -> Accounts Management: An Overview -> Managing the Contract Page 70(**A**)>
1.1.1.11.2 -	**TABS Multi-play Convergent Billing 7 User Guide**	**Brief Description**

eTOM process element	Software Vendor Mapping	
1.1.1.11 - Bill Payments & Receivables Management	**Alignment**	**Mapping Comment**
Manage Customer Payments	**TABS_CRM_CollectionManagement_Release6.11** **TABS-FM Release 7 Product Description v1.3** **TABS_Interconnect_TIC_Release6.11.0_PD_v1.0** **TABS_CRM_CustomerServicePad_Release6.11** **TABS_CreditControlManagement_Release6.10**	Collect payments made by the customer and reconcile the payments to the invoices. <TABS_CRM_CollectionManagement_Release6.11 -> Chapter 3 Collecting the Payments -> Payment Collection: An Overview Page 26> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 8 Processing the Batch Payments -> Batch Payments: An Overview -> Processing the Files through Direct Debit Credit Page 227> AND <TABS_CRM_CollectionManagement_Release6.11 -> Chapter 3 Collecting the Payments -> Payment Collection: An Overview Page 26> AND <TABS-FM Release 7 Product Description v1.3 -> Section 1.2 TABS-FM in Brief Page 5> AND <TABS_CRM_CollectionManagement_Release6.11 -> Chapter 3 Collecting the Payments -> Payment Collection: An Overview -> Accepting the Contract Payments -> Using the Contract Payment Screen Page 44 Last paragraph "Advance Payment" keyword> AND <TABS_CRM_CollectionManagement_Release6.11 -> Chapter 3 Collecting the Payments -> Payment Collection: An Overview Page 26 (**A**)> **Extended Description** The purpose of the Manage Customer Payments process is to collect payments made by the customer and reconcile the payments to the invoices. This process is meant to match these payments with the services/invoices delivered to this customer.

eTOM process element	Software Vendor Mapping	
1.1.1.11 - Bill Payments & Receivables Management	**Alignment**	**Mapping Comment**
		<TABS_CRM_CollectionManagement_Release6.11 -> Chapter 3 Collecting the Payments -> Payment Collection: An Overview Page 26 (**A**)>

In addition these processes are responsible for establishing, managing and, if required, operating the various payment processes that the Service Provider chooses to establish. These processes can include credit/debit/EFT payments using various channels, either directly or through third parties, and cash or cheque payments, either directly or through third parties. In all the above cases these processes are responsible for the processes interacting with the customers and/or the third parties. The processes are also responsible for establishing back-end bank accounts for receipt of the customer payments and for the transfer of funds collected by third parties. These processes are responsible for reconciling the money received into the bank accounts against the payments expected in the invoices.

<TABS Multi-play Convergent Billing 7 User Guide -> Chapter 8 Processing the Batch Payments -> Batch Payments: An Overview -> Processing the Files through Direct Debit Credit Page 227>

AND

<TABS_CRM_CollectionManagement_Release6.11 -> Chapter 3 Collecting the Payments -> Payment Collection: An Overview Page 26 (**A**)>

Additionally these processes inform the Financial Management on all those payments for updating the ledger.

<TABS-FM Release 7 Product Description v1.3 -> Section 1.2 TABS-FM in Brief Page 5 (**A**)>

These processes are responsible for establishing the requirements for, and managing any commercial arrangements agreed with, third party suppliers. Note that the Supply Chain Capability Delivery process is used to deliver the commercial agreements (**A**).

To the extent that processing of any payments is undertaken |

eTOM process element	Software Vendor Mapping	
1.1.1.11 - Bill Payments & Receivables Management	**Alignment**	**Mapping Comment**
		internally, i.e. cheque processing, these processes are responsible for managing the operation and quality of the internal processing. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 8 Processing the Batch Payments -> Batch Payments: An Overview -> Processing the Files through Direct Debit Credit Page 227 (**A**)> Where payments do not match invoices, this process is responsible for informing the Manage Debt Management processes of any underpayments, and the Bill Inquiry Handling processes for any over-payments. Underpayments and overpayments are handled appropriately by these separate processes. <TABS_CRM_CollectionManagement_Release6.11 -> Chapter 3 Collecting the Payments -> Payment Collection: An Overview -> Accepting the Contract Payments -> Using the Contract Payment Screen Page 44 Last paragraph "Advance Payment" keyword (**A**)>
1.1.1.11.3 - Manage Customer Debt Collection	**TABS Multi-play Convergent Billing 7 User Guide** **TABS_CRS_PD_Release6.10.2.6_v1.0** **TABS_Interconnect_TIC_Release6.11.0_PD_v1.0**	**Brief Description** Collect past due payments from the customer. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 3 Configuring the Billing Setups -> Billing Setup: An Overview -> Managing the installments Page 83> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 9 Closing the Unpaid Debts -> Tolerance and Write Off: An Overview -> Approving the Write Offs Page 273 (**A**)> **Extended Description** The purpose of the Manage Customer Debt Collection process is to collect past due payments from the customer. This process monitors the amount due from the customer, i.e. check whether the payments are made on time, and implements necessary activities and policies to recover amounts overdue (**A**).

eTOM process element	Software Vendor Mapping	
1.1.1.11 - Bill Payments & Receivables Management	**Alignment**	**Mapping Comment**
		The responsibilities of this process include, but are not limited to: · Identifying invoices which are overdue for payment; (**A**) · Initiating and managing follow-up with customers having overdue amounts; (**A**) · Arranging and monitoring payment plans to allow customers to pay overdue amounts in instalments; (**A**) <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 3 Configuring the Billing Setups -> Billing Setup: An Overview -> Managing the installments Page 83 (**A**)> · Initiating debt recovery activities in accordance with appropriate commercial practice and policies; <TABS_CRS_PD_Release6.10.2.6_v1.0 -> Section #1 Product Overview -> Section #1.2 Major Benefits Page 4 (**A**)> · Managing the aged customer debt portfolio; <TABS_CRS_PD_Release6.10.2.6_v1.0 -> Section #2 Business / Functional Areas -> Section #2.2 Collection Control Page 7 (**A**)> · Establishing and managing customer debt profiles to assist in managing debt recovery and debt risk on a customer, product or customer group basis; <TABS_CRS_PD_Release6.10.2.6_v1.0 -> Section #4 Features List -> Section #4.1 Customer Categorization Page 19 (**A**)> · Establishing and managing commercial arrangements with third parties for the recover of aged debt, and/or for the write-off and selling of parts of the debt portfolio to third parties <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 9 Closing the Unpaid Debts -> Tolerance and Write Off: An Overview -> Approving the Write Offs Page 273 (**A**)>

eTOM process element	Software Vendor Mapping	
1.1.1.11 - Bill Payments & Receivables Management	**Alignment**	**Mapping Comment**
		Note that these processes may initiate a direct enquiry to the customer and attempt to manage the initial recovery through the Bill Inquiry Handling processes. These processes use policies established by the Support Bill Payments & Receivable Management process to direct any escalation of the recovery processes being employed. Note that where third party arrangements need to be put in place, these processes are responsible for establishing the requirements for, and managing any commercial arrangements agreed with, third party suppliers. The Supply Chain Capability Delivery process is used to deliver the commercial agreements.

