Huawei Tech. Co., Ltd

Digital CRM R2.1

TM Forum Frameworx 16.0 Certification

Business Process Framework (eTOM) Release 16.0

Self-Assessment Process Mapping Report

Level 2 Process: 1.2.7 - Product Specification & Offering Development & Retirement

Version: V1R0

23 January 2017

Tianye (Dean)/Maxu

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1 Level 2: 1.2.5 PRODUCT CONFIGURATION MANAGEMENT

<table>
<tr><td>

LEVEL 2 PROCESS MAPPING DETAILS

1.2.5 Product Configuration Management

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

Brief Description

Product Configuration involves specifying how a Product operates or functions in terms of a product's configurable properties and features, collectively called characteristics, and related products, services, and resources that are used in its configuration.

Extended Description

Product Configuration involves specifying how a Product operates or functions in terms of a product's configurable properties and features, collectively called characteristics, and related products, services, and resources that are used in its configuration.
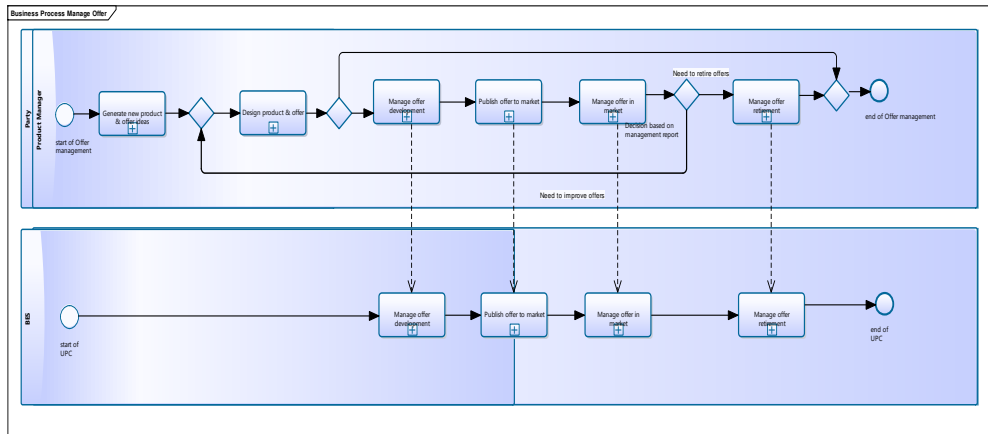
Comment for the compliance:

AM (Please refer to the document BP.PC.FOC Manage Product and Offer)

The relevant process of "Manage Offer" in Huawei BP can be found here:

In this process, a group of activities are used to realize the "Product Configuration" in TMF Process Framework. Here are the details of these activities which can be found in the Huawei BP document:

#	BP Steps
1	Generate new product & offer ideas

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

2	Design product & offer	
3	Manage offer development	
4	Publish offer to market	
5	Manage offer in market	
6	Manage offer retirement	

1.1 Level 2: 1.2.7 PRODUCT SPECIFICATION & OFFERING DEVELOPMENT & RETIREMENT
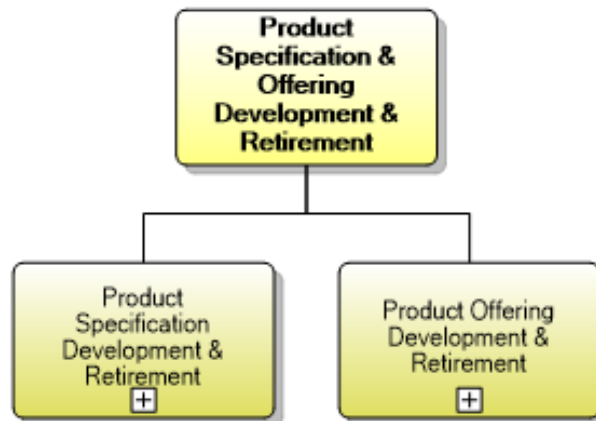
Frameworx Process	Level 3 Category	Process Identifier	Brief Description
Product Specification Development & Retirement	(3) eTOM Process Type	1.2.7.1	Develop and deliver new product specifications as well as enhancements and new features, ready for use by other processes, including Product Offering Development & Retirement. Product Specifications represent the types of services and resources made available as product offerings to the market by an enterprise.
Product Offering Development & Retirement	(3) eTOM Process Type	1.2.7.2	Develop and deliver new product offerings, their pricing, as well as catalogs that contain both.

