

Etiya Information Technologies

Etiya BSS Platform

TM Forum Framework 17.5 Certification

Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Market/Sales Domain

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Self-Assessment Process Mapping Report

Link Market Segments & Products (1.1.1.4)

Version 1 Review 0

March, 21th 2018

Fatih Yenilmez, Etiya

1 1.1.1 Market Strategy & Policy

1.1 1.1.1.4 - Link Market Segments & Products

1.1.1 1.1.1.4.1 Link consumption profiles & available product families

LEVEL 4 PROCESS MAPPING DETAILS
1.1.1.4.1 Link consumption profiles & available product families
Brief Description Link Market segments and available product families AM
Extended description Link Market segments & available product families processes analyze the basic consumption profiles of market segments AM <i>Etiya Customer Relationship Management System allows defining different customer segments for customers with different profiles. System provides necessary information to support analysis on customer behavior for any decision making process</i> ([PS ECRM], 5.5 Customer Segments and associate these with the product families available. AM ([PS EPCM], 5.5 Product Offerings ([PS EPCM], 7.5.8 Offer Specialization

1.1.2 1.1.1.4.2 Identify potential new product families for market segments

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.2 Identify potential new product families for market segments
<p>Brief Description</p> <p>Identify potential new product families for the market segments AM</p> <p><i>Etiya Product Catalog Management System allows associating one or more market segments with product catalogs. It is possible to add new product offerings to these catalogs.</i></p> <p>([PS EPCM], 7.5.7 Offer Catalogs</p>
<p>Extended Description</p> <p><i>Not used for this process element</i></p>

1.1.3 1.1.1.4.3 Analyze Market segment purchase and issues

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.4.3 Analyze Market segment purchase and issues
<p>Brief Description</p> <p>Analyze segment purchase and decision issues, and their geographic locations. AM</p> <p><i>Etiya Customer Relationship Management supports any external decision system by providing necessary customer-related information like customer segments, customer behavior segments, customer value segments, usage information and geographic locations related with the customer</i></p> <p>([PS ECRM], 5.5 Customer Segments</p> <p><i>Etiya Product and Catalog Management System allows associating regions with offer catalogs</i></p> <p>([PS EPCM], 7.5.7 Offer Catalogs</p> <p>Extended Description</p> <p><i>Not used for this process element</i></p>

1.2 Supporting Evidence References (Works Cited)

PS_EPCM

PS_EtiyaProductCatalog_Management_v5.pdf, Product Specification Document for Etiya Product Catalog Management

PS_ECRM

PS_EtiyaCustomerRelationManagement_v.5.01.pdf, Product Specification Document for Etiya Customer Relationship Management

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Self-Assessment Process Mapping Report

Develop New Sales Channels & Processes (1.1.5.3)

Version 2 Review 2

April, 11th 2018

Şerafettin Acır, Etiya

2 1.1.5 Sales Development

2.1 1.1.5.3 Develop New Sales Channels & Processes

2.1.1 1.1.5.3.1 Develop External Relationships

LEVEL 4 PROCESS MAPPING DETAILS 1.1.5.3.1 Develop External Relationships
<p>Brief Description</p> <p>These processes develop external relationships if required to provide the necessary sales channel capability.AM</p> <p><i>Etiya Sales Channel Management system allows creation of new sales channels and suppliers/partners that using those sales channels to sell product offerings.</i></p> <p>([PS TSCM], 5.1 Sales Channels)</p> <p>([PS TSCM], 5.2 Suppliers/Partners)</p> <p>Extended Description</p> <p><i>Not used for this process element</i></p>

2.1.2 1.1.5.3.2 Manage Process & Channel Coordination

LEVEL 4 PROCESS MAPPING DETAILS 1.1.5.3.2 Manage Process & Channel Coordination
<p>Brief Description</p> <p>These processes manage the coordination and integration of existing and new sales processes and channels to ensure effective operations. AM</p> <p><i>An S/P is a party role that Etiya CRM Suite recognizes. The lifecycle management of suppliers/partners is handled by Etiya Sales Channel Management System. The required information to create a new S/P may vary from operator to operator. It is possible to associate roles with an S/P to outline their responsibilities and authorizations in the system. The organizational hierarchy belonging to an S/P is created and maintained in Etiya Work Organization Management System.</i></p> <p>([PS TSCM], 6.1 Setting up Sales Channels)</p> <p>([PS TSCM], 6.1.1 Setting Up Business Interactions and Sales Channels (Order Management))</p> <p>([PS TSCM], 6.2 Setting Up Suppliers/Partner)</p> <p>Extended Description</p> <p><i>Not used for this process element</i></p>

2.1.3 1.1.5.3.3 Define Processes & Channels

<p style="text-align: center;">LEVEL 4 PROCESS MAPPING DETAILS 1.1.5.3.3 Define Processes & Channels</p>
<p>Brief Description</p> <p>These processes include the definition of commercialization manpower profile, AM</p> <p>([PS TWOM], 5.4 Creating Work Organizations)</p> <p>training program development and sales methods and procedures, M</p> <p><i>Etiya Sales Channel Management System supports development of different sales strategies depending on the sales channels but these methods and programs should be developed in an external appropriate system. The processes should be related with defined sales channels manually.</i></p> <p>compensation plans, AM</p> <p><i>Etiya Sales and Order Management System is able to trigger a commission flow after an order is completed successfully depending on the sales channel of the user who placed the order. Compensation plans should be defined in the appropriate system.</i></p> <p>([PS TSOM], 4.1.2.5 Order Closure)</p>

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

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

([\[PS TPCM\]](#), 5.7 Product Catalogs)

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

([\[PS TPCM\]](#), 7.5.8 Offer Specialization)

Extended Description

Not used for this process element

2.2 Supporting Evidence References (Works Cited)

PS_TPCM	PS_EtiyaProductCatalog_Management_v5.0.pdf, Product Specification Document for Etiya Product Catalog Management
PS_TSOM	PS_EtiyaSalesandOrderManagement_v5.0.pdf , Product Specification Document for Etiya Sales and Order Management
PS_TSCM	PS_EtiyaSalesChannelManagement_v5.0.pdf, Product Specification Document for Etiya Sales Channel Management.
PS_TWOM	PS_EtiyaWorkOrganizationManagement_v5.0.pdf, Product Specification Document for Etiya Work Organization Management.

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Self-Assessment Process Mapping Report

Support Selling (1.1.7.2)

Version 3 Review 3

April 12th, 2018

Şerafettin Acır, Etiya

3 1.1.7 Market Sales Support & Readiness

3.1 1.1.7.2 Support Selling

AA **Alfred Anaya-Dubern...**
It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.¹

3.1.1 1.1.7.2.1 Ensure Selling Capability

LEVEL 4 PROCESS MAPPING DETAILS	
1.1.7.2.1 Ensure Selling Capability	
Brief Description	
	Ensure that there is capability (for example, information, materials, systems and resources) to support the Selling processes so that they can operate effectively. AM
	<i>Etiya Lead Management is integrated with the systems (CAM, OE, PCM etc.) which keeps the main entities of Etiya CRM Suite.</i>
	([PS TLM] , 3.2 Before You Begin)

3.1.2 1.1.7.2.2 Manage Sales Channels

LEVEL 4 PROCESS MAPPING DETAILS 1.1.7.2.2 Manage Sales Channels
<p>Brief Description</p> <p>Optimization and/or redistribution of existing sales channel capability or for enabling new capability (people, facilities, infrastructure). AM</p> <p><i>It is possible to assign sales channels to the lead groups. When a sales channel is assigned to a lead group, it is transferred to all the leads added (or will be added) to the group.</i></p> <p>([PS TLM], 9 Lead Statistics)</p> <p>([PS TLM], 5.3.1.6 Lead Sales Channel Offers)</p> <p>Administration of the Selling processes and the effectiveness of the channels to support new and existing products, as well as existing and potential customers. A</p> <p><i>Lead process is supported for new or potential customers. Existing customer information are taken from customer inventory.</i></p> <p>([PS TLM], 6.1 Lead Groups)</p> <p>([PS TLM], 5.3.1.9 Assigning Offers and Alternative Offers)</p> <p>The processes ensure the effectiveness of the sales staff and channels both in terms of skill sets available, but also in terms of demand forecasting and management of utilization. These processes are also responsible for the administration and management of sales channel incentive, compensation and reward schemes, and for assessing the performance and effectiveness of sales channels. M</p> <p><i>Information are kept in the system on the basis of sales channels and lead status. The data for forecasting or different analysis can be provided on demand.</i></p> <p>([PS TLM], 9 Lead Statistics)</p> <p>Other marketing processes, such as Manage Campaign and Product Marketing Communications & Promotion, are responsible for determining the appropriate selling route or channel, and the required selling method and mechanism for specific market segments and channels, by product or product family, e.g., face-to-face contact, telemarketing, etc. AM</p>

([\[PS TSCM\]](#), 5.1.1 Sales Channel Types)

([\[PS TPCM\]](#), 5.7 Product Catalogs)

([\[PS TLM\]](#), 5.3.1.6 Lead Sales Channel Offers)

Support Selling processes are responsible for ensuring that the sales channels are capable of implementing the required selling method and have the necessary skills and capacity to support the anticipated volumes and type of product in each market segment. These processes are responsible for providing feedback on the performance and effectiveness information as required to other marketing processes. M

Lead groups can be generated on the basis of market segment. Information like market segment/sales channel/ offer can be provided for reporting in terms of performance and effectiveness.