3.3 CRM: Manage Billing Events [1.1.1.14]

eTOM process element	Software Vendor Mapping	
1.1.1.14 - Manage Billing Events	**Alignment**	**Mapping Comment**
1.1.1.14.1 - Enrich Billing Events	**TABS Multi-play Convergent Billing 7 User Guide**	**Brief Description** Enrich billing event records with additional data. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Product Workflow Page 26> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Deployment Modes Page

eTOM process element	Software Vendor Mapping	
1.1.1.14 - Manage Billing Events	**Alignment**	**Mapping Comment**
		21 (**A**)> **Extended Description** The Enrich Billing Events processes will augment the billing event records by adding data to the records from sources such as customer, product, or other reference data. A billing event may be assigned a price without consideration of specific product or customer information. The assigned price may be used to enrich the billing event record. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Product Workflow Page 26> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Deployment Modes Page 21(**A**)>
1.1.1.14.2 - Guide Billing Events	**TABS Multi-play Convergent Billing 7 User Guide** **TABS_Rating_TRT_Release6.11.3.3_PD_v1.0**	**Brief Description** Ensures that the event records used in the billing processes are related to the correct customer billing account and subscribed products. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Product Workflow Page 26> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Deployment Modes Page 21(**A**)> **Extended Description** The Guide Billing Events processes ensure that the event

eTOM process element	Software Vendor Mapping	
1.1.1.14 - Manage Billing Events	**Alignment**	**Mapping Comment**
		records used in the billing process relate to the correct customer billing account and products. A specific event record may be related to multiple customer billing accounts and subscribed products. Distribution of billing event records to other processes may also occur. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Product Workflow Page 26> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Deployment Modes Page 21(**A**)>
1.1.1.14.3 - Mediate Billing Events	**TABS Multi-play Convergent Billing 7 User Guide** **TABS_Mediation_MED_Release6.11.3P1_PD_v1.1**	**Brief Description** Edits and reformats data for recipient applications. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Product Workflow Page 26> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Deployment Modes Page 21(**A**)> **Extended Description** The Mediate Billing Events process edits and reformats the data record to meet the needs of a recipient application. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Product Workflow Page

eTOM process element	Software Vendor Mapping	
1.1.1.14 - Manage Billing Events	**Alignment**	**Mapping Comment**
		26> AND <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 1 Introducing the TABS Multi-play Convergent Billing (TBL) -> Multi-Organization: An Introduction -> Deployment Modes Page 21(**A**)>
1.1.1.14.4 - Report Billing Event Records	**TABS Multi-play Convergent Billing 7 User Guide**	**Brief Description** Generate reports on billing event records based on requests from other processes. <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 4 Generating the Bills -> Bill Generation: An Overview -> Viewing the Invoices Page 149 (**A**)> **Extended Description** The purpose of the Report Billing Event Record processes is to generate reports on billing event records based on requests from other processes. These processes produce reports that may identify abnormalities, which may be caused by fraudulent activity or related to customer complaints. Investigation of problems related to these event records is also part of this process. These processes also support other processes such as customer review of billing events (pre-billing and post-billing). <TABS Multi-play Convergent Billing 7 User Guide -> Chapter 4 Generating the Bills -> Bill Generation: An Overview -> Viewing the Invoices Page 149(**A**)>

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3.4 Marketing & Offer Mgt: Product & Offer Development & Retirement [1.2.1.5] & Product Marketing Communications & Promotion [1.2.1.7]

3.4.1 Product & Offer Development & Retirement [1.2.1.5]

eTOM process element	Software Vendor Mapping	
1.2.1.5 - Product & Offer Development & Retirement	**Alignment**	**Mapping Comment**
1.2.1.5.4 - Develop Product Commercialization Strategy	**TABS Product Catalogue 7 User Guide** **SRS_TCS_0002_INT_ProdAddOnOffering_HLD_v1.5**	**Brief Description** Ensure that product specific pricing, sales channel support and regulatory approvals are identified and agreed (TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products -> Using the Define Product – Pricing Screen: Step 8 of 16 AND TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products -> Using the Define Product – General Screen: Step 2 of 16 -> General -> Template Selection -> Additional Attributes Page 133 AND TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 (**A**)) **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. (TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products -> Using the Define Product – Pricing Screen: Step 8 of 16 AND TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products -> Using the Define Product – General Screen: Step 2 of 16 -> General -> Template Selection -> Additional Attributes, Page 133 & Note 5 AND TABS Product Catalogue 7 User Guide, Chapter 1: Introducing

eTOM process element	Software Vendor Mapping	
1.2.1.5 - Product & Offer Development & Retirement	**Alignment**	**Mapping Comment**
		the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 (**A**)) Additionally these processes manage the enterprise cross-product pricing approval processes (TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management, Page 27 & Note 6 (**A**)).
1.2.1.5.5 - Develop Detailed Product Specifications	**TABS Product Catalogue 7 User Guide**	**Brief Description** Develop and document the detailed product-related technical, performance and operational specifications, and customer manuals (TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products (**A**)). **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, the specific service and resource requirements and selections, the specific performance and operational requirements and support activities, any product specific data required for the systems and network infrastructure (TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products (**A**)). 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. (Note 7 (**A**)).
1.2.1.5.6 - Manage Product Development	**TABS Product Catalogue 7 User Guide** **TABS Platform User Guide**	**Brief Description** Ensure the co-coordinated delivery in line with the approved business case of all required product capabilities for that business case across the enterprise (TABS Product Catalogue

eTOM process element	Software Vendor Mapping	
1.2.1.5 - Product & Offer Development & Retirement	**Alignment**	**Mapping Comment**
		7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 (**A**)). **Extended Description** The Manage Product Development processes ensure the co-coordinated delivery in line with the approved business case of all required product capabilities for that business case across the enterprise. These processes use project management disciplines to deliver the necessary capabilities, including process development, specific systems & network infrastructure developments, specific channel developments, specific operational procedures, etc. required to support the new product. It is predominantly a program/project management function, with the detailed management of individual capability delivery managed through separate processes in other horizontal process groupings (TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 (**A**)). Note that delivery of products within the context of existing commercial arrangements is managed through the Supply Chain Development and Change Management process. If new suppliers/partners are required, the Supply Chain Capability Delivery process is used to deliver the necessary commercial arrangements. Note that the management of major new or enhanced infrastructure development to support Product & Offer Development is managed within the Product & Offer Capability Delivery process
1.2.1.5.7 - Launch New Products	**TABS Product Catalogue 7 User Guide** **CRM__0001_xAM_PrdOfferNewCust_UC_00_VER_04.0**	**Brief Description** Manage the initial introduction of new and enhanced products into the market and handover to operations for ongoing rollout (TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow