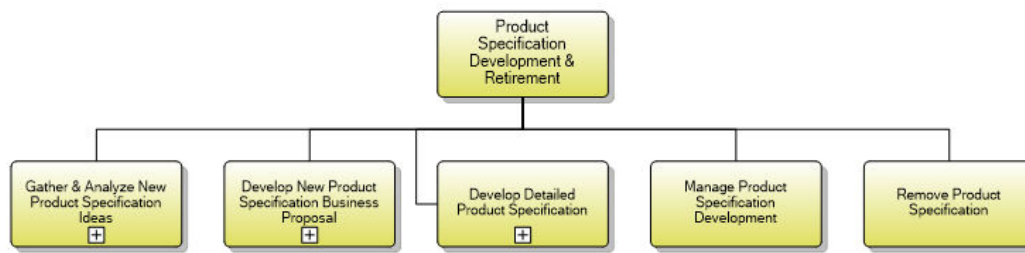## 1.2 Level 3: Product Specification Development & Retirement

Figure 1 1.2.7.1 Product Specification Development & Retirement decomposition

Process Identifier: 1.2.7.1

Brief Description

Develop and deliver new product specifications as well as enhancements and new features, ready for use by other processes, including Product Offering Development & Retirement. Product Specifications represent the types of services and resources made available as product offerings to the market by an enterprise.

Extended Description

Product Specification Development & Retirement processes develop and deliver new product specifications as well as enhancements and new features, ready for use by other processes. Additionally, they handle the removal of specifications no longer offered. Product specifications represent the types of services and resources made available as product offerings to the market by an enterprise.

The key measures of this process are how effectively the enterprise's offerings are broadened by these specifications or new specification features. These processes also manage updates and enhancements to product specifications. Business case development tracking and commitment are key elements of this process. Note that this process is reused to support the development of product specifications on-boarded from other parties with whom an enterprise collaborates to deliver value to customers. This is done to remove the redundancy between this process and the Party Offering Development & Retirement process. The focus of the Party Offering Development & Retirement core process is the relationships that product specifications have with other parties.

Also note that some of these processes, such as Gather & Analyze New Product Specification Ideas and Develop New Product Specification Business Proposal, may be performed in conjunction with the equivalent process in Product Offering Development & Retirement. For example, if ideas for a new specification or feature are being developed, ideas on how to offer it to the market may also be gathered; or if a new offering is being considered it may require new features defined for the specification or one or more new specifications to be developed for it.

1.2.1 Level 4: 1.2.7.1.1 Gather & Analyze New Product Specification Ideas

LEVEL 4 PROCESS MAPPING DETAILS

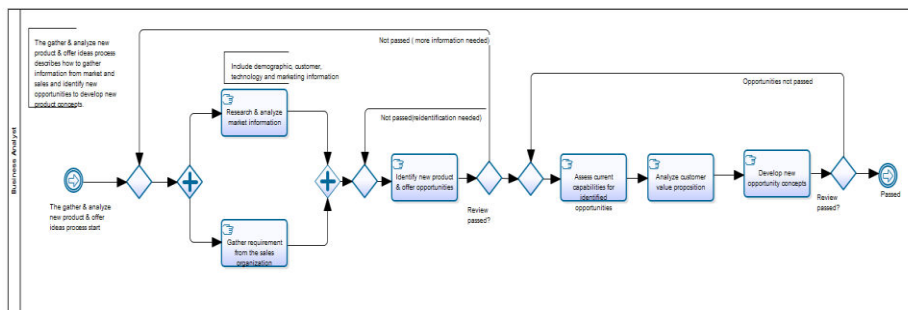**1.2.7.1.1 Gather & Analyze New Product Specification Ideas**

Brief Description

Research and analyze demographic, customer, technology and marketing information to identify new product specification opportunities.

Comment for the compliance:

AM (Please refer to the document BP.PC.FOC Manage Product and Offer. It includes the "Generate new product & offer ideas" sub-process)

The relevant process of "Generate new product & offer ideas" in Huawei BP can be found here:

The diagram can also be opened here:

Generate product
& offer ideas.png

In this process, the activities of the diagram are used to realize the "Gather & Analyze New Product Specification Ideas" in TMF Process Framework.

Extended Description

Gather & Analyze New Product Specification Ideas researches and analyzes demographic, customer, technology and marketing information to identify new product specification opportunities that represent a new entrant or enhanced feature(s) to an existing specification that will be introduced to the market as one or more product offerings.

The process undertakes the necessary analysis to identify potential opportunities, compares current capabilities with the identified opportunities, and as a result of the analysis develops new opportunity concepts. Requirements from the sales organization relating to enhancements to support their desired offers are also captured. The concepts include an analysis of the customer value proposition.