([\[PS TLM\]](#), 9 Lead Statistics)

Sales Channels managed by these processes include retail storefronts, e.g. a third-party retailer or an enterprise's own storefront, various web sites or ISPs, B2B marketplaces or direct relationships with external parties, distributors for that product family, account teams, outbound calling teams, direct sales teams, etc. M

([\[PS TLM\]](#), 6.1.3 Lead Activities)

3.1.3 1.1.7.2.3 Manage Sales Leads

LEVEL 4 PROCESS MAPPING DETAILS 1.1.7.2.3 Manage Sales Leads
<p>Brief Description</p> <p>Collection and administration of sales leads and the associated probabilities, M ([PS TLM], 5.3.1.1 Lead Status)</p> <p>and for the distribution of leads to the appropriate sales channels, AM ([PS TLM], 6.1.3 Lead Activities)</p> <p>Leads are collected from many processes both customer facing processes and back-end processes. This process is responsible to ensure that processes are operating to collect leads wherever they arise, for the management of leads, and for the matching of the lead to the appropriate sales channel. These processes are responsible for distributing the lead into the appropriate sales channel. M</p> <p>([PS TCRM], 9 Etiya Customer Interface Management)</p> <p>([PS TLM], 5.3.1.6 Lead Sales Channel Offers)</p>

3.1.4 1.1.7.2.4 Undertake Selling Trend Analysis

LEVEL 4 PROCESS MAPPING DETAILS 1.1.7.2.4 Undertake Selling Trend Analysis
Brief Description Undertake trend analysis on selling, including problems, successes, profit and loss. Monitor current selling trends M ([KUG_TSOM_R] , 2.2 Sales Report)

3.2 Supporting Evidence References (Works Cited)

PS_TLM	PS_EtiyaProductCatalog_Management_v5, Product Specification Document for Etiya Product Catalog Management
PS_TSCM	PS_EtiyaSalesChannelManagement_v5.0.pdf, Product Specification Document for Etiya Sales Channel Management.
PS_TPCM	PS_EtiyaProductCatalog_Management_v5.pdf, Product Specification Document for Etiya Product Catalog Management
PS_TCRM	PS_EtiyaCustomerRelationManagement_v5.02.pdf, Product Specification Document for Etiya Customer and Account Management

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Self-Assessment Process Mapping Report

Manage Sales Inventory (1.1.7.4)

Version 3 Review 3

April 12th, 2018

Şerafettin Acır, Etiya

4 1.1.7 Market Sales Support & Readiness

4.1 1.1.7.4 Manage Sales Inventory

AA **Alfred Anaya-Dubern...**
It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

4.1.1 1.1.7.4.1 Identify Relevant Sales Inventory Information

LEVEL 4 PROCESS MAPPING DETAILS 1.1.7.4.1 Identify Relevant Sales Inventory Information
Brief Description Identifying the inventory-relevant information requirements to be captured for customers A ([PS TSCM] , 6 Setting Up)
Extended description <i>Not used for this process element</i>

4.1.2 1.1.7.4.2 Maintain Sales Inventory facilities

LEVEL 4 PROCESS MAPPING DETAILS 1.1.7.4.2 Maintain Sales Inventory facilities
<p>Brief Description</p> <p>Identifying, establishing and maintaining sales inventory repository facilities; A</p> <p><i>Etiya Sales Channel Management system allows creating sales channels and associating these channels with suppliers/partners or internal organizations, sales accounts and commission configurations. This information is provided to other Etiya Modules like Lead and Feasibility Management which manages sales leads and prospects and activities, Etiya Campaign Management module which manages campaigns and marketing activities, and Etiya Sales and order Management which manages orders.</i></p> <p>([PS_TSCM], 6 Setting Up)</p> <p>([PS_TSCM], 6.2 Setting Up Suppliers/Partner)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.3 1.1.7.4.3 Manage Sales Inventory Capture

LEVEL 4 PROCESS MAPPING DETAILS 1.1.7.4.3 Manage Sales Inventory Capture
<p>Brief Description</p> <p>Establishing and managing the sales inventory management and information capture processes; AM</p> <p>Etiya Sales Channel Management allows defining sales channels and provides sales channel information updates to external modules and systems.</p> <p>([PS TSCM], 6 Setting Up)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.4 1.1.7.4.4 Control Sales Inventory Access

LEVEL 4 PROCESS MAPPING DETAILS
1.1.7.4.4 Control Sales Inventory Access
<p>Brief Description</p> <p>Managing the registration and access control processes that enable processes to create, modify, update, delete and/or download sales inventory data to and from the sales inventory; A</p> <p><i>Etiya Sales Channel logs all the activities related creation/update and deletion of sales channels and sales account related information by authorized users.</i></p> <p><i>All the submitted orders from sales channels and all the submitted orders from Etiya Sales Order Management Order Entry are stored and can be monitored and handled in Etiya Sales and Order Management.</i></p> <p><i>In Etiya User Management permissions can be given to each role for; create, display, edit, delete operations for each object in the system to operate including sales inventories.</i></p> <p>([PS_TSCM], 6 Setting Up)</p> <p>([PS_TSOM], 5.2 Customer and Service Orders)</p> <p>([TUM_SS], Etiya User Management Screen Shot)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.5 1.1.7.4.5 Ensure Sales Inventory Data Quality

LEVEL 4 PROCESS MAPPING DETAILS
1.1.7.4.5 Ensure Sales Inventory Data Quality
<p>Brief Description</p> <p>Ensuring the sales inventory repository accurately captures and records all identified sales details, through use of automated or manual audits. Monitoring and reporting on the quality of the data maintained in the inventory. AM</p> <p>Etiya Sales Channel logs all the activities related creation/update and deletion of sales channels and sales accounts to allow any automated or manual audit operations.</p> <p>([PS_TSCM], 6 Setting Up)</p> <p>Etiya Reporting Management contains functionality for viewing reports about sales and orders.</p> <p>([PS_TRM], 5.13.2 Sales Report)</p> <p>The sales inventory maintains records of all sales, sales prospects and sales leads A</p> <p>Etiya Lead and Feasibility Management records all sales information regarding sales prospects and leads.</p> <p>([PS_TLM], 6 Basic Lead Process)</p> <p>Etiya Sales and Order Management handles different orders. The most important one of these orders is the ‘Sales Order’. A sales order may contain different products and services. A new sales order item can be associated with an existing product in a customer’s account. System can be configured to behave differently depending on the user or user’s channel that captures the order. For example, if the order is captured through a ‘face to face’ channel, it flows differently than an order captured from a ‘Telephone’ channel. System may hide or reveal product information during an order capture process depending on the configurations for different channels.</p> <p>([PS_TSOM], 5.2 Customer and Service Orders)</p> <p>Sales channel activity A</p> <p>Sales channel activities are tracked by Etiya Lead and Feasibility Management System.</p> <p>([PS_TLM], 6.1.3 Lead Activities)</p> <p>Marketing campaign targets and performance A</p> <p>Marketing campaign targets and performance is tracked and maintained by Etiya Campaign Management module.</p> <p>([PS_TCMP], 4 About Campaign Management)</p>

Sales commissions and any other sales related- information, required to support both the Support Selling and the Selling processes. A

Etiya Sales Channel defines the sales commission configuration and provide the information to Etiya Sales and Order Management through APIs.

([\[PS TSOM\]](#), 6.1.1 Setting Up Business Interactions and Sales Channels (Order Management))

The sales inventory is also responsible for maintaining the association between customers and sales instances, created as a result of the Selling processes. A

Etiya Lead and Feasibility Management system, depending on the result of the selling process is responsible to create a customer data and an order associated with the lead information. So Etiya Lead and Feasibility Management system uses APIs of both Customer and Account Management and Etiya Sales and Order Management modules to create customer and order data respectively.

([\[PS TLM\]](#), 7 Lead Life Cycle Management)

4.1.6 1.1.7.4.6 Track Sales Inventory Usage

LEVEL 4 PROCESS MAPPING DETAILS
1.1.7.4.6 Track Sales Inventory Usage
<p>Brief Description</p> <p>Tracking and monitoring of the usage of, and access to, the sales inventory repository and associated costs, and reporting on the findings AM</p> <p><i>Etiya Sales Channel Management logs all the information regarding access of sales inventory to allow any automated or manual audit operations.</i></p> <p>([PS_TSCM], 6.1 Setting up Sales Channels)</p> <p>All the submitted orders from sales channels and all the submitted orders from Etiya Sales Order Management Order Entry are stored and can be monitored and handled in Etiya Sales an Order Management.</p> <p>([PS_TSOM], 5.2 Customer and Service Orders)</p> <p>Etiya Reporting Management contains functionality for viewing reports about sales and orders.</p> <p>([PS_TRM], 5.13.2 Sales Report)</p> <p>Extended description</p> <p><i>Not used for this process element</i></p>