eTOM process element	Software Vendor Mapping	
1.2.1.5 - Product & Offer Development & Retirement	**Alignment**	**Mapping Comment**
		Management Page 27 (**A**)). **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. 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. These processes identify the shortcomings or issues, and manage the necessary improvements to the product to allow full rollout. 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 (TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 (**A**)).
1.2.1.5.8 - Manage Product Exit	**TABS Product Catalogue 7 User Guide** **SRS_TCS_0002_INT_ProdAddOnOffering_HLD_v1.5**	**Brief Description** Identify existing products which are unviable and manage the processes to exit the product from the market (TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products -> Using the Define Product – General Screen: Step 2 of 16 -> General -> Template Selection -> LIFE CYCLE RULE Page 133 (**AM**)). **Extended Description** 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, identify customers impacted by any exit, develop customer specific or market segment exit or migration strategies, develop infrastructure transition and/or replacement strategies, and manage the operational aspects of the exit process. A business proposal identifying

eTOM process element	Software Vendor Mapping	
1.2.1.5 - Product & Offer Development & Retirement	**Alignment**	**Mapping Comment**
		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 (TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products -> Using the Define Product – General Screen: Step 2 of 16 -> General -> Template Selection -> LIFE CYCLE RULE, Page 133 & Note 8 (**AM**)).

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3.4.2   Marketing & Offer Mgt: Product Marketing Communications & Promotion [1.2.1.7]

eTOM process element	Software Vendor Mapping	
1.2.1.7 Product Marketing Communications & Promotion	**Alignment**	**Mapping Comment**
1.2.1.7.1 Define Product Marketing Promotion Strategy	**TABS_CampaignManager_CMG_Release7.0_PD_v1.12** **TABS TPC 7 UG Chapter 7**	**Brief Description** Defines the specific communications and promotions strategy to be used for positioning the product in the marketplace [Note 1 & TABS TPC 7 UG Chapter 7: Managing the Sellable Items -> Managing the Products -> Using the Define Product – General Screen: Step 2 of 16 -> Promotion & TABS CMG 7 PD sections 1 -> Product Overview, 2.1 -> Campaign Lifecycle (**AM**)] **Extended Description** The Define Product Marketing Promotion Strategy defines the specific communications and promotions strategy to be used for positioning the product in the marketplace, especially in relation to competitive products [Note 1 & TABS CMG 7 PD section 2.1.1 -> Campaign Definition (**AM**)]. 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. The processes define a set of arguments and information needed for creating and developing specific promotional campaigns for each product [TABS TPC 7 UG Chapter 7: Managing the Sellable Items -> Managing the Products -> Using the Define Product – General Screen: Step 2 of 16 -> Promotion & TABS CMG 7 PD section 2.1.1 -> Campaign Definition (**A**)].

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1.2.1.7.2 Develop Product & Campaign Message	**TABS_CampaignManager_CMG_Release7.0_PD_v1.12**	**Brief Description** Manage all activities and stakeholder engagement to develop and agree the specific campaign or promotion message [TABS CMG 7 PD sections 1 -> Product Overview, 2 -> Business/Functional Areas (**A**)] **Extended Description** The Develop Product & Campaign Message processes manage all activities and stakeholder engagement to develop and agree the specific campaign or promotion message [TABS CMG 7 PD section 2.1.1 -> Campaign Definition pages 5-12 (**A**)]. 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. [TABS CMG 7 PD section 2.1.1 -> Campaign Definition pages 13, 14 (**A**)]
1.2.1.7.3 Select Message & Campaign Channels	**TABS_CampaignManager_CMG_Release7.0_PD_v1.12**	**Brief Description** Manage the selection of the appropriate channel or channels to support the message delivery and/or campaign [TABS CMG 7 PD section 2.1.1 -> Campaign Definition page 6 & section 4.1 -> Contact Customer via any channel page 19 (**A**)]. **Extended Description** 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 [TABS CMG 7 PD section 2.1.1 -> Campaign Definition page 6 & section 4.1 -> Contact Customer via any channel page 19 (**A**)].

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1.2.1.7.4 Develop Promotional Collateral	**TABS_CampaignManager_CMG_Release7.0_PD_v1.12** **TABS_CRM_Release6.11_(With CTI Enablement)_PD_v2.0**	**Brief Description** Ensure that all associated collateral is produced to support the market message and /or campaign [Note 2 & TABS CMG 7 PD section 2.1.1 -> Campaign Definition page 6 (**AM**)]. **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 [Note 2 (**AM**)], call centre scripts, etc [TABS CRM 6.11 PD section 1.4 -> Scripting pages 14, 15 (**A**)]. These processes arrange and manage the delivery through the suppliers or producers of the associated collateral [TABS CMG 7 PD section 2.1.1 -> Campaign Definition page 6 (**A**)]. Note that the actual contractual relationship with the supplier may be established through Supplier Chain Development and Management processes.
1.2.1.7.5 Manage Message & Campaign Delivery	**TABS_CampaignManager_CMG_Release7.0_PD_v1.12** **TABS_CRM_Release6.11_(With CTI Enablement)_PD_v2.0**	**Brief Description** Manage and co-ordinate the delivery of the messages and campaigns into the selected channels [Note 3 & TABS CMG 7 PD section 2.1.1 -> Campaign Definition page 6 & TABS CRM 6.11 PD section 1.4 -> Scripting pages 14, 15 & Note 4 & TABS CMG 7 PD section 2.1.1 -> Campaign Definition last paragraph of page 11, and page 12 (**AM**)] **Extended Description** The Manage Message and Campaign Delivery processes manage and co-ordinate the delivery of the messages and campaigns into the selected channels. They ensure that the channels (owned and/or contracted) are adequately trained and/or informed to manage the message and/or campaign delivery [Note 3 & TABS CMG 7 PD section 2.1.1 -> Campaign Definition page 6 & TABS CRM 6.11 PD section 1.4 -> Scripting pages 14, 15 (**A**)], and that sufficient resources are available in the selected channel(s) to support the delivery [Note 4 & TABS CMG 7 PD section 2.1.1 -> Campaign Definition last paragraph of page 11, and page 12 (**AM**)].