1.2.2 Level 4: 1.2.7.1.2 Develop New Product Specification Business Proposal

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LEVEL 4 PROCESS MAPPING DETAILS

1.2.7.1.2 Develop New Product Specification Business Proposal
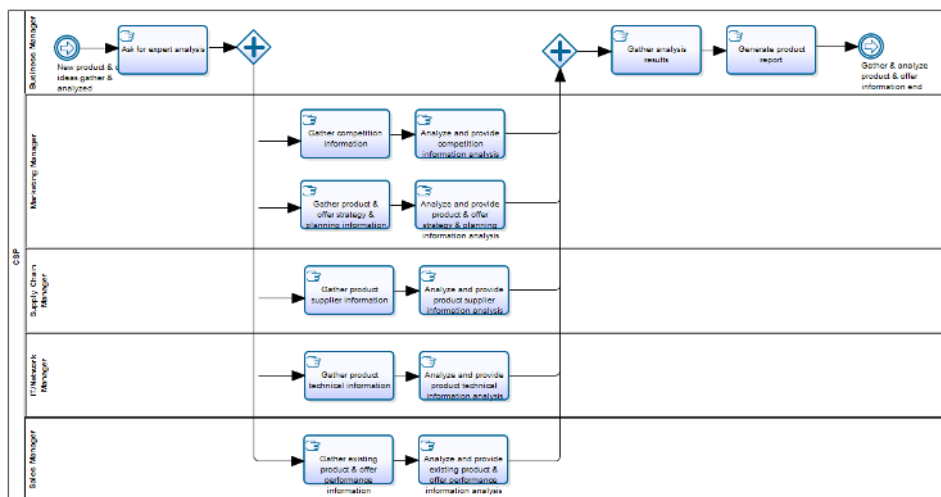
Brief Description

<mark>Develop and document business proposals for the identified new product specification concept.</mark>

Comment for the compliance:

AM (Please refer to the document BP.PC.FOC Manage Product and Offer. It includes the "Gather & analyze product & offer information" sub-process)

The relevant process of "Gather & analyze product & offer information" in Huawei BP can be found here:

The diagram can also be opened here:

Gather & analyze
new offer ideas.p

In this process, the activities of the diagram are used to realize the "Develop New Product Specification Business Proposal" in TMF Process Framework.

Extended Description

Develop New Product Specification Business Proposal develops and documents business proposals for the identified new product specification concept (including if necessary a business case). The business proposal (or business case) identifies the new product specification requirements, including the specific service specifications and

resource specifications used to realize the product specification.

The business proposal also identifies the development costs and anticipated benefits, including forecast demand, revenue gains, productivity gains, performance improvements and/or operational cost improvements.

In addition, this process defines the attributes of the product specification which form the basis for associated product offering(s)' used for advertising and sales. The business proposal also includes an assessment of the risks and the competitive positioning of the product specification proposal. As a part of the business proposal development a feasibility assessment can be produced.

Potential other parties who can assist in the development of the product specification are also identified via interaction with the Determine Potential Parties sub-process within Party Tender Management. As a part of the process, the business proposal is appropriately approved, and as a result of the approval, necessary resources are made available.

1.2.3 Level 4: 1.2.7.1.3 Develop Detailed Product Specification

<table>
<tr><td colspan="2" align="center">LEVEL 4 PROCESS MAPPING DETAILS
1.2.7.1.3 Develop Detailed Product Specification</td></tr>
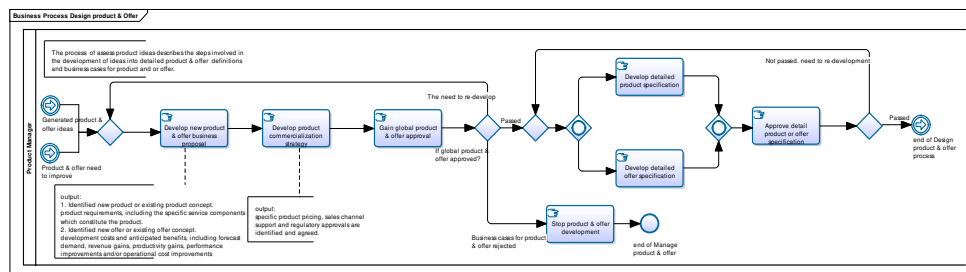<tr><td colspan="2">

Brief Description

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

Comment for the compliance:

AM (Please refer to the document BP.PC.FOC Manage Product and Offer. It includes the "Design product & offer" sub-process)

The relevant process of "Design product & offer" in Huawei BP can be found here:
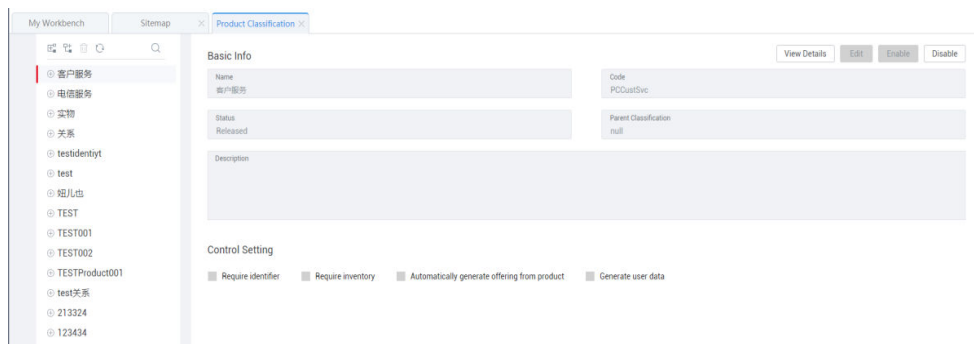

The diagram can also be opened here:

Design product & Offer.png

In this process, the activities of the diagram are used to realize the "Develop Detailed Product Specification" in TMF Process Framework.