4.1.7 1.1.7.4.7 Identify Sales Inventory Shortcomings

LEVEL 4 PROCESS MAPPING DETAILS
1.1.7.4.7 Identify Sales Inventory Shortcomings
Brief Description <p>Identifying any technical driven shortcomings of the sales inventory repository, and providing input to Resource Development & Management processes to rectify these issues. AM</p> <p><i>Etiya Sales Channel Management logs all the information regarding access of sales inventory so that the information can be used by Resource Development & Management processes to identify technical shortcomings.</i></p> <p>([PS_TSCM], 6.1 Setting up Sales Channels)</p> <p><i>Etiya Reporting Management contains functionality for viewing reports about sales and orders. The information can be used by Resource Development & Management processes to identify technical shortcomings.</i></p> <p>([PS_TRM], 5.13.2 Sales Report)</p> <p><i>Etiya Activity Management manages all sales and outbound activities in Etiya Suite. The life cycle of each activity is managed and tracked by Etiya Activity Management including activity duration, response time, assigned users/groups and resolution. The information is provided to Resource Development & Management to identify shortcomings of sales activities.</i></p> <p>([TAM_SS], Etiya Activity Management Screenshot)</p>
Extended description <p><i>Not used for this process element</i></p>

4.2 Supporting Evidence References (Works Cited)

PS_TLM	PS_EtiyaLeadandFeasibility_Management_v5.0v2_0_1.pdf , Product Specification Document for Etiya Lead and Feasibility Management
PS_TSCM	PS_EtiyaSalesChannelManagement_v5.0.pdf , Product Specification Document for Etiya Sales Channel Management.
PS_TCMP	PS_EtiyaCampaignManagement_v1.pdf , Product Specification Document for Etiya Campaign Management
PS_TSOM	PS_EtiyaSalesandOrderManagement_v5.0.pdf , Product Specification Document for Etiya Sales and Order Management
PS_TRM	PS_EtiyaReportingManagement_v5.0.pdf , Product Specification Document for Etiya Reporting Management
TUM_SS	TUM_SS.png , Etiya User Management Screen Shot
TAM_SS	TAM_SS.png , Etiya Activity Management Screen Shot

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Self-Assessment Process Mapping Report

Qualify Selling Opportunity (1.1.9.1)

Version 2 Review 2

April, 12th 2018

Şerafettin Acir, Etiya

4.3 1.1.9.1 Qualify Selling Opportunity

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

4.3.1 1.1.9.1.1 Define Alternative/Customized Solutions

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.1.1 Define Alternative/Customized Solutions
Brief Description Develop, as required, alternative solutions or customization to the specific customer's requirements. This focuses on the definition of these solutions at this stage, and not the actual development of

new capabilities (which may follow on). Develop, as required, alternative solutions or customization to the specific prospect's requirements. This focuses on the definition of these solutions at this stage, and not the actual development of new capabilities (which may follow on). **AM**

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

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

([\[PS_TLM\]](#), **8 Lead Feasibility Process: Stage 1: Planning**)

([\[PS_TLM\]](#), **8 Lead Feasibility Process: Stage 3: Infrastructure**)

4.3.2 1.1.9.1.2 Assess Potential Development & Risk

LEVEL 4 PROCESS MAPPING DETAILS
1.1.9.1.2 Assess Potential Development & Risk
Brief Description
Assess the size of the potential development and its risk. AM
<i>Etiya Lead and Feasibility Management System allows creating risk profiles and associating them with the leads of lead groups.</i>
([PS_TLM] , 7 Lead Life Cycle Management: page 16)
The resources, financing and potential on-going customer commitment to the developed solution are all factors that must be assessed. AM
<i>Qualification of lead includes several contact activities at which the approval of the customer on technical and financial terms is asked.</i>
([PS_TLM] , 7 Lead Life Cycle Management: page 15,16)
Assess the size of the potential development and its risk. AM
<i>Etiya Lead and Feasibility Management System allows creating risk profiles and associating them with the leads of lead groups.</i>
([PS_TLM] , 7 Lead Life Cycle Management: page 16)
The resources, financing and potential on-going sales prospect commitment to the developed solution are all factors that must be assessed. AM
<i>Qualification of lead includes several contact activities at which the approval of the customer on technical and financial terms is asked.</i>
([PS_TLM] , 7 Lead Life Cycle Management: page 15,16)

4.3.3 1.1.9.1.3 Assess Strategic Impacts

LEVEL 4 PROCESS MAPPING DETAILS
1.1.9.1.3 Assess Strategic Impacts
<p>Brief Description</p> <p>Assess the strategic importance of the opportunity, the potential for wider application, and the importance of the specific customer to the enterprise. AM</p> <p><i>System allows adding priorities to Leads and Lead Groups. The activities related leads are distributed through sales channels according to their priorities.</i></p> <p>([PS TLM], 6 Basic Lead Processes: page 13)</p> <p><i>Notes can be added to a lead in case a special treatment is required upon the request of the customer. Also it is possible to assign priorities to the leads for processing the ones requiring special treatment faster.</i></p> <p>([PS TLM], 5.3.1.3 Lead Priorities)</p> <p>([PS TLM], 5.3.1.3 Activity Lead Priorities)</p> <p>The solution alternatives must be available (e.g. capacity) or scheduled on a product roadmap AM</p> <p><i>System allows Sales representatives to add alternative offers with different technical properties to the proposals.</i></p> <p>([PS TLM], 6 Basic Lead Processes: page:13)</p> <p><i>Offers to be made to prospect customers can be defined in the system and added to lead information. Multiple offers can be associated with a lead and it is possible to arrange the sequence of these proposals. For each offer, an alternative offer can be defined in case the customer refuses the first offer proposed to her/him. If the prospect customer accepts the offer, it is possible to propose VAS/Add-On product offerings to the customer to investigate cross-sell opportunities.</i></p> <p>Assess the strategic importance of the opportunity, the potential for wider application, and the importance of the specific prospect to the enterprise. AM</p> <p><i>System allows adding priorities to Leads and Lead Groups. The activities related leads are distributed through sales channels according to their priorities.</i></p> <p>([PS TLM], 6 Basic Lead Processes: page 13)</p>

Notes can be added to a lead in case a special treatment is required upon the request of the customer. Also it is possible to assign priorities to the leads for processing the ones requiring special treatment faster.

([\[PS_TLM\]](#), **5.3.1.3 Lead Priorities**)

([\[PS_TLM\]](#), **5.3.1.3 Activity Lead Priorities**)

The solution alternatives must be available, such as capacity, or scheduled on a product roadmap.

AM

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

([\[PS_TLM\]](#), **6 Basic Lead Processes: page:13**)

Offers to be made to prospect customers can be defined in the system and added to lead information. Multiple offers can be associated with a lead and it is possible to arrange the sequence of these proposals. For each offer, an alternative offer can be defined in case the customer refuses the first offer proposed to her/him. If the prospect customer accepts the offer, it is possible to propose VAS/Add-On product offerings to the customer to investigate cross-sell opportunities.

4.3.4 1.1.9.1.4 Ensure Sales Prospect Expectations Met

LEVEL 4 PROCESS MAPPING DETAILS
1.1.9.1.4 Ensure Sales Prospect Expectations
Brief Description
<p>The opportunity is explored with a sales prospect to ensure the offer meets a prospect's expectations, and to ensure that the breadth of a prospect's requirements is understood. AM</p> <p><i>System allows Sales representatives to add alternative offers with different technical properties to the proposals to ensure that there are options available to offer to a prospect in case not satisfied with one of the offers.</i></p> <p><i>Notes can be added to a lead to facilitate understanding a prospect in more detail and recording prospects concerns and expectations so that they can be accessed later by any Customer Sales Representative.</i></p> <p>([PS TLM], 6 Basic Lead Processes: page:13)</p>

4.4 Supporting Evidence References (Works Cited)

PS_TLM

PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management

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Self-Assessment Process Mapping Report

Develop Sales Proposals (1.1.9.2)

Version 2 Review 2

April, 12th 2018

Şerafettin Acır, Etiya

4.5 1.1.9.2 Develop Sales Proposals

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

4.5.1 1.1.9.2.1 Ascertain Customer Requirements

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.2.1 Ascertain Customer Requirements
<p>Brief Description</p> <p>Ascertain the customer’s requirements. This process commences following approval by the Qualify Customer process. AM</p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p> <p>Extended Description</p> <p>Ascertain Sales Prospect Requirements ascertains a sales prospect’s requirements. This process commences following approval by the Qualify Opportunity process. AM</p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p> <p>The development of a sales proposal may require the selection of a standard product offering. AM</p> <p>([PS_TLM], 6 Basic Lead Processes)</p> <p>may require the development of a non-standard offering, or may require the creation of a project team to construct an offering in response to a customer’s Request For Proposal. AM</p> <p>([PS_TLM], 8 Lead Feasibility Process)</p>

4.5.2 1.1.9.2.2 Determine Support for Sales Prospect Requirements

LEVEL 4 PROCESS MAPPING DETAILS
1.1.9.2.2 Determine Support for Sales Prospect Requirements
Brief Description
<p>Determine the ability of the enterprise to support a sales prospect's requirements. AM</p> <p>([PS_TLM], 8 Lead Feasibility Process)</p>
Extended Description
<p>Determine Support for Sales Prospect Requirements determines the ability of the enterprise to support a sales prospect's requirements.</p> <p>([PS_TLM], 8 Lead Feasibility Process)</p> <p>These processes assess the extent of enterprise support required to develop the sales proposal, marshal the necessary support across the enterprise and administer the sales proposal development activity to ensure that any timing constraints associated with eth customer requirements are achieved. AM</p> <p><i>The feasibility processes support assigning tasks to related departments in the enterprise according to the needs of the service provider. It is possible to add notes to the lead for meeting special requests of the customer.</i></p> <p>([PS_TLM], 6 Basic Lead Processes)</p>