1.2.1.7.6 Monitor Message & Campaign Effectiveness	**TABS_CampaignManager_CMG_Release7.0_PD_v1.12**	**Brief Description** Establish metrics and monitoring and reporting processes to gauge the effectiveness of market messages and product promotional campaigns [TABS CMG 7 PD section 2.1.3 -> Measure Campaign Effectiveness page 16, 17 & section 4.2 -> Live Monitor of Campaign Performance page 19 & section 5 -> Reports pages 23, 24 (**A**)] **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 [TABS CMG 7 PD section 2.1.3 -> Measure Campaign Effectiveness pages 16, 17 (**A**)]. Based on analysis these processes feedback suggested changes to re-enforce the message or to adapt the message to become more effective [TABS CMG 7 PD section 4.2 -> Live Monitor of Campaign Performance page 19 & section 5 -> Reports pages 23, 24 (**A**)].

Notes

Note 1

The Market Strategy plan starts in TABS Product Catalogue (TPC) by defining the products and offers the operator is willing to introduce to the market and their attributes (price, period, etc.) to assure its competitive edge over others. Then continues to TABS Campaign Management (CMG) to define the marketing campaigns, promotions, and communication means for those products and offers, were CMG 7 sustains running multiple campaigns in parallel, and even define more than one campaign for the same product to target different segments, at different times.

Note 2

The actual preparation of campaign collaterals, such as pamphlets, souvenirs, advertisements in street boards and other media (TV, radio, etc.), is considered a manual process to be done alongside the preparation for any campaign. However TABS CMG 7 provisions the means to attach these collaterals to the campaign definition once devised, in any format (jpg, word, pdf, video, etc.), to make it available to all sources such as call centre agents and other users of the system. This offers ease of access to campaign material, to further know more about the campaign and empower agents and CSRs (Customer Sales Representatives) to respond to customer enquiries. In addition a sister product of TABS CMG 7 called TABS Contact Centre, provisions the means of preparing agent walk-through scripts that avail Call Centre agents to use during calls with customers, showing the script that corresponds to a specific campaign automatically as soon as the call is answered.

Note 3

Training outbound agents and CSRs is aided by attaching the campaign material to the campaign definition, and using the call centre scripting feature to guide agents and CSRs on how to introduce the product or offer to customers.

Note 4

Electronic channels owned by the operator such as SMS, Email, or Voice channels, are easily managed depending on the resources available using the batching (grouping) mechanism of customers. Defining the number of agents in each shift is done in the contact centre workforce management system. On the other hand, contracted channels are managed separately using a manual process and usually prior to defining the campaign in the system, or in parallel.

Note 5

Sales channels like Flagship Retail Stores, Franchise Retail Stores, and Web Store i.e. Online Store etc. are defined with the Product Specification by associating the Template belonging to "Additional Attributes" type having information like Attribute=SALES_CHANNELS with corresponding possible values as FLAGSHIP_RETAIL_STORES, FRANCHISE_RETAIL_STORES and ONLINE_STORE etc.

Note 6

It has in built Role based Work Flow Management which will be used by the Marketing Manager to hold the approval of New Products Launch till the Regulator approval is not received. Once the regulator approves the submitted New Products Specifications then the authorized Marketing Manager approves the appropriate Products for General Sale Availability.

Note 7

This process is handled by having a seamless integration between the TABS Product Catalogue and its Inventory Management System. The customer manuals in the form of Printed Hard Copies and CDs (having soft copies) are procured by the Communications Service Provider (CSP) through Supply Chain Capability Delivery process and then serialized, itemized stock is created in the TABS Inventory Management System. The appropriate Item Code of the customer manual is associated with the resource namely customer manual in TABS Product Catalogue during the Product Components build-up.

Note 8

Each and Every Product Life Cycle Management related rules are defined using the Template concept. The Product Expiry Date is part of this whole Product Life Cycle Rule Template with appropriate value which is taken care by TABS to later retire the Products from the Market.

3.5   Service Development & Mgt: Service Development & Retirement [1.2.2.3]

eTOM process element	Software Vendor Mapping	
1.2.2.3 - Service Development & Retirement	**Alignment**	**Mapping Comment**
1.2.2.3.4 - Develop Detailed Service Specifications	**TABS Product Catalogue 7 User Guide**	**Brief Description** Develop and document the detailed service-related technical and operational specifications, and customer manuals. < TABS Product Catalogue 7 User Guide, Chapter 5: Managing the Services -> Services: An Overview -> Managing the Services from Page 97 to Page 124 & Note 1 (**A**) > **Extended Description** The Develop Detailed Service Specifications processes develop and document the detailed service-related technical and operational specifications, and customer manuals. These processes develop and document the required service features, the specific underpinning resource requirements and selections, 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. The Develop Detailed Product Specifications processes provide input to these 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. < TABS Product Catalogue 7 User Guide, Chapter 5: Managing the Services -> Services: An Overview -> Managing the Services from Page 97 to Page 124 & Note 1 (**A**)>
1.2.2.3.5 - Manage Service Development	**TABS Product Catalogue 7 User Guide**	**Brief Description** Ensure the co-coordinated development in line with the approved business case of all required new or enhanced service classes/components for that business case across the enterprise. (< TABS Product Catalogue 7 User Guide, Chapter 1:

eTOM process element	Software Vendor Mapping	
1.2.2.3 - Service Development & Retirement	**Alignment**	**Mapping Comment**
		Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 > AND < TABS Product Catalogue 7 User Guide, Chapter 5: Managing the Services -> Services: An Overview -> Managing the Services from Page 97 to Page 124> AND <TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue -> TABS - Product Catalogue: An Overview Page 18 "The work flow for the TPC 7.1 application is as follows:" diagram> AND <TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue -> TABS - Product Catalogue: An Overview -> TABS Suite of Products -> Third Party Compliance Page 29 & Note 3> AND <TABS Product Catalogue 7 User Guide, Chapter 4 Managing the Templates from Page 85 to Page 96> (**AM**)) **Extended Description** ==The Manage Service Development processes ensure the co-coordinated development in line with the approved business case of all required new or enhanced service classes/components for that business case across the enterprise.== (< TABS Product Catalogue 7 User Guide, Chapter 5: Managing the Services -> Services: An Overview -> Managing the Services from Page 97 to Page 124>