The screen shot of the real system:

Extended Description

Develop Detailed Product Specification develops and documents the detailed product specification-related commercial, technical, performance and operational

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

specifications, and customer manuals. These processes develop and document the required product features, the associated service or resource specifications that represent the realization of the product specification, the specific performance and operational requirements and support activities, and any product specific data required for the service and resource infrastructure. 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: To minimize the number of sub-processes that update and remove various aspects of a product specification, such as features, it is assumed that the "develop" processes also perform updates and removals.

1.2.4 Level 4: 1.2.7.1.4 Manage Product Specification Development

<table>
<tr><td align="center">LEVEL 4 PROCESS MAPPING DETAILS
1.2.7.1.4 Manage Product Specification Development</td></tr>
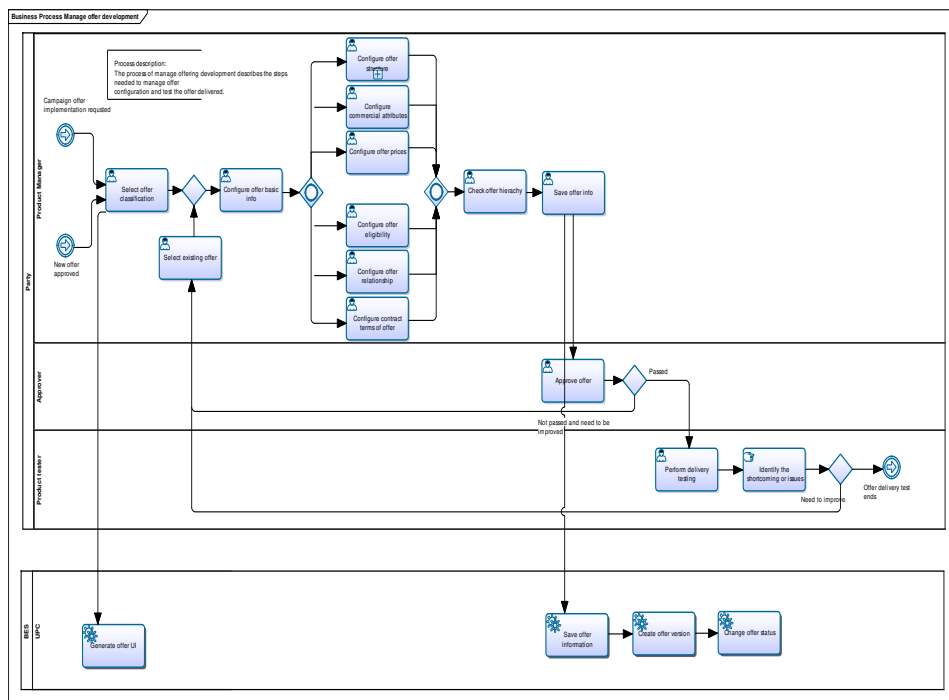<tr><td>

Brief Description

<mark>Ensure the co-coordinated delivery in line with the approved business case of all required product specification capabilities for that business case across the enterprise.</mark>

Comment for the compliance:

AM (Please refer to the document BP.PC.FOC Manage Product and Offer. It includes the "Manage offer development" sub-process)

The relevant process of "Manage offer development" in Huawei BP can be found here:

The diagram can also be opened here:

Manage offer
development.png

In this process, the activities of the diagram are used to realize the "Manage Product Specification Development" in TMF Process Framework.

The screen shot from the real system:

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

BASIC INFO

Name
vedioBigData

Short Name
vedioBigData

Code
8000000008

Offering Classification

Primary Offering
[toggle on]

Sell Independently
[toggle on]

Tariff Package
[toggle on]

Multiple Purchase
[toggle on]

Offering Type
Common offering

Sub Type
Family preference

Sell Object
Family customer

Brand
GSM

Payment Mode
Prepaid

Effective Date
2016-12-08

Expiration Date
2017-01-08

Brief Description
fgwfwfe

Extended Description

Manage Product Specification Development ensures the co-coordinated delivery in line with the approved business case of all required product specification capabilities for that business case across the enterprise. These processes may use project management disciplines when a project is created to develop a specification to deliver the necessary capabilities, including process development, specific systems & network infrastructure developments, specific channel developments, specific operational procedures, and so forth. required to support the new product specification. Note that delivery of a product specification within the context of existing commercial agreements is managed through the Party Offering Development & Retirement process. If new partners are required, the Party Agreement Management process is used to deliver the necessary commercial agreements. 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