4.5.3 1.1.9.2.3 Develop Proposal against Sales Prospect Requirements

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.2.3 Develop Proposal against Sales Prospect Requirements
<p>Brief Description</p> <p>Develop a proposal (or proposals) for a sales prospect which meets the stated requirements. AM</p> <p><i>Developing a sales proposal either with standard offerings or with non-standard unique solutions is fully supported by Etiya Lead and Feasibility System.</i></p> <p>([PS TLM], 6 Basic Lead Processes)</p> <p>Extended Description</p> <p>Develop Proposal against Sales Prospect Requirements develops a proposal (or proposals) for a sales prospect which meets the stated requirements. AM</p> <p><i>Developing a sales proposal either with standard offerings or with non-standard unique solutions is fully supported by Etiya Lead and Feasibility System.</i></p> <p>([PS TLM], 6 Basic Lead Processes)</p> <p>The development of a sales proposal may require the selection of a standard product offering, AM</p> <p>([PS TLM], 6 Basic Lead Processes)</p> <p>may require the development of a non-standard offering, or may require the creation of a project team to construct an offering in response to a customer’s Request For Proposal. Note that development of a non-standard sales proposal or the response to a customer’s RFP may require the development of unique solution designs. AM</p> <p>([PS TLM], 8 Lead Feasibility Process)</p> <p>The development of unique solutions, within the context of current deployed capabilities, may require the development of new product offerings to be considered along with supporting infrastructure M</p> <p><i>In the feasibility processes, at the technical solution approval step, it is expected from responsible users that they manually trigger the PLM processes in case the current standard offerings are not sufficient to meet the customer requirements.</i></p> <p>([PS TLM], 8.1.1 Stage 1: Planning)</p>

4.6 Supporting Evidence References (Works Cited)

PS_TLM

PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management

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Self-Assessment Process Mapping Report

Acquire Sales Prospect Data (1.1.9.3)

Version 1 Review 0

April, 12th 2018

Şerafettin Acır, Etiya

4.7 1.1.9.3 Acquire Sales Prospect Data

4.7.1 1.1.9.3.1 Determine Required Sales Prospect Data

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.3.1 Determine Required Sales Prospect Data
<p>Brief Description</p> <p>Determine the precise customer information required to support the development of a sales proposal if not provided by the sales prospect. AM</p>
<p>Extended Description</p> <p>Determine Required Sales Prospect Data determines the precise customer information required to support the agreed sales proposal if not provided by the sales prospect. Data is captured through forms, or sales prospect interviews, and so forth, the required sales prospect information, and storing the details in a form required by other processes. AM</p> <p><i>Etiya Lead and Feasibility System supports gathering all pertinent information for a lead/prospect regarding an agreed sales proposal. Notes can be used to store free format information for a lead/prospect.</i></p> <p>([PS_TLM], 6 Basic Lead Processes)</p> <p><i>Also characteristics can be defined for a lead/prospect to add dynamic data.</i></p> <p>([LP_CHA], Lead/Prospect Characteristic Add Screenshot)</p>

4.7.2 1.1.9.3.2 Capture & Record Sales Prospect Data

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.3.2 Capture & Record Sales Prospect Data
<p>Brief Description</p> <p>Captures and record all pertinent sales prospect data required for qualifying an opportunity and for the initiation, realization and deployment of the agreed sales proposal. AM</p> <p>Extended Description</p> <p>Determine Support for Sales Prospect Requirements determines the ability of the enterprise to support a sales prospect's requirements.</p> <p>([PS_TLM], 8 Lead Feasibility Process)</p> <p>Capture & Record Sales Prospect Data captures and records all pertinent sales prospect data required for qualifying an opportunity and for the initiation, realization and deployment of the agreed sales proposal. In most standard offerings the necessary sales prospect data is often captured by Contact/Lead/Prospect Management. AM</p> <p><i>Etiya Lead and Feasibility System supports gathering all pertinent information for a lead/prospect regarding an agreed sales proposal.</i></p> <p>([PS_TLM], 6 Basic Lead Processes)</p> <p>For non-standard and/or complex sales agreements associated, for instance, with a customer RFP, extensive customer information may be required to plan and roll-out the agreed solution. For example, a smart city may require extensive capture of details surrounding deployment of IoT devices and applications to manage them. AM</p> <p><i>Notes can be used to store free format information for a lead/prospect.</i></p> <p>([PS_TLM], 6 Basic Lead Processes)</p> <p><i>Also characteristics can be defined for a lead/prospect to add dynamic data.</i></p> <p>([LP_CHA], Lead/Prospect Characteristic Add Screenshot)</p>

4.8 Supporting Evidence References (Works Cited)

PS_TLM PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management

LP_CHA Lead_Prospect_Characteristic_Add_Screenshot.png, Lead/Prospect Characteristic Add Screenshot

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Self-Assessment Process Mapping Report

Cross/Up Sell (1.1.9.4)

Version 2 Review 2

April, 12th 2018

Şerafettin Acır, Etiya

4.9 1.1.9.4 Cross/Up Sell

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

4.9.1 1.1.9.4.1 Analyze Customer Trends

LEVEL 4 PROCESS MAPPING DETAILS
1.1.9.4.1 Analyze Customer Trends
<p>Brief Description</p> <p>Use ongoing analysis of customer trends (e.g. usage, problems, complaints) to identify when the current offerings may no longer be appropriate for the customer, or when the opportunity for a larger sale arises. AM</p> <p>Extended Description</p> <p>Analyze Customer or Other Party Trends uses ongoing analysis of customer or other party trends, such as usage, problems, complaints, to identify when the current product offerings may no longer be appropriate, or when the opportunity for a larger sale arises. AM</p> <p>([PS TLM], 6.1 Lead Groups)</p> <p><i>Creating a lead group by searching any customer-related data is possible like customer age, usage profile, credit class, subscription age or occupation of the customer. The customer search API should be provided from the system which is the master of customer data.</i></p> <p>The purpose is to ensure that the value of the relationship between the customer and service provider is maximized by selling additional, or more of the existing, products. AM</p> <p>([PS TLM], 6 Basic Lead Processes)</p>

4.9.2 1.1.9.4.2 Recommend Appropriate Offerings

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.4.2 Recommend Appropriate Offerings
<p>Brief Description</p> <p>Recommend more appropriate product offering(s) to the customer or other party based on the results of Analyze Customer or Other Party Trends. AM</p> <p>([PS TLM], 6.1 Lead Groups)</p>
<p>Extended Description</p> <p>Recommend Appropriate Product Offering(s) recommends more appropriate or other product offering(s) to the customer or other party that may be based on the results of Analyze Customer or Other Party Trends or based on known other offerings that represent an upsell.</p> <p>For example, a potential new partner may be offered the opportunity to have their logo and contact information added to an enterprise's application that manages an IoT device. AM</p> <p>([PS TLM], 6.1 Lead Groups)</p> <p>([PS TLM], Lead Life Cycle Management)</p>

4.10 Supporting Evidence References (Works Cited)

PS_TLM

PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management

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Self-Assessment Process Mapping Report

Negotiate Sales/Contract (1.1.9.5)

Version 2 Review 2

April, 12th 2018

Şerafettin Acır, Etiya

1.1.9.5 Negotiate Sales/Contract

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.¹¹

4.10.1 1.1.9.5.1 Manage Sales Agreement

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.5.1 Manage Sales Agreement
<p>Brief Description</p> <p>Party Agreement Management manages the lifecycle of the agreement, such as negotiating and approving it. AM</p> <p><i>Signing the contract with the customer is the prerequisite process in order to convert a lead status into 'Ready For Sale'.</i></p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p> <p>([PS_TLM], 7.1.3 Lead Sub Status: Ready for Sale)</p>

4.10.2 1.1.9.5.2 Create Customer or Party Order Request

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.5.2 Create Customer or Party Order Request
<p>Brief Description</p> <p>Create a standard and/or non-standard order request (in ITIL, "RFCs") for handover to be fulfilled. AM</p> <p>([PS TLM], 7 Lead Life Cycle Management)</p> <p>Extended Description</p> <p>Create Customer or Party Order Request creates a standard and/or non-standard order request (in ITIL, "RFCs") for handover to be fulfilled. The request is passed to other processes to allow formal party or customer orders to be generated and processed or to allow the purchase of one or more product offerings. AM</p> <p>([PS TLM], 7 Lead Life Cycle Management)</p> <p>([PS TLM], 7.1.3 Lead Sub Status: Ready for Sale)</p> <p>([PS TLM], 7.1.4 Lead Sub Status: Order Placed)</p>

4.11 Supporting Evidence References (Works Cited)

PS_TLM

PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management

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Self-Assessment Process Mapping Report

Manage Sales Accounts (1.1.9.6)

Version 2 Review 2

April, 12th 2018

Şerafettin Acır, Etiya

1.1.9.6 Manage Sales Accounts

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.¹¹

4.11.1 1.1.9.6.1 Contact Customer or Other Party (on regular basis)

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.6.1 Contact Customer or Other Party (on regular basis)
<p>Brief Description</p> <p>Contact a customer or another party who offers an enterprise's product offerings associated with each sales account on a regular basis appropriate for the type of account. The purpose is to manage the sales accounts assigned to the sales channel and/or sales manager on a day-day basis. AM</p> <p><i>Etiya Lead and Feasibility Management allows associating sales channels to lead activities (e-mail, visit, phone call etc.). The system directs associated activities to the users of the related work groups belonging to the sales channels. The activities are scheduled by the sales admins and system notifies users about their activities via e-mail.</i></p> <p>([PS TLM], 6.1.3 Lead Activities)</p> <p>([PS TLM], 5.3.1.7 Lead Activity Priorities)</p> <p>([PS TLM], 5.3.1.9 Work Group Type Authorization)</p>