eTOM process element	Software Vendor Mapping	
1.2.2.3 - Service Development & Retirement	**Alignment**	**Mapping Comment**
		AND < TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 > AND <TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue -> TABS - Product Catalogue: An Overview Page 18 "The work flow for the TPC 7.1 application is as follows:" diagram> (**A**)) These processes ensure that all operational processes and procedures, IT systems changes, network changes, channel changes, operational procedures, testing tools and procedures, etc. required to support the new service class/component are identified and developed. (<TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue -> TABS - Product Catalogue: An Overview -> TABS Suite of Products -> Third Party Compliance Page 29 & Note 3> AND < TABS Product Catalogue 7 User Guide, Chapter 5: Managing the Services -> Services: An Overview -> Managing the Services from Page 97 to Page 124>(**AM**)) These processes ensure that the necessary documentation and training packages are produced to support the operation of the new service class. These processes also ensure that the required service level agreements and operational level agreements to support the detailed service specifications are developed and agreed for each service class deployed, and that any supplier/partner operational support has been identified and agreed. <TABS Product Catalogue 7 User Guide, Chapter 4 Managing

eTOM process element	Software Vendor Mapping	
1.2.2.3 - Service Development & Retirement	**Alignment**	**Mapping Comment**
		the Templates from Page 85 to Page 96 (**A**)>
		These processes have both program/project management aspects and technical/operational specification aspects, with the detailed management of individual service class deployment managed by the Manage Service Deployment processes.
		(< TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 >
		AND
		<TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue -> TABS - Product Catalogue: An Overview Page 18 "The work flow for the TPC 7.1 application is as follows:" diagram>(**A**))
		As well as developing new service classes these processes manage upgrades or enhancements to existing service classes, as the need to review operational and other support is also relevant for upgrading existing classes/components. Note 4
		<TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 (**AM**)>
		Note that management of major new or enhanced infrastructure delivery to support service development is managed within the Service Capability Delivery process.

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eTOM process element	Software Vendor Mapping	
1.2.2.3 - Service Development & Retirement	**Alignment**	**Mapping Comment**
1.2.2.3.6 - Manage Service Deployment	**TABS Product Catalogue 7 User Guide**	**Brief Description** Ensure the co-coordinated deployment in line with the approved business case of all required service classes/components for that business case across the enterprise. (<TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27> AND < TABS Product Catalogue 7 User Guide, Chapter 5: Managing the Services -> Services: An Overview -> Managing the Services from Page 97 to Page 124> AND <TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue -> TABS - Product Catalogue: An Overview Page 18 "The work flow for the TPC 7.1 application is as follows:" diagram> AND <TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue -> TABS - Product Catalogue: An Overview -> TABS Suite of Products -> Third Party Compliance Page 29 & Note 3> AND <TABS_Interconnect_TIC_Release6.11.0_PD_v1.0 -> Section 3.3 Partner Management Page 19.> (**AM**)) **Extended Description** The Manage Service Deployment processes ensure the co-coordinated deployment in line with the approved business case of all required service classes/components for that

eTOM process element	Software Vendor Mapping	
1.2.2.3 - Service Development & Retirement	**Alignment**	**Mapping Comment**
		business case across the enterprise.
		(< TABS Product Catalogue 7 User Guide, Chapter 5: Managing the Services -> Services: An Overview -> Managing the Services from Page 97 to Page 124 >
		AND
		< TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27 >
		AND
		<TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue -> TABS - Product Catalogue: An Overview Page 18 "The work flow for the TPC 7.1 application is as follows:" diagram> **(A)**
		These processes ensure that all operational processes and procedures, IT systems changes, network changes, channel changes, operational procedures, testing tools and procedures, etc. required to support the new service class/component have been implemented.
		<TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue -> TABS - Product Catalogue: An Overview -> TABS Suite of Products -> Third Party Compliance Page 29 & Note 3> **(AM)**
		These processes ensure that appropriate operational staff are identified and have received the necessary training. Note 5 **(AM)**
		These processes ensure that the agreed supplier/partner operational support has been implemented.

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eTOM process element	Software Vendor Mapping	
1.2.2.3 - Service Development & Retirement	**Alignment**	**Mapping Comment**
		In TABS, B2B (Business to Business) commercial as well as Service Level Agreements are defined and maintained in the Partner Management systems. For B2B commercial arrangements with third parties evidence please refer to the document named as <TABS_Interconnect_TIC_Release6.11.0_PD_v1.0 -> Section 3.3 Partner Management Page 19.> (**A**) These processes also ensure that acceptance testing is successfully performed to assure that the new or enhanced services comply with the specifications. These processes have both program/project and management aspects. <TABS Product Catalogue 7 User Guide, Chapter 1: Introducing the TABS – Product Catalogue ->Features of TABS – Product Catalogue -> Efficient Work Flow Management Page 27>(**AM**)
1.2.2.3.7 - Manage Service Exit	**TABS Product Catalogue 7 User Guide**	**Brief Description** Identify existing service which are unviable and manage the processes to exit the Service Class from the market. (<TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products -> Using the Define Product – General Screen: Step 2 of 16 -> General -> Template Selection -> LIFE CYCLE RULE Page 133 & Note 2> AND <TABS Product Catalogue 7 User Guide, Chapter 4 Managing the Templates from Page 85 to Page 96> (**AM**)) **Extended Description** The Manage Service Exit processes identify existing service classes which are unviable and manage the process to exit the Service from the products they support. The processes analyze existing service classes to identify economically or strategically unviable classes, identify products & customers impacted by any exit, develop product & customer specific

eTOM process element	Software Vendor Mapping	
1.2.2.3 - Service Development & Retirement	**Alignment**	**Mapping Comment**
		exit or migration strategies, develop service infrastructure transition and/or replacement strategies, and manage the operational aspects of the exit process. A business proposal identifying the competitive threats, risks and costs may be required as a part of developing the exit strategy. These processes include any cross-enterprise co-ordination and management functions to ensure that the needs of all stakeholders are identified and managed. (<TABS Product Catalogue 7 User Guide, Chapter 6: Managing the Sellable Items -> Managing the Products -> Using the Define Product – General Screen: Step 2 of 16 -> General -> Template Selection -> LIFE CYCLE RULE, Page 133 & Note 2>. AND <TABS Product Catalogue 7 User Guide, Chapter 4 Managing the Templates from Page 85 to Page 96>(**AM**))

Notes

Note 1

This process is handled by having a seamless integration between the TABS Product Catalogue and its Inventory Management System. The customer manuals in the form of Printed Hard Copies and CDs (having soft copies) are procured by the Communications Service Provider (CSP) through Supply Chain Capability Delivery process and then serialized, itemized stock is created in the TABS Inventory Management System. The appropriate Item Code of the customer manual is associated with the resource namely customer manual in TABS Product Catalogue during the Product/Service Components build-up.

Note 2

Each and Every Product/Service Life Cycle Management related rules are defined using the Template concept. The Product/Service Expiry Date is part of this whole Product/Service Life Cycle Rule Template with appropriate value which is taken care by TABS to later retire the Products/Services from the Market.