1.2.5 Level 4: 1.2.7.1.5 Remove Product Specification

<table>
<tr><td colspan="2" align="center">LEVEL 4 PROCESS MAPPING DETAILS
1.2.7.1.5 Remove Product Specification</td></tr>
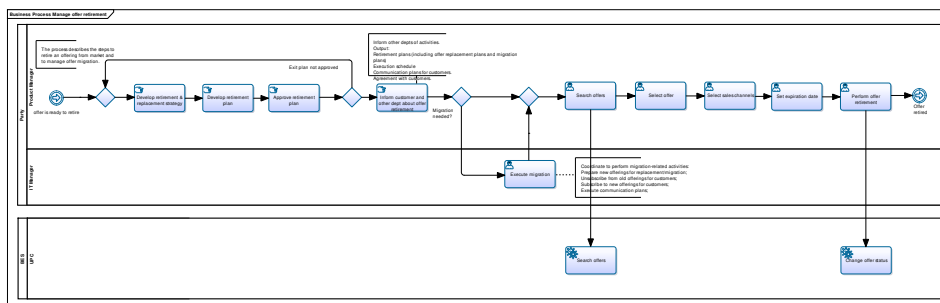<tr><td colspan="2">

Brief Description

Remove a product specification, either by deleting it or indicating it is no longer valid.

Comment for the compliance:

AM (Please refer to the document BP.PC.FOC Manage Product and Offer. It includes the "Manage offer retirement" sub-process)

The relevant process of "Manage offer retirement" in Huawei BP can be found here:

The diagram can also be opened here:

Manage offer
retirement.png

In this process, the activities of the diagram are used to realize the "Remove Product Specification" in TMF Process Framework.

Extended Description

Remove Product Specification removes a product specification, either by deleting it or indicating it is no longer valid. When all associated Product Offerings have been deemed no longer viable and there are no Product Offerings planned the Product Specification is removed. Notifications are sent to Service Development & Retirement and Resource Development and Retirement processes so that they can determine if the associated service and resource specifications should also be removed. Additionally, a notification may be sent to the Party Offering Development & Retirement process so that it can determine if any on-boarded specifications should also be removed.

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

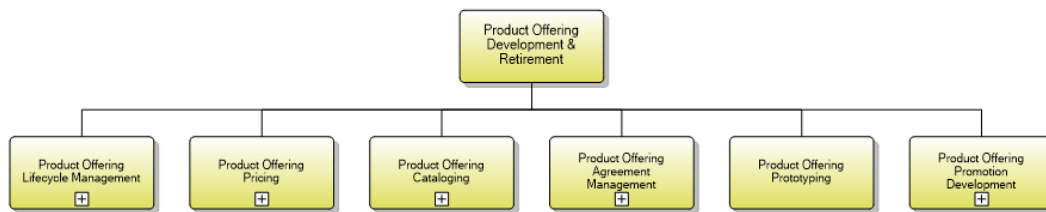## 1.3 Level 3: 1.2.7.2 Product Offering Development & Retirement

Figure 2 1.2.7.2 Product Offering Development & Retirement decomposition

Process Identifier: 1.2.7.2

Brief Description

Develop and deliver new product offerings, their pricing, as well as catalogs that contain both.

Extended Description

Product Offering Development & Retirement develops new product offerings and their associated features. Pricing for the offerings is also developed, such as standard pricing and feature-based pricing. The offerings and selected processes are included in product catalogs which are also developed by these processes.

Note that this process is reused to support the development of product offerings on-boarded from other parties with whom an enterprises collaborates to deliver value to customers. This is done to remove the redundancy between this process and the Party Offering Development & Retirement process. The focus of the Party Offering Development & Retirement core process is the relationships that product offerings have with other parties.

Explanatory

N/A

Mandatory

N/A

Optional

N/A

Interactions

N/A

1.3.1 Level 4: 1.2.7.2.1Product Offering Lifecycle Management

<table>
<tr><td colspan="1" align="center">LEVEL 4 PROCESS MAPPING DETAILS
1.2.7.2.1Product Offering Lifecycle Management</td></tr>
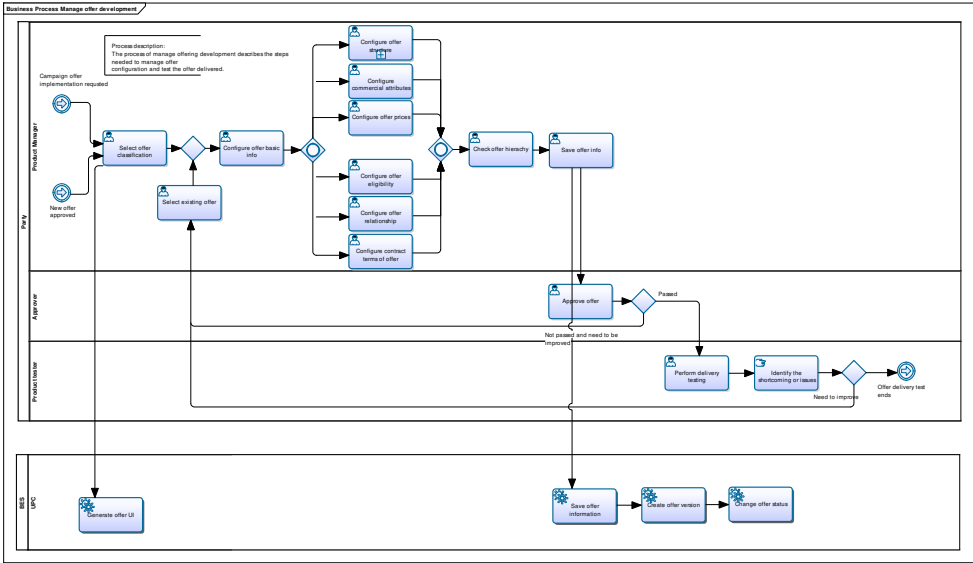</table>