4.11.2 1.1.9.6.2 Update Sales Repository

LEVEL 4 PROCESS MAPPING DETAILS 1.1.9.6.2 Update Sales Repository
<p>Brief Description</p> <p>Responsible for managing and updating sales repository / inventory AM</p> <p><i>Etiya Sales and Order Management allows associating product characteristics with provider. Providers are mostly used for the purpose of provision. When a provider gets a value from an inventory, it requests a soft lock on the selected item. If the item in the list is changed by the user, soft lock is released and the new selected value will be locked to avoid multiple reservations on the same inventory item. If there is no available value in the list populated by the provider, it means that sale is not provisioned and will not be possible.</i></p> <p>([PS TSOM], 6.6 Setting up Product Characteristics)</p>

4.12 Supporting Evidence References (Works Cited)

PS_TLM

PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management

PS_TSOM

PS_EtiyaSalesandOrderManagement_v5.0.pdf, Product Specification Document for Etiya Sales and Order Management

Etiya Information Technologies

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Business Process Framework (eTOM) Release 17.5

Self-Assessment Process Mapping Report

Track Lead (1.1.11.1)

Version 1 Review 0

April, 13th 2018

Şerafettin Acır, Etiya

5 1.1.11 Contact/Lead/Prospect Management

5.1 1.1.11.1 Manage Sales Contact

5.1.1 1.1.11.1.1 Create Sales Contact

LEVEL 4 PROCESS MAPPING DETAILS 1.1.11.1.1 Create Sales Contact
<p>Brief Description Create a sales related contact that has been initiated by an interaction with a party. AM</p>
<p>Extended Description Create Sales Contact creates a sales related contact that has been initiated by an interaction with a party. For example, an individual from an existing customer may make contact with an enterprise to express an interest expanding the customer's relationship with the enterprise; a potential partner may make contact with an enterprise based on viewing an enterprise's web site that has advertised for new partners who are interested marketing the enterprise's offerings; or an enterprise may assemble a list of contacts to whom marketing communications are to be sent.</p>
<p>Information about the contacting party is collected via an interaction with the Party Relationship & Development process. AM</p>
<p><i>Etiya Campaign Management system allows creating marketing lists and tracks the marketing activities (e-mail, sms, visit, call etc) done to this marketing lists. System supports receiving back the responses of these activities and allows creating new marketing list depending on the responses of the customers.</i></p>
<p>[PS_TCMP], 6.9 Activity Management and Campaign Responses)</p>
<p><i>Etiya Lead and Feasibility Management System allows uploading marketing list files for sales contacts to form lead groups. Alternatively, sales contacts can be created one by one from Etiya Lead and Feasibility Management System UIs. Also, sales contacts can be generated out of existing enterprise's customers by applying some filters.</i></p>
<p>[PS_TLM], 5.2 Lead Groups)</p>
<p>[PS_TLM], 5.2 Lead Life Cycle Management)</p>

5.1.2 1.1.11.1.2 Develop Sales Contact

LEVEL 4 PROCESS MAPPING DETAILS
1.1.11.1.2 Develop Sales Contact
<p>Brief Description Initiate interaction with a sales contact, record additional information about the contact, and make updates a contact's information. AM</p>
<p>Extended Description Develop Sales Contact initiates contact with a party to acknowledge their interest via the Customer or Party Interaction Management process. It records more party information about a contact, such as offerings that are of interest, and updates any information about a contact based on interaction(s) with them. AM</p> <p><i>Etiya Lead and Feasibility Management allows to define sales contacts with all necessary details and notes. Besides, offers that sales contacts are interested in can be configured.</i></p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p>

5.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v5.pdf, Product Specification Document for Etiya Campaign Management
PS_TLM	PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management

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Self-Assessment Process Mapping Report

Track Lead (1.1.11.2)

Version 2 Review 1

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Şerafettin Acır, Etiya

6 1.1.11 Contact/Lead/Prospect Management

AA Alfred Anaya-Dubern...
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.

6.1 1.1.11.2 Manage Sales Lead

6.1.1 1.1.11.2.1 Identify Sales Lead

LEVEL 4 PROCESS MAPPING DETAILS 1.1.11.2.1 Identify Sales Lead
<p>Brief Description Identify a sales lead following on from marketing campaign advertising, or one that arises otherwise in the course of business and collected here. AM</p>
<p>Extended Description Identify Sales Lead identifies a sales lead following on from marketing campaign advertising, or one that arises otherwise in the course of business and collected here. AM</p> <p><i>Etiya Campaign Management system allows creating marketing lists and tracks the marketing activities (e-mail, sms, visit, call etc) done to this marketing lists. System supports receiving back the responses of these activities and allows creating new marketing list depending on the responses of the customers.</i></p> <p>[PS_TCMP], 6.9 Activity Management and Campaign Responses)</p> <p><i>Etiya Lead and Feasibility Management System allows uploading marketing list files to form lead groups.</i></p> <p>[PS_TLM], 5.2 Lead Groups)</p> <p>A sales lead, rather than a contact, may be identified as the target for a marketing communication, such as one that invites a party to initiate contact with an enterprise about one or more product offerings and provides a personal invitation number with the communication.</p> <p>Information about the contacting sales lead is collected via an interaction with the Party Relationship & Development process. AM</p> <p><i>Etiya Lead and Feasibility Management System allows to create new leads.</i></p> <p>[PS_TLM], 5.2 Lead Life Cycle Management)</p>

6.1.2 1.1.11.2.2 Develop Sales Lead

LEVEL 4 PROCESS MAPPING DETAILS
1.1.11.2.2 Develop Sales Lead
<p>Brief Description Initiate interaction with a sales lead, record additional information about a lead, and makes updates to a lead's information. AM</p>
<p>Extended Description Develop Sales Lead initiates contact with a sales lead to acknowledge their interest via the Customer or Party Interaction Management process. It records more party information about a sales lead, such as offerings that are of interest, and updates any information about a lead based on interaction(s) with them. AM</p> <p><i>Etiya Lead and Feasibility Management allows to define leads with all necessary details and notes. Besides, offers that leads are interested in can be configured.</i></p> <p>([PS_TLM], 7 Lead Life Cycle Management)</p>

6.1.3 1.1.11.2.3 Evaluate Sales Lead

LEVEL 4 PROCESS MAPPING DETAILS
1.1.11.2.3 Evaluate Sales Lead
<p>Brief Description Evaluate a sales lead and notify any other processes, such as Manage Sales Prospect, that a lead exists for further action. AM</p> <p>Extended Description Evaluate Sales Lead evaluates a sales lead and notifies other processes, such as Manage Sales Prospect, that a lead exists for further action. If a lead is not turned over to another process, then the lead's status is changed to reflect this, such as no longer of interest (to the enterprise) or inactive. AM</p> <p><i>Etiya Lead and Feasibility Management monitors the progress of leads in the sales pipeline until their lifecycle ends successfully or unsuccessfully. A successful lead is handed over to order management processes.</i></p> <p>([PS_TLM], 6.1.3 Lead Activities)</p> <p>([PS_TLM], 7.1.3 Lead Sub Status: Ready for Sale)</p> <p>([IMG_LAD], Lead Activity Details Screenshot)</p>

6.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v5.pdf, Product Specification Document for Etiya Campaign Management
PS_TLM	PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management
IMG_LAD	Lead_Activity_Details_Screenv0_0_1.jpg, Lead Activity Details Screenshot,

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Self-Assessment Process Mapping Report

Manage Prospect (1.1.11.3)

Version 2 Review 2

April, 13th 2018

Şerafettin Acır, Etiya

7 1.1.11 Contact/Lead/Prospect Management

7.1 1.1.11.3 Manage Sales Prospect

AA **Alfred Anaya-Dubern...**
 It is well understood and **ACKNOWLEDGED** that the support to this process element since the previous conformance certification for Framework v15.0 is not impacted by the changes introduced in Framework version 17.5, therefore, conformance of this process element to Framework v.17.5 is **AGREED**.||

7.1.1 1.1.11.3.1 Identify Sales Prospect

LEVEL 4 PROCESS MAPPING DETAILS 1.1.11.3.1 Identify Sales Prospect
<p>Brief Description</p> <p>Create a sales prospect based on input from other processes, such as Analyze Sales Contact Interaction or Evaluate Sales Lead. Assign a prospect to the appropriate sales channel. AM</p> <p>Extended Description</p> <p>Identify Sales Prospect creates a sales prospect based on input from other processes, such as Analyze Sales Contact Interaction or Evaluate Sales Lead. Assign a prospect to the appropriate sales channel.</p> <p>A sales prospect is considered to be a qualified sales lead or qualified sales contact. Qualification is dependent on an enterprise's criteria. Criteria may be that the prospect has the money, the authority, and the need to acquire an enterprise's offering(s). And, that the acquisition fits within an enterprise's timeline guidelines for the acquisition; for example, acquisition will be made within the next month, two months, and so forth. AM</p> <p><i>Etiya Lead and Feasibility Management System allows users to define leads and prospects manually with a Create Lead/Prospect UI. Also it is possible to define lead groups by importing excel files or by filtering existing customers with pertinent criteria. Sales channels can be associated with a lead/prospect entity.</i></p> <p>([PS TLM], 6 Basic Lead Processes)</p> <p>([PS TLM], 6.1 Lead Groups)</p> <p>([PS TLM], 7.1.3 Lead Sub Status: Ready for Sale)</p>