Note 3

The required integration of external IT Systems with TABS Product Catalogue to support the Service Provider's Operational processes is depicted on the Page 29 of the referenced document here. Any changes in IT Systems needs the implementation efforts, Network changes has the implications on the configuration of Network enabled Services which needs to be taken care by the TABS Product Catalogue configuration. Automatic Testing tool does not exist in TABS and we recommend either third party testing tools to be used or testing to be done manually.

Note 4

Any existing service class upgrades and enhancements needs the implementation efforts as it does have the implications on the configuration of Network enabled Services which needs to be taken care by the TABS Product Catalogue configuration.

Note 5

This process of operational staff identification is manually handled and the TABS Product Catalogue is used to train the operational staff.

4 Process Conformance

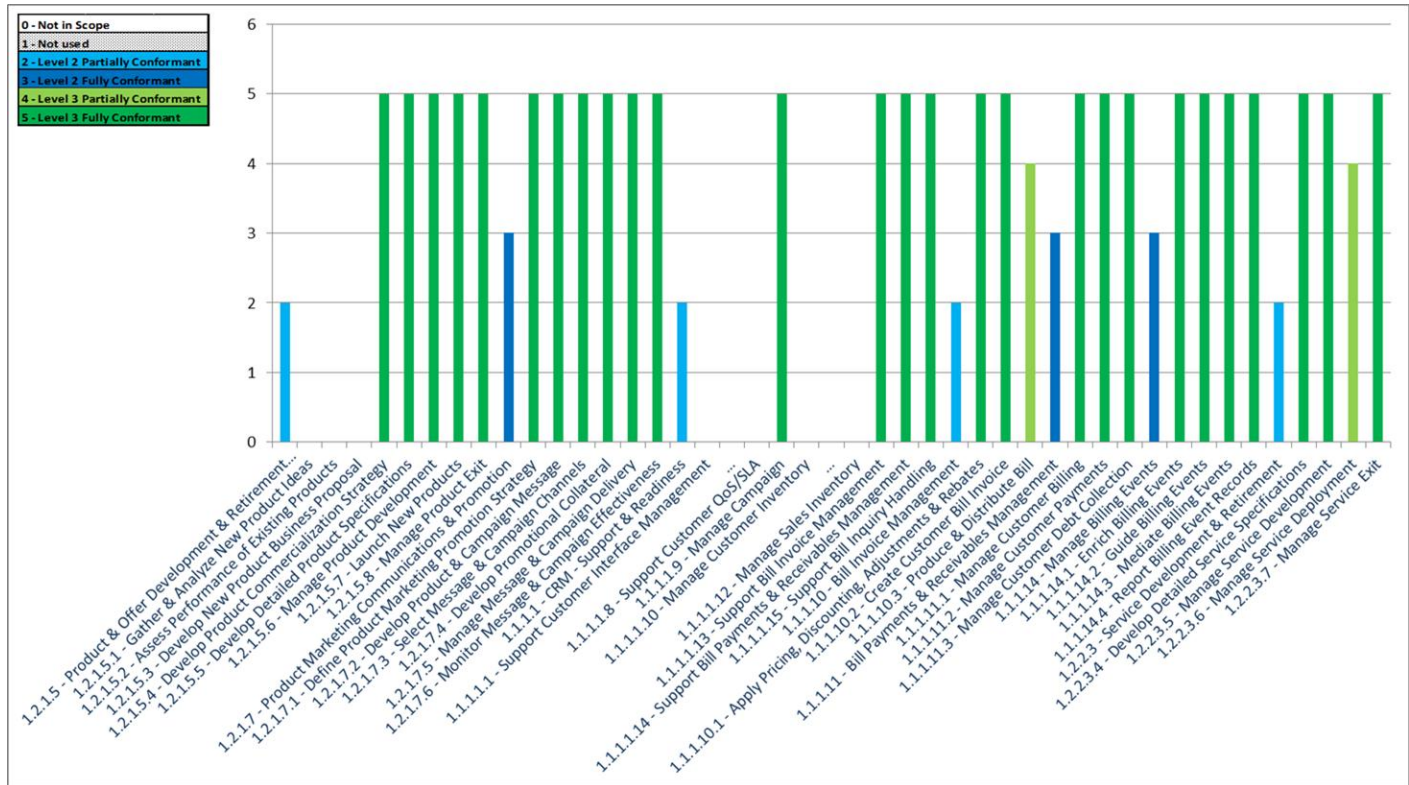## 4.1 Business Process Framework - Process Conformance Summary

Figure 4.1 ITS TABS Suite of Products, Series 7 – Conformance Summary

4.2 Business Process Framework - Process Conformance Detailed

4.2.1 CRM: CRM Support & Readiness (1.1.1.1)

Table 4.1 Conformance Levels - CRM Support & Readiness (1.1.1.1)

eTOM process element	Assessed Domain	Conformance Level	Comment
Assessed eTOM Conformance			
Within Level 1: 1.1.1 Customer Relationship Management	Customer	*Not Applicable for Level 1 process*	Conformance marked here is relevant for four Level 2 processes within the Business Process Framework (eTOM): **1.1.1.1 - CRM - Support & Readiness** **1.1.1.10 - Bill Invoice Management** **1.1.1.11 - Bill Payments & Receivables Management** **1.1.1.14 - Manage Billing Events**
Within Level 2: 1.1.1.1 CRM - Support & Readiness	Customer	Scope Partially Conformant (2)	Four level 3 eTOM processes have been assessed here for conformance, these are: **1.1.1.1.9 - Manage Campaign** **1.1.1.1.13 - Support Bill Invoice Management** **1.1.1.1.14 - Support Bill Payments & Receivables Mgt** **1.1.1.1.15 - Support Bill Inquiry Handling** These four processes provide support to the CRM Support & Readiness process within the CRM domain in the Operations area of the Business Process Framework (eTOM) with no deviations.
1.1.1.1.9 - Manage Campaign	Customer	Scope Fully Conformant (5)	**Conformant** This process is supported through partially automated capabilities, with some capabilities being fully automated. Training outbound agents and CSRs are aided by attaching the campaign material to the campaign definition, and using the call centre scripting feature in TABS 7 to guide agents and CSRs on how to introduce the product or offer to customers. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.1.1.1.13 - Support Bill Invoice Management	Customer	Scope Fully Conformant (5)	**Conformant** TABS 7 provides fully automated support for this process.. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.1.1.1.14 - Support Bill Payments & Receivables Management	Customer	Scope Fully Conformant (5)	**Conformant** TABS 7 provides fully automated support for this process. All types of Collection Channels to process bill payments in TABS are implemented at the existing TABS Operational Sites, examples: Walk-in Point-of-Payment, Kiosks Machines, IVR, Online, Mobile Payments, etc. TABS has an API for Payments processing which can be used along with some configuration at the implementation time to process payments from any type of Collection Channel as per the customer business needs. All evidence and documentation provided has passed

Assessed eTOM Conformance			
eTOM process element	**Assessed Domain**	**Conformance Level**	**Comment**
			conformance criteria successfully.
1.1.1.1.15 - Support Bill Inquiry Handling	Customer	Scope Fully Conformant (5)	**Conformant** This process is supported mostly by partially automated and.