Brief Description

Develop and deliver new product offerings as well as enhancements to existing offerings and new features, ready for use by other processes. Offerings may represent new entrants into the market that are based on new product specifications. The processes develop various pricing models for offerings and catalogs that contain the offerings. Additionally the processes handle the exit of offerings from the market.

Product offerings represent the types of services and resources made available to the market by an enterprise.

Comment for the compliance:

AM (Please refer to the document BP.PC.FOC Manage Product and Offer. It includes sub-process of "Manage offer development", "Publish offer to market", "Manage offer retirement")

The relevant process of "Manage offer development" in Huawei BP can be found here:
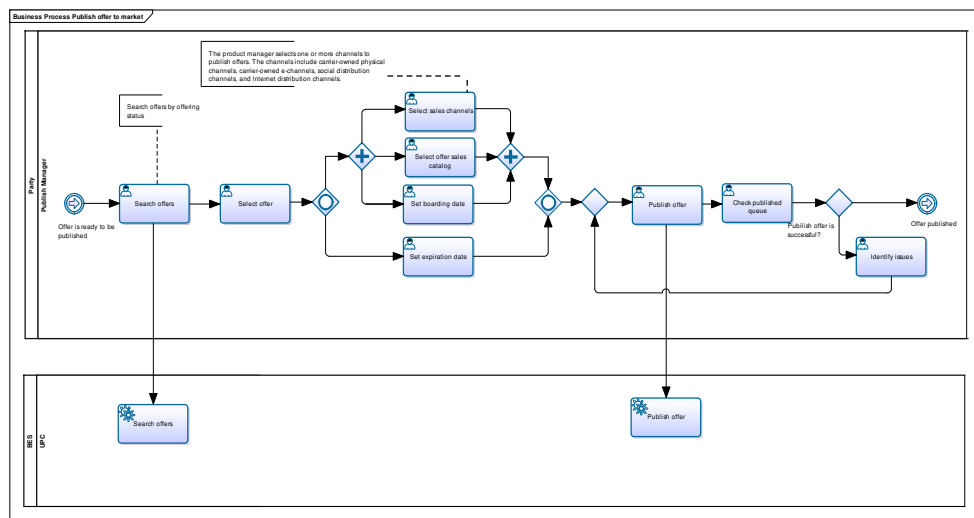

The diagram can also be opened here:

Manage offer
development.png

The relevant process of "Publish offer to market" in Huawei BP can be found here:
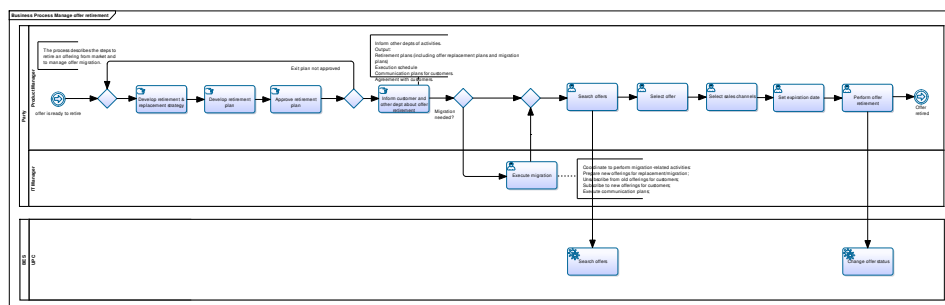

The diagram can also be opened here:

Publish offer to
market.png

The relevant process of "Manage offer retirement" in Huawei BP can be found here:

The diagram can also be opened here:

Manage offer
retirement.png

Extended Description

Product Offering Lifecycle Management develops and delivers new product offerings as well as enhancements to existing offerings and new features, ready for use by other processes. Offerings may represent new entrants into the market that are based on new product specifications. The processes develop various pricing models for offerings and catalogs that contain the offerings. Additionally, the processes handle the exit of offerings from the market.

Product offerings represent the types of services and resources made available to the market by an enterprise.

The key measures of this process are how effectively the enterprise's offerings are broadened by these offerings or new offering features. These processes also manage updates and enhancements to product offerings. Business case development tracking and commitment are key elements of this process.