7.1.2 1.1.11.3.2 Develop Sales Prospect

LEVEL 4 PROCESS MAPPING DETAILS
1.1.11.3.2 Develop Sales Prospect
<p>Brief Description</p> <p>Initiate interaction with a sales prospect, analyzes a prospect's needs and identifies potential solutions for them. AM</p> <p>([PS TLM], 6 Basic Lead Processes)</p> <p>Extended Description</p> <p>Develop Sales Prospect initiates contact with a sales prospect to acknowledge their interest via the Customer or Party Interaction Management process. It also analyzes a prospect's needs and identifies one or more potential product offerings for them. Offerings may expand or change any suggested product offerings that have already been provided to them. AM</p> <p><i>Etiya Lead and Feasibility Management System allows to configure multiple offers to a lead, prospect or lead group. A prospect/lead can choose the best offer for him/her. Offers can be either new products for the customer that are not bought before or they can be an upsell or down sell of an existing product.</i></p> <p>([PS TLM], 6 Basic Lead Processes)</p>

7.1.3 1.1.11.3.3 Evaluate Sales Prospect

LEVEL 4 PROCESS MAPPING DETAILS 1.1.11.3.3 Evaluate Sales Prospect
<p>Brief Description</p> <p>Track the lifecycle of a sales prospect and record/report the outcome (win or loss) for a prospect. A</p> <p>([PS TLM], 7.1.5 Lead Sub Status: Opportunity Won)</p> <p>([PS TLM], 7.1.6 Lead Sub Status: Opportunity Lost)</p> <p>Extended Description</p> <p>Evaluate Sales Prospect tracks the lifecycle of a sales prospect and records/reports the outcome (win or loss) for a prospect. A</p> <p>([PS TLM], 7.1.5 Lead Sub Status: Opportunity Won)</p> <p>([PS TLM], 7.1.6 Lead Sub Status: Opportunity Lost)</p> <p>A prospect represents a “pipeline” of potential sales. A</p> <p>([PS TLM], 4 About Lead & Feasibility Management)</p> <p>each of which is expressed in terms of the probability of successful sales closure A</p> <p>([PS TLM], 7 Lead Life Cycle Management)</p> <p>([PS TLM], 7.1.5 Lead Sub Status: Opportunity Won)</p> <p>and an estimate of the total attainable revenue. The evaluation is also based on the interactions with the sales prospect. A</p> <p>([PS TLM], 9 Lead Statistics)</p>

7.2 Supporting Evidence References (Works Cited)

PS_TLM

PS_EtiyaLead&Feasibility Management_v5.pdf, Product Specification Document for Etiya Lead Management

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Self-Assessment Process Mapping Report


Define Marketing Communications Strategy (1.1.14.1)

Version 2 Review 3

April 11th, 2018

Şerafettin Acır, Etiya

8 1.1.14 - Marketing Communications

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8.1 1.1.14.1 Define Marketing Communications Strategy

LEVEL 3 PROCESS MAPPING DETAILS
1.1.14.1 Define Marketing Communications Strategy

Brief Description

Define the specific communications strategy to be used for positioning the enterprise in the marketplace, including its relationship to competitors. **AM**

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

Extended description

The Define Marketing Communication Strategy defines the specific communications **AM**

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

[\[PS TCMP\]](#), 5.3 Campaign Announcement Template)

[\[PS TCMP\]](#), 5.7 Campaign Media)

[\[SS TCMP 1\]](#)

[\[SS TCMP 2\]](#)

strategy to be used for positioning the enterprise in the marketplace, including its relationship to competitors. **AM**

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

[\[PS TCMP\]](#), 5.16 Campaign Direction)

[\[PS TCMP\]](#), 5.10 Campaign Channel)

[\[PS TCMP\]](#), 5.21 Campaign Execution Plan)

[\[SS TCMP 4\]](#)

Establish Market Strategy defines the overall umbrella, and this process operates within that umbrella to target the messages for the enterprise in general, specific product offerings, and marketing campaigns. **AM**

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

([\[PS TCMP\]](#), 5.12 Campaign Offers)

[SS TCMP 3]

It defines a set of arguments and information needed for creating and developing specific communications. AM

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

([\[PS TCMP\]](#), 5.24 Campaign Characteristics)

([\[PS TCMP\]](#), 5.12 Campaign Offers)

8.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
SS_TCMP_1	1.6.1_CNT_1.png, Notification Templates Screenshot for Etiya Campaign Management
SS_TCMP_2	1.6.1_CNT_2.png, Notification Templates Screenshot for Etiya Campaign Management
SS_TCMP_3	1.6.1_CPO.png, Campaign Offers Screenshot for Etiya Campaign Management
SS_TCMP_4	1.6.1_CSC.png, Campaign Sales Channels Screenshot for Etiya Campaign Management

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Self-Assessment Process Mapping Report

Ensure Marketing Communication Capability (1.1.14.2)

Version 1 Review 0

April 11th, 2018

Şerafettin Acır, Etiya

9 1.1.14 - Marketing Communications

9.1 1.1.14.2 Ensure Marketing Communication Capability

LEVEL 3 PROCESS MAPPING DETAILS 1.1.14.2 Ensure Marketing Communication Capability
<p>Brief Description</p> <p>Ensure that there is capability (for example, information, materials, systems and resources) so that a marketing communication can be delivered. Monitor planned communications and redistribute existing capability or enable new capability (people, facilities, infrastructure).</p> <p>AM</p> <p><i>Etiya Campaign Management System allows defining communication methods and media for campaign announcements. Marketing Communication Capabilities for existing campaigns can be reported from Etiya Campaign Management System to understand current capabilities.</i></p> <p>([PS TCMP], 5.3 Campaign Announcement Template)</p> <p>([PS TCMP], 5.7 Campaign Media)</p> <p>[PS TCMP], 6.11 Campaign Reports)</p> <p>[SS TCMP 1]</p> <p>[SS TCMP 2]</p> <p>Extended description</p> <p>Not used for this process element</p>

9.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
SS_TCMP_1	1.6.1_CNT_1.png, Notification Templates Screenshot for Etiya Campaign Management
SS_TCMP_2	1.6.1_CNT_2.png, Notification Templates Screenshot for Etiya Campaign Management

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Self-Assessment Process Mapping Report

Develop Marketing Communication (1.1.14.3)

Version 1 Review 1

April 11th, 2016

Şerafettin Acır, Etiya

10 1.1.14 Marketing Communications

10.1 1.1.14.3 Develop Marketing Communication

AA Alfred Anaya-Dubern...
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10.1.1 1.1.14.3.1 Develop Marketing Communication Message

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.3.1 - Develop Marketing Communication Message
<p>Brief Description</p> <p style="background-color: #90ee90; padding: 2px;">Develop and agree on a marketing communication message. AM</p> <p><i>Etiya Campaign Management System supports developing campaign specific messages. It is possible to relate 3rd parties with the campaign and assign the role of the party in the campaign execution process.</i></p> <p>Extended description</p> <p style="background-color: #90ee90; padding: 2px;">Develop Marketing Communication Message develops, including agreement of, a specific communication message, such as a general enterprise, marketing campaign or promotion message. Any particular message may require the coordination of multiple stakeholders to develop and agree a specific message. These stakeholders could include media management, all impacted product managers, brand management, marketing management, owners of the potential channels, and so forth. AM</p> <p><i>Etiya Campaign Management System supports developing campaign messages using campaign announcements templates, campaign documents or creating campaign specific characteristics.</i></p> <p>[PS TCMP], 6.4 Send Announcements)</p> <p>[PS TCMP], 5.20 Campaign Documents)</p> <p>[PS TCMP], 5.24 Campaign Characteristics)</p> <p style="background-color: #90ee90; padding: 2px;">Any particular promotion or campaign may require the coordination of multiple stakeholders to produce and agree a specific message. These stakeholders could include media management, all impacted product managers, brand management, marketing management, owners of the potential channels, etc. AM</p>

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

([\[PS_TCMP\]](#), 5.23 Campaign Business Partners)

10.1.2 1.1.14.3.2 Select Marketing Communication Delivery Channels

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.3.2 Select Marketing Communication Delivery Channels
<p>Brief Description</p> <p>Select the appropriate channel or channels to support delivery of a marketing communication message. AM</p> <p><i>Etiya Campaign Management System allows associating channels with the campaigns through which the campaign announcement activities will be conducted.</i></p> <p>Extended description</p> <p>Select Marketing Communication Delivery Channels selects the appropriate channel or channels to support delivery of a marketing message associated with a communication. A particular product offering or marketing campaign may require selection of one or several delivery channels. AM</p> <p><i>Etiya Campaign Management System supports associating channels with the campaigns. System also supports assigning a direction (inbound or outbound) to the campaign. System supports adding multiple channels to a campaign.</i></p> <p>([PS_TCMP], 5.10 Campaign Channel)</p> <p>([PS_TCMP], 5.16 Campaign Direction)</p> <p>([SS_CDS01], Campaign Sales Channel Association Screen)</p> <p>([SS_CDS02], Campaign Definition Screen)</p>