4.2.2 CRM: Bill Invoice Management (1.1.1.10)

Table 4.2 Conformance Levels - Bill Invoice Management (1.1.1.10)

Within Level 2: **1.1.1.10 - Bill Invoice Management**	Customer	Scope Partially Conformant (2)	Three level 3 eTOM processes have been assessed here for conformance, these are: **1.1.1.10.1 - Apply Pricing, Discounting, Adjustments & Rebates** **1.1.1.10.2 - Create Customer Bill Invoice** **1.1.1.10.3 - Produce & Distribute Bill** These three processes cover the entire lifecycle of the Bill Invoice Management core process within the CRM domain in the Operations area of the Business Process Framework (eTOM) with minor deviations.
1.1.1.10.1 - Apply Pricing, Discounting, Adjustments & Rebates	Customer	Scope Fully Conformant (5)	**Conformant** TABS 7 provides fully automated support for this process. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.1.1.10.2 - Create Customer Bill Invoice	Customer	Scope Fully Conformant (5)	**Conformant** This process is supported through partially automated capabilities, with some capabilities being fully automated. In TABS after every successful Bill Cycle execution the 3rd party Bill Presentment System is used to Produce Bill Images. The users of the TABS have access to these customer invoices images at any given point of time through TABS GUI. TABS provides input data to the background process which is responsible for fetching the Invoice Image from the storage. All evidence, documentation as well as GUI application views provided have passed conformance criteria successfully.
1.1.1.10.3 - Produce & Distribute Bill	Customer	Scope Partially Conformant (4)	**Partially Conformant** TABS 7 provides mostly manual support to this process. TABS Bill Presentment and Distribution feature is under development for future release, as described in the TABS Roadmap. Currently, the process is automated using the 3rd party partner Bill Presentment and Distribution solution which complements the TABS Multi-play Convergent Billing 7 system through seamless integration.

4.2.3 CRM: Bill Payments & Receivables Mgt (1.1.1.11)

Table 4.3 Conformance Levels - Bill Payments & Receivables Management (1.1.1.11)

Within Level 2: **1.1.1.11 - Bill Payments & Receivables Management**	Customer	Scope Fully Conformant (3)	Three level 3 eTOM processes have been assessed here for conformance, these are: **1.1.1.11.1 - Manage Customer Billing** **1.1.1.11.2 - Manage Customer Payments** **1.1.1.11.3 - Manage Customer Debt Collection**

			These three processes cover the entire lifecycle of the Bill Payments & Receivables Management core process within the CRM domain in the Operations area of the Business Process Framework (eTOM) with no deviations.
1.1.1.11.1 - Manage Customer Billing	Customer	Scope Fully Conformant (5)	**Conformant** TABS 7 supports this process through fully automated capabilities. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.1.1.11.2 - Manage Customer Payments	Customer	Scope Fully Conformant (5)	**Conformant** TABS 7 supports this process through fully automated capabilities. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.1.1.11.3 - Manage Customer Debt Collection	Customer	Scope Fully Conformant (5)	**Conformant** This process is supported through partially automated capabilities, with some capabilities being fully automated. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.

4.2.4   CRM: Manage Billing Events (1.1.1.14)

Table 4.4 Conformance Levels - Manage Billing Events (1.1.1.14)

Within Level 2: 1.1.1.14 - Manage Billing Events	Customer	Scope Fully Conformant (3)	Four level 3 eTOM processes have been assessed here for conformance, these are: **1.1.1.14.1 - Enrich Billing Events** **1.1.1.14.2 - Guide Billing Events** **1.1.1.14.3 - Mediate Billing Events** **1.1.1.14.4 - Report Billing Event Records** These four processes cover the entire lifecycle of the Manage Billing Events core process within the CRM domain in the Operations area of the Business Process Framework (eTOM) with no deviations.
1.1.1.14.1 - Enrich Billing Events	Customer	Scope Fully Conformant (5)	**Conformant** TABS 7 supports this process through fully automated capabilities. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.1.1.14.2 - Guide Billing Events	Customer	Scope Fully Conformant (5)	**Conformant** TABS 7 supports this process through fully automated capabilities. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.1.1.14.3 - Mediate Billing Events	Customer	Scope Fully Conformant (5)	**Conformant** TABS 7 supports this process through fully automated capabilities. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.1.1.14.4 - Report Billing Event Records	Customer	Scope Fully Conformant (5)	Conformant TABS 7 supports this process through fully automated capabilities. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.

4.2.5   Marketing & Offer Mgt: Product & Offer Development & Retirement (1.2.1.5)

Table 4.5 Conformance Levels - Product & Offer Development & Retirement (1.2.1.5)

Assessed eTOM Conformance			
eTOM process element	**Assessed Domain**	**Conformance Level**	**Comment**
Within Level 1: **1.2.1 - Marketing & Offer Management**	Product	*Not Applicable for Level 1 process*	Conformance marked here is relevant for two Level 2 processes within the Business Process Framework (eTOM): **1.2.1.5 - Product & Offer Development & Retirement** **1.2.1.7 - Product Marketing Communications & Promotion**
Within Level 2: **1.2.1.5 - Product & Offer Development & Retirement**	Product	Scope Partially Conformant (2)	Five level 3 eTOM processes have been assessed here for conformance, these are: **1.2.1.5.4 - Develop Product Commercialization Strategy** **1.2.1.5.5 - Develop Detailed Product Specifications** **1.2.1.5.6 - Manage Product Development** **1.2.1.5.7 - Launch New Products** **1.2.1.5.8 - Manage Product Exit** These five processes cover roughly two thirds (5 out 8) of the lifecycle in the Product & Offer Development & Retirement L2 process as defined within the Marketing & Offer Management in the Business Process Framework (eTOM) with no deviations. The three L3 processes that were excluded here are: **1.2.1.5.1 - Gather & Analyze New Product Ideas** **1.2.1.5.2 - Assess Performance of Existing Products** **1.2.1.5.3 - Develop New Product Business Proposal**
1.2.1.5.4 - Develop Product Commercialization Strategy	Product	Scope Fully Conformant (5)	**Conformant** This process is partially automated by the TABS 7 solution, with some features being fully automated. The support provided to this process articulates through the use of a generic template based concept provided and managed by the solution. All evidence and documentation provided has passed conformance criteria successfully.
1.2.1.5.5 - Develop Detailed Product Specifications	Product	Scope Fully Conformant (5)	**Conformant** This process is supported by a set of fully automated capabilities. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.2.1.5.6 - Manage Product Development	Product	Scope Fully Conformant (5)	**Conformant** This process is supported by a set of partially automated capabilities. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.2.1.5.7 - Launch New Products	Product	Scope Fully Conformant (5)	**Conformant** This process is supported by a set of fully automated capabilities. Handover to Operations happens through the exposing of the General Available Products and Services to the Order Management

Assessed eTOM Conformance			
eTOM process element	**Assessed Domain**	**Conformance Level**	**Comment**
			System in the TABS 7 solution. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.2.1.5.8 - Manage Product Exit	Product	Scope Fully Conformant (5)	**Conformant** Once the products are identified for exit through a combination of partially manual and partially automated support by the TABS 7 solution, the Service Provider can define the exit criteria for such products, then the solution provides a background batch process which automatically retires those products. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.