Note that some of these processes, such as Gather New Product Offering Ideas and Develop New Product Offering Business Proposal, may be performed in conjunction with the equivalent process in Product Specification Development & Retirement. For example, if ideas for a new specification or feature are being developed ideas on how to offer it to the market may also be gathered; or if a new offering is being considered it may require new features defined for the specification or one or more new specifications to be developed for it.

Explanatory

N/A

Mandatory

N/A

Optional

N/A

Interactions

N/A

1.3.2 Level 4: 1.2.7.2.2 Product Offering Pricing

LEVEL 4 PROCESS MAPPING DETAILS
1.2.7.2.2 Product Offering Pricing

Brief Description

<mark>Manage the lifecycle of standard pricing, policy-based pricing, algorithmic pricing, and feature/property-based pricing associated with product offering.</mark>

Comment for the compliance:

AM (Please refer to the document BP.PC.FOC Manage Product and Offer. It includes sub-process of "Manage offer development" which has step of "configure offer price".)

The relevant process of "Manage offer development" in Huawei BP can be found in the previous section of "Level 4: Product Offering Lifecycle Management".

The screen shots for the product offering pricing in Huawei Digital CRM can be described as follows:

The pricing can be divided into freight (physical goods) pricing and service pricing (any business or network service) pricing.
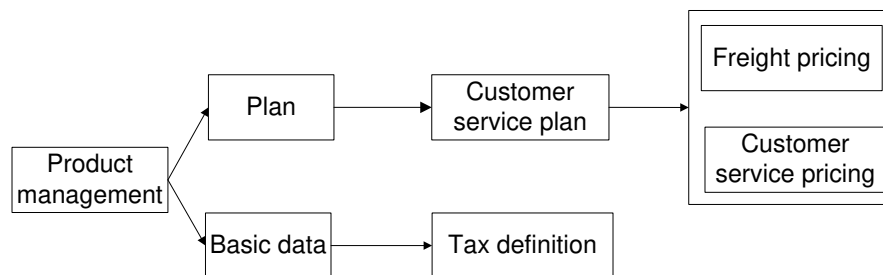
The pricing in customer service plan:
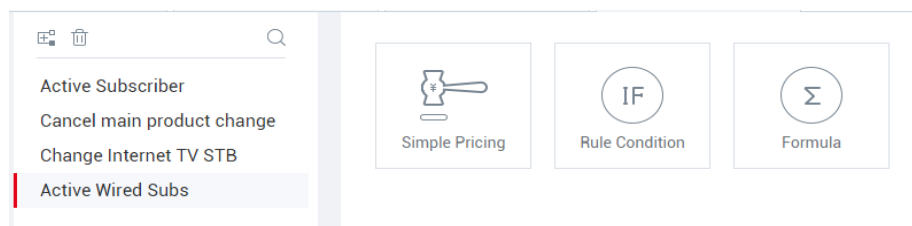
The 1st mode of "simple pricing":

The 2nd mode of "condition-based pricing":

The 3rd mode of "Figure 2-21 Formula-based pricing"

The configuration of tax information related to the price.

Extended Description

Product Offering Pricing manages all aspects of pricing for product offerings. This includes standard pricing, policy-based pricing, algorithmic pricing, and feature/property-based pricing. Standard pricing processes set the price, develop pricing plans, update prices, obtain approval for pricing, provide notifications of price

changes, and remove prices. The other types of prices define various forms of rules that determine what price should be used under certain conditions. For example, policy-based pricing may determine if a customer qualifies for a discount based on what product offerings are ordered, algorithmic pricing defines matrices of properties/features used to determine a price, feature/property-based pricing determines a price based on the selection of one or more properties or features by a customer.

Explanatory
N/A

Mandatory
N/A

Optional
N/A

Interactions
N/A

1.3.3 Level 4: 1.2.7.2.3 Product Offering Cataloging

<table>
<tr><td align="center">LEVEL 4 PROCESS MAPPING DETAILS
1.2.7.2.3 Product Offering Cataloging</td></tr>
</table>

Brief Description

<mark>Develop a specification (definition) of a catalog containing product offerings, develop a product offering catalog, and exchange a catalog among parties.</mark>

Comment for the compliance:

AM (Please refer to the document BP.PC.FOC Manage Product and Offer. It includes the process of "Manage Commercial Offer Catalog")

The relevant process of "Manage offer development" in Huawei BP can be found here.

In this process, a group of activities are used to realize the "Level 4: Product Offering Cataloging" in TMF Process Framework. Here are the details of these activities which can be found in the Huawei BP document:

Steps
Create offer catalog It is used to create a new offer catalog, including creating catalog's basic information and catalog node, setting catalog node's position information, configuring catalog node's attribute information, and loading offer under the catalog node.
Maintain existing offer catalog It is used to maintain basic information of offer catalog. Create a new catalog node, set catalog node's position information, configure catalog node's attribute information, and load offer under the catalog node. Maintain catalog node information, including maintaining offers contained in the catalog node. Delete catalog node information

Extended Description

Product Offering Cataloging develops a specification (definition) for a catalog containing product offerings, develops a product offering catalog, and exchanges a catalog among parties.