10.1.3 1.1.14.3.3 Produce Marketing Communication Collateral

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.3.3 - Produce Marketing Communication Collateral
<p>Brief Description</p> <p>Customize a marketing communication for individual regions, or customer groups, and so forth. AM</p> <p><i>Etiya Campaign Management System supports planning and producing of marketing collaterals that will be used in the campaign execution. System supports creating activities like call center outbound calls. It is also supported to create announcement templates that will be used as call center scripts. System supports creating flexible activities to perform campaign planning or execution tasks.</i></p> <p>([PS TCMP], 5.12 Campaign Offers)</p> <p>([PS TCMP], 5.21 Campaign Execution Plan)</p> <p>([PS TCMP], 6.4 Send Announcements)</p> <p>([PS TCMP], 6.9 Activity Management and Campaign Responses)</p> <p>Extended Description</p> <p><i>Not used for this process</i></p>

10.1.4 1.1.14.3.4 Customize Marketing Communication Collateral

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.3.4 Customize Marketing Communication Collateral
Brief Description Customize a marketing communication for individual regions, or customer groups, and so forth. AM Etiya Campaign Management allows to customize campaigns based on regions, channels, roles and so forth. ([SS CDS02] , Campaign Definition Screen)

10.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
SS_CDS01	CampaignDefinitionScreen01.jpg, Etiya Campaign Management, Campaign Definition Screen
SS_CDS02	CampaignDefinitionScreen02.jpg, Etiya Campaign Management, Campaign Definition Screen 2

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Self-Assessment Process Mapping Report

Deliver Marketing Communication Collateral (1.1.14.4)


Version 1 Review 1

April 11th, 2016

Şerafettin Acır, Etiya

11 1.1.14 Marketing Communications

11.1 1.1.14.4 Deliver Marketing Communication Collateral

 **Alfred Anaya-Dubern...**
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11.1.1 1.1.14.4.1 Manage Marketing Communication Channel Capability

LEVEL 4 PROCESS MAPPING DETAILS
1.1.14.4.1 Manage Marketing Communication Channel Capability
<p>Brief Description</p> <p style="background-color: #00FF00; padding: 2px;">Ensure that the channels (owned and/or contracted) are adequately trained and/or informed to manage the delivery of a marketing communication. AM</p> <p><i>Etiya Campaign Management System supports creating campaign execution plans and manages the distribution of campaign activities to associated sales channels according to execution plans.</i></p> <p>([PS_TCMP], 5.10 Campaign Channel)</p> <p>([PS_TCMP], 5.21 Campaign Execution Plan)</p> <p>([PS_TCMP], 6.9 Activity Management and Campaign Responses)</p>

11.1.2 1.1.14.4.2 Manage Marketing Communication Channel Resources

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.4.2 Manage Marketing Communication Channel Resources
<p>Brief Description</p> <p>Ensure that sufficient resources are available in the selected channel(s) to support a marketing communication delivery. AM</p> <p><i>Etiya Campaign Management System supports creating campaign execution plans that manages campaign activity volume and allows sharing of the activity load among multiple sales channels</i></p> <p>([PS TCMP], 5.21 Campaign Execution Plan)</p>

11.1.3 1.1.14.4.3 Issue Marketing Communication

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.4.3 Issue Marketing Communication
<p>Brief Description</p> <p>Issue and distribute marketing collateral to the market. AM</p> <p>Extended Description</p> <p>Issue Marketing Communication issues (distributes) a marketing communication to the market. AM</p> <p><i>Etiya Campaign Management allows defining marketing activities in the form of E-Mail, SMS, mail, visit, telephone call, etc., and assigning them to the campaigns.</i></p> <p>([PS TCMP], 5.2 Campaign Activity and Activity Template)</p> <p>This can involve mailshots, leafleting and displays at events, inserts in newspapers, television, social media, and other media advertising and magazines, voice and text messaging to individuals, and so forth. AM</p> <p><i>Etiya Campaign Management allows defining media in which the campaign announcements and advertisements will be done. System allows defining announcement and advertisement templates and associating them with the campaign activities. These activities are distributed to the defined sales channels. Etiya Campaign Management allows defining smart scripts in order to aid sales representatives during the phone call activities.</i></p>

[\[PS_TCMP\]](#), 5.3 Campaign Announcement Template)

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

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

Direct marketing and sales through web stores, in-store franchises, and so forth, are also included.

AM

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

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

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

[\[PS_TCMP\]](#), 6.11 Campaign Reports)

11.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

Monitor Marketing Communication Effectiveness (1.1.14.5)

Version 1 Review 1

April 11th, 2016

Şerafettin Acır, Etiya

12 1.1.14 - Marketing Communications

12.1 1.1.14.5 Monitor Marketing Communication Effectiveness

AA Alfred Anaya-Dubern...
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12.1.1 1.1.14.5.1 Develop Marketing Communication Metrics

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.5.1 Develop Marketing Communication Metrics
<p>Brief Description</p> <p>Develop metrics to gauge the effectiveness of market communications. AM</p> <p><i>Etiya Campaign Management System allows defining statistical characteristics and assigning them to campaigns to support processes for measure campaign effectiveness.</i></p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

12.1.2 1.1.14.5.2 Gather Marketing Communication Metrics

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.5.2 Gather Marketing Communication Metrics
<p>Brief Description</p> <p>Gather marketing communications metrics to gauge the effectiveness of one or more communications. AM</p> <p><i>Etiya Campaign Management System provides tools to monitor campaign performance and efficiency. System also allows defining and assigning statistical characteristics or KPIs to the campaigns and provides reports based on sales channels to monitor the campaign execution.</i></p> <p>([PS_TCMP], 5.9 Campaign Statistics)</p> <p>([PS_TCMP], 6.7 Test)</p> <p>([PS_TCMP], 6.11 Campaign Reports)</p>

12.1.3 1.1.14.5.3 Analyze Marketing Communication Metrics

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.5.3 Analyze Marketing Communication Metrics
<p>Brief Description</p> <p>Analyze gathered marketing communication metrics to identify any issues with the communication(s). AM</p>
<p>Extended Description</p> <p>Analyze Marketing Communication Metrics analyzes gathered marketing communication(s) metrics to identify any issues with the communication(s). The analysis includes identifying any established thresholds that have been crossed and the associated consequence (good or bad). A report is produced that reflects the effectiveness of the marketing communication(s). AM</p> <p><i>Etiya Campaign Management System provides tools to measure campaign performance and efficiency. System allows test executions for campaigns to evaluate their efficiency, viability and shortcomings.</i></p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

12.1.4 1.1.14.5.4 Suggest Marketing Communication Change

LEVEL 4 PROCESS MAPPING DETAILS 1.1.14.5.4 Suggest Marketing Communication Change
<p>Brief Description</p> <p>Feedback suggested marketing communication changes to re-enforce the marketing communication or to adapt its message to become more effective. AM</p>
<p>Extended Description</p> <p>Suggest Marketing Communication Change feeds back suggested marketing communication changes to re-enforce the marketing communication or to adapt its message to become more effective. This is based in part on the analysis of marketing communication metrics. AM</p> <p><i>Etiya Campaign Management System measures the message effectiveness based on the analysis and might change the content or re-enforce the message.</i></p> <p>([PS_TCMP], 5.9 Campaign Statistics)</p> <p>([PS_TCMP], 6.4 Send Announcement)</p> <p>([PS_TCMP], 6.7 Test)</p> <p>([PS_TCMP], 6.11 Campaign Reports)</p>

12.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

Modify Marketing Communication (1.1.14.6)

Version 1 Review 0

April 11th, 2016

Şerafettin Acır, Etiya

13 1.1.14 Marketing Communications

13.1 1.1.14.6 Modify Marketing Communication

LEVEL 3 PROCESS MAPPING DETAILS 1.1.14.6 Modify Marketing Communication
<p>Brief Description</p> <p>Modify a marketing communication to improve its effectiveness based on metric analysis or based on feedback from recipients or stakeholders. AM</p> <p><i>Etiya Campaign Management System allows to modify a campaign communication</i></p> <p>([PS TCMP], 6.4 Send Announcements)</p> <p>([PS TCMP], 5.20 Campaign Documents)</p> <p>([PS TCMP], 5.24 Campaign Characteristics)</p> <p><i>based on the campaign effectiveness analysis</i></p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.4 Send Announcement)</p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

13.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

Archive Marketing Communication (1.1.14.7)

Version 1 Review 0

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14 1.1.14 Marketing Communications

14.1 1.1.14.7 Archive Marketing Communication

LEVEL 3 PROCESS MAPPING DETAILS 1.1.14.7 Archive Marketing Communication
<p>Brief Description</p> <p>Archive a marketing communication when its useful life is reached. AM</p> <p><i>Etiya Campaign Management System allows to archive a campaign communication when it is discovered the communication is no longer useful.</i></p> <p>([PS_TCMP], 6.4 Send Announcements)</p> <p>([PS_TCMP], 5.20 Campaign Documents)</p> <p>([PS_TCMP], 5.24 Campaign Characteristics)</p>

14.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

Undertake Marketing Communications Trend Analysis (1.1.14.8)

Version 1 Review 0

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Şerafettin Acır, Etiya

15 1.1.14 Marketing Communications

15.1 1.1.14.8 Undertake Marketing Communications Trend Analysis

LEVEL 3 PROCESS MAPPING DETAILS 1.1.14.8 Undertake Marketing Communications Trend Analysis
<p>Brief Description</p> <p>Undertake trend analysis on marketing communications including the identification of problems occurring with them. AM</p> <p><i>Etiya Campaign allows to see the performance and trend analysis of marketing communications.</i></p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.4 Send Announcement)</p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