4.2.6   Marketing & Offer Mgt: Product Marketing Communications & Promotion (1.2.1.7)

Table 4.6 Conformance Levels - Product Marketing Communications & Promotion (1.2.1.7)

Within Level 2: **1.2.1.7 - Product** **Marketing** **Communications &** **Promotion**	Product	Scope Fully Conformant (3)	Six level 3 eTOM processes have been assessed here for conformance, these are: **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 six processes cover the entire lifecycle in the Product Marketing Communications & Promotion L2 core process as defined in the Business Process Framework (eTOM) with no deviations.
1.2.1.7.1 Define **Product Marketing** **Promotion Strategy**	Product	Scope Fully Conformant (5)	**Conformant** The TABS 7 solution provides mostly partially automated support (with some features being fully automated) for the definition of new products and offers in scope of the newly defined marketing strategy. TABS Campaign Management (CMG) module will then provide support for their introduction to the market. All evidence and documentation provided has passed conformance criteria successfully.
1.2.1.7.2 Develop **Product & Campaign** **Message**	Product	Scope Fully Conformant (5)	**Conformant** TABS 7 provides fully automated support for the development of product & campaign messages. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.2.1.7.3 Select **Message & Campaign** **Channels**	Product	Scope Fully Conformant (5)	**Conformant** TABS 7 provides fully automated support for the selection of messages and campaign channels. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.2.1.7.4 Develop **Promotional Collateral**	Product	Scope Fully Conformant (5)	**Conformant** This process is supported by a set of partially automated capabilities. The actual preparation of campaign collaterals, such as pamphlets, souvenirs, advertisements in street boards and other media (TV, radio, etc.), is considered a manual process to be done alongside the preparation for any campaign. However TABS CMG 7 provisions the means to attach these collaterals to the campaign definition once devised, in any format (jpg, word, pdf, video, etc.), to make it available to all sources such as call centre agents and other users of the system. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.2.1.7.5 Manage **Message & Campaign** **Delivery**	Product	Scope Fully Conformant (5)	**Conformant** This process is supported by a set of partially automated capabilities. The TABS 7 solution supports the call center through scripting features to guide agents and CSRs on how to introduce

			the product or offer to customers. Electronic channels owned by the operator such as SMS, Email, or Voice channels, are easily managed depending on the resources available using the batching (grouping) mechanism of customers. On the other hand, contracted channels are managed separately using a manual process and usually prior to defining the campaign in the system, or in parallel. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.
1.2.1.7.6 Monitor Message & Campaign Effectiveness	Product	Scope Fully Conformant (5)	**Conformant** TABS 7 provides fully automated support for the monitoring of messages and campaign effectiveness. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully.

4.2.7   Service Development & Mgt: Service Development & Retirement (1.2.2.3)

Table 4.7 Conformance Levels - Service Development & Retirement (1.2.2.3)

Assessed eTOM Conformance			
eTOM process element	Assessed Domain	Conformance Level	Comment
Within Level 1: **1.2.2 - Service Development & Management**	Service	*Not Applicable for Level 1 process*	Conformance marked here is relevant for one level 2 process within the Business Process Framework (eTOM): **1.2.2.3 - Service Development & Retirement**
Within Level 2: **1.2.2.3 - Service Development & Retirement**	Service	Scope Partially Conformant (2)	Four level 3 eTOM processes have been assessed here for conformance, these are: **1.2.2.3.4 - Develop Detailed Service Specifications** **1.2.2.3.5 - Manage Service Development** **1.2.2.3.6 - Manage Service Deployment** **1.2.2.3.7 - Manage Service Exit** These four processes cover roughly about 60% (4 out of 7) of the lifecycle in the Service Development & Retirement L2 process as defined within the Service Development & Management in the Business Process Framework (eTOM) with minor deviations. The three L3 processes that were excluded here are: **1.2.2.3.1 -** Gather & Analyze New Service Ideas **1.2.2.3.2** - Assess Performance of Existing Services **1.2.2.3.3** - Develop New Service Business Proposal
1.2.2.3.4 - Develop Detailed Service Specifications	Service	Scope Fully Conformant (5)	**Conformant** This process is supported through partially automated capabilities by TABS 7. This process is handled by having a seamless integration between the TABS Product Catalogue and its Inventory Management System. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully for this process.
1.2.2.3.5 - Manage Service Development	Service	Scope Fully Conformant (5)	**Conformant** This process is supported through partially automated capabilities, with some capabilities being fully automated. Any changes in IT Systems due to required integration of external IT Systems with TABS Product Catalogue needs specific implementation efforts and Network changes; this has implications on the configuration of Network enabled Services which needs to be taken care by the TABS Product Catalogue configuration. Also any existing service class upgrades and enhancements need implementation efforts as they have implications on the configuration of Network enabled Services which needs to be taken care by the TABS Product Catalogue configuration.

Assessed eTOM Conformance			
eTOM process element	**Assessed Domain**	**Conformance Level**	**Comment**
			Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully for this process.
1.2.2.3.6 - Manage Service Deployment	Service	Scope Partially Conformant (4)	**Partially Conformant** This process is supported through partially automated capabilities, with some capabilities being fully automated and some capabilities being supported manually. See explanation provided in paragraph above for previous process as it applies here too. The operational staff identification process is manually handled and the TABS Product Catalogue is used to train the operational staff. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully for this process.
1.2.2.3.7 - Manage Service Exit	Service	Scope Fully Conformant (5)	**Conformant** This process is supported through partially automated capabilities. Each and every Product/Service Life Cycle Management related rules are defined using the template concept. The Product/Service Expiry Date is part of this whole Product/Service Life Cycle Rule Template with appropriate value which is taken care by TABS to later retire the Products/Services from the Market. Documentation provided together with other evidence such as GUI views have passed conformance criteria successfully for this process.