Product catalog specifications define reusable definitions for one or more catalogs. For example, a catalog specification that defines a catalog of smart home devices that is updated with new devices periodically and issued as a new catalog. Product catalogs can be exchanged by sending a catalog to another party and receiving a catalog from another party. The receiving party could be a prospect, a customer, or another enterprise that may become a business partner that makes an enterprise's offerings available to the market Similarly a catalog received from another party may be a prelude to the possible on-boarding of the parties offerings. Note that this process reuses a set of generalized cataloging processes that can also be used to develop service catalogs and resource catalogs.

Explanatory

N/A

Mandatory

N/A

Optional

N/A

Interactions

N/A

1.3.4 Level 4: 1.2.7.2.4 Product Offering Agreement Management

<table>
<tr><td colspan="3" align="center">LEVEL 4 PROCESS MAPPING DETAILS
1.2.7.2.4 Product Offering Agreement Management</td></tr>
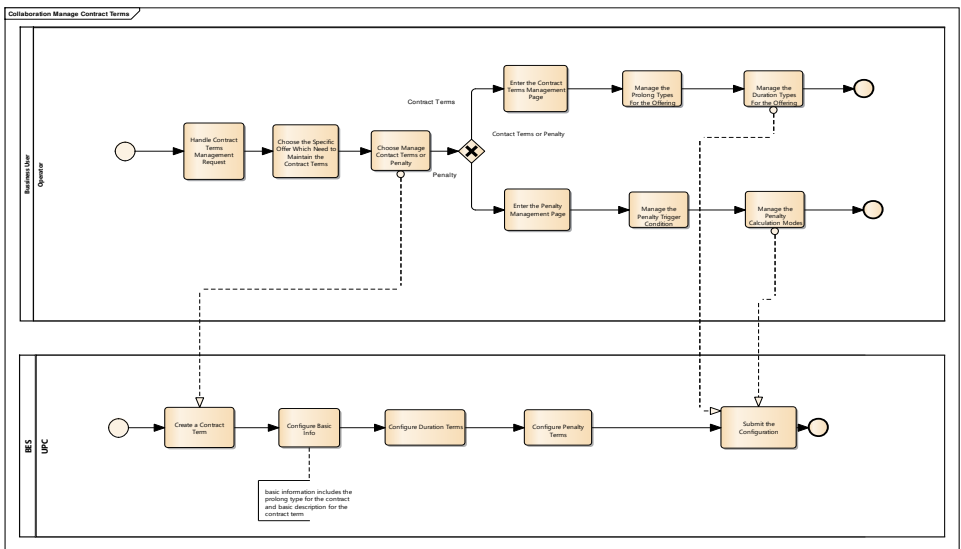<tr><td colspan="3">

Brief Description

<mark>Develop a template agreement that defines the terms/conditions associated with a product offering</mark>.

Comment for the compliance:

AM (Please refer to the document BP.PC.CT.01 "Manage Contract Terms")

The relevant process diagram in Huawei BP can be found here.

In this process, a group of activities are used to realize the "Level 4: Product Offering Agreement Management" in TMF Process Framework. Here are the details of these activities which can be found in the Huawei BP document:

</td></tr>
<tr><td align="center">#</td><td colspan="2">Steps</td></tr>
<tr><td>1</td><td>Handle Contract Terms Management Request</td><td align="center">Handle contract terms management request</td></tr>
</table>

2	Choose the Specific Offer Which Needs to Maintain the Contract Terms	Choose the specific offer which need to maintain the contract terms
3	Choose Manage Contact Terms or Penalty	Choose manage contact terms or penalty
4	Enter the Contract Terms Management Page	Enter the contract terms management page
5	Manage the Prolong Types for the Offering	Manage the prolong types for the offering
6	Manage the Duration Types for the Offering	Manage the duration types for the offering
7	Enter the Penalty Management Page	Enter the penalty management page
8	Manage the Penalty Trigger Condition	Manage the penalty trigger condition
9	Manage the Penalty Calculation Modes	Manage the penalty calculation modes

Extended Description

Product Offering Agreement Management develops a template agreement that defines the terms/conditions associated with a product offering. The terms/conditions are accepted by a party when the offering is acquired.

This process uses the general Party Agreement Management process to develop a template agreement. Its focus is on defining product offering terms/conditions, such as financial terms (which includes such things as acceptable methods of payment), shipment terms, and service term (which includes early termination fees). It also associates an offering and price(s) with the terms/conditions and with a template agreement.

Note that Party Agreement Management is also used to define template service level agreements and associate them to a product offering and/or a product specification.

Explanatory

N/A

Mandatory

N/A

Optional

N/A

Interactions

N/A