15.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

Plan Marketing Campaign (1.1.15.1)

Version 1 Review 0

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Şerafettin Acır, Etiya

16 1.1.15 Marketing Campaign Management

16.1 1.1.15.1 Plan Marketing Campaign

LEVEL 3 PROCESS MAPPING DETAILS 1.1.15.1 Plan Marketing Campaign
<p>Brief Description</p> <p>Put together a plan for a marketing campaign to be used for positioning the enterprise and its product offerings in the marketplace. The plan includes targets, delivery channels, budget, return on investment (ROI). This process also ensures the campaign adheres to the overall campaign plan developed by Market Strategy & Policy. AM</p> <p>Extended Description</p> <p>Plan Marketing Campaign defines the specific strategy, objectives, start/end date, and messages to be used for positioning the enterprise in the marketplace, including its relationship to competitors. Establish Market Strategy defines the overall umbrella, and this process operates within that umbrella to target the marketing campaigns for the enterprise in general, specific products, market segments, customers and prospects, and so forth.</p> <p>It selects the appropriate channel or channels to support delivery of the campaign and defines contact rules in order to make certain that commercial pressure on customers is managed.</p> <p>A budget and return on investment (ROI) are also prepared and the budget is approved by the appropriate stakeholders.</p> <p>It ensures that that the campaign adheres to the campaign plan defined by Market Strategy & Policy specifically to fall in sequence with other campaigns in the plan to reach the expected business objectives for a specific market segment. AM</p> <p><i>Etiya Campaign Management System supports defining campaign with all details like budget, cost, sales channels, marketing lists, offers, etc. Previous campaign reports can be taken from Etiya Campaign Management System to support campaign planning activities.</i></p> <p>[PS TCMP], 6.9 Activity Management and Campaign Responses)</p> <p>[PS TCMP], 6.11 Campaign Reports)</p> <p>[PS TCMP], 5.27 Campaign Definitions)</p>

16.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

Ensure Marketing Campaign Capability (1.1.15.2)

Version 1 Review 0

April 13th, 2016

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17 1.1.15 Marketing Campaign Management

17.1 1.1.15.2 Ensure Marketing Campaign Capability

LEVEL 3 PROCESS MAPPING DETAILS 1.1.15.2 Ensure Marketing Campaign Capability
<p>Brief Description</p> <p>Ensure that there is capability (for example, information, materials, systems and resources) so that the marketing campaign can be launched and managed. Monitor planned campaigns and redistribute existing capability or enable new capability (people, facilities, infrastructure). AM</p> <p><i>Etiya Campaign Management System supports creating campaign execution plans and manages the distribution of campaign activities to associated sales channels according to execution plans. Etiya Campaign Management System allows defining communication methods and media for campaign announcements. Marketing Campaign Capabilities for existing campaigns can be reported from Etiya Campaign Management System to understand current capabilities.</i></p> <p>([PS TCMP], 5.3 Campaign Announcement Template)</p> <p>([PS TCMP], 6.9 Activity Management and Campaign Responses)</p> <p>([PS TCMP], 5.7 Campaign Media)</p> <p>[PS TCMP], 6.11 Campaign Reports)</p>

17.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

Develop Marketing Campaign (1.1.15.3)

Version 1 Review 0

April 13th, 2016

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18 1.1.15 Marketing Campaign Management

18.1 1.1.15.3 Develop Marketing Campaign

18.1.1 1.1.15.3.1 Create Marketing Campaign

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.3.1 Create Marketing Campaign
<p>Brief Description</p> <p>Engage with stakeholders engagement to develop a marketing campaign. AM</p> <p>Extended Description</p> <p>Create Marketing Campaign manages all activities and stakeholder engagement to develop a marketing campaign. AM</p> <p><i>Etiya Campaign Management System supports defining campaign with all details like budget, cost, sales channels, marketing lists, offers, etc. It is possible to relate 3rd parties with the campaign and assign the role of the party in the campaign execution process.</i></p> <p>([PS TCMP], 6.9 Activity Management and Campaign Responses)</p> <p>([PS TCMP], 5.2 Campaign Activity and Activity Template)</p> <p>([PS TCMP], 5.27 Campaign Definitions)</p> <p><i>Etiya Campaign Management System supports developing campaign messages using campaign announcements templates, campaign documents or creating campaign specific characteristics.</i></p> <p>([PS TCMP], 6.4 Send Announcements)</p> <p>([PS TCMP], 5.20 Campaign Documents)</p> <p>([PS TCMP], 5.24 Campaign Characteristics)</p> <p><i>System supports associating 3rd parties with the campaign and giving them roles that they will play in the campaign planning or campaign execution processes.</i></p> <p>([PS TCMP], 5.23 Campaign Business Partners)</p>

18.1.2 1.1.15.3.2 Define Marketing Campaign Criteria

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.3.2 Define Marketing Campaign Criteria
<p>Brief Description</p> <p>The criteria used to identify the customer and other parties targeted by the marketing campaign are defined. AM</p>
<p>Extended description</p> <p>Define Marketing Campaign Criteria develops the criteria used to identify the customer and other parties targeted by the marketing campaign. It also develops a target list of customers and other parties that will be contacted as part of the campaign. AM</p> <p><i>Etiya Campaign Management System supports assigning target audiences of a campaign through marketing lists which can be created either by a file upload coming from external resources or by applying filters on existing customers in the system.</i></p> <p>([PS TCMP], 5.6 Market Segment - Marketing List)</p>

18.1.3 1.1.15.3.3 Define Marketing Campaign Proposition

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.3.3 Define Marketing Campaign Proposition
<p>Brief Description</p> <p>Describe the marketing campaign proposition which that will be addressed to each market sub-segment in terms of discounts for associated product promotions, requested effort, and validity period. AM</p> <p><i>Etiya Campaign Management System supports defining campaign offers with discounts and commitments, start & end date of a campaign, promotions, etc.</i></p> <p>([PS_TCMP], 5.12 Campaign Offers)</p> <p>([PS_TCMP], 5.27 Campaign Definitions)</p> <p>([SS_CDS02], Campaign Definition Screen)</p> <p>([SS_CDS01], Campaign Definition Screen)</p> <p>Extended Description</p> <p><i>Not used for this process</i></p>

18.1.4 1.1.15.3.4 Design Marketing Campaign Workflow

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.3.4 Design Marketing Campaign Workflow
<p>Brief Description</p> <p>Design the marketing campaign workflow which includes establishing and scheduling waves, or periodical steps in the campaign. AM</p>
<p>Extended Description</p> <p>Design Marketing Campaign workflow designs the marketing campaign workflow which includes establishing and scheduling waves, or periodical steps in the campaign. Each wave is designed to take into account responses from those targeted by the campaign. AM</p> <p><i>Etiya Campaign Management allows to customize campaigns based on regions, channels, roles and so forth. Also it is possible to send campaign announcements in multiple packets instead of at once with a parametric duration in each delivery.</i></p> <p>([PS_TCMP], 5.27 Campaign Definitions)</p> <p>([SS_CDS02], Campaign Definition Screen)</p> <p>([SS_CDS01], Campaign Definition Screen)</p>

18.1.1 1.1.15.3.5 Obtain Marketing Campaign Agreement

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.3.5 Obtain Marketing Campaign Agreement
<p>Brief Description</p> <p>Obtain stakeholder agreement for the marketing campaign. AM</p> <p><i>Etiya Campaign Management supports associating 3rd parties with the campaign and giving them roles that they will play in the campaign planning or campaign execution processes.</i></p> <p>([PS TCMP], 5.23 Campaign Business Partners)</p> <p><i>Etiya Campaign Management supports conducting a workflow for approval of a campaign. A campaign can have statuses like planning, waiting for approval, open for sale, etc.</i></p> <p>([PS TCMP], 6 Telaura Campaign Management Lifecycle Management)</p>

18.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
SS_CDS01	CampaignDefinitionScreen01.jpg, Etiya Campaign Management, Campaign Definition Screen
SS_CDS02	CampaignDefinitionScreen02.jpg, Etiya Campaign Management, Campaign Definition Screen 2

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Self-Assessment Process Mapping Report

Launch Marketing Campaign (1.1.15.4)

Version 1 Review 0

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19 1.1.15 Marketing Campaign Management

19.1 1.1.15.4 Launch Marketing Campaign

19.1.1 1.1.15.4.1 Manage Marketing Campaign Channel Capability

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.4.1 Manage Marketing Campaign Channel Capability
<p>Brief Description</p> <p>Ensure that the channel(s) (owned and/or contracted) are adequately trained and/or informed to manage the launch of a marketing campaign. AM</p> <p><i>Etiya Campaign Management System supports defining campaign channels. Sale channels can be added gradually, as it becomes clear that the sale channel that will be added have been trained and is able to sell the campaign.</i></p> <p>[PS TCMP], 5.10 Campaign Channel)</p>

19.1.2 1.1.15.4.2 Manage Marketing Campaign Channel Resources

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.4.2 Manage Marketing Campaign Channel Resources
<p>Brief Description</p> <p>Ensure that sufficient resources are available in the selected channel(s) to support a marketing campaign's launch. AM</p> <p><i>Etiya Campaign Management System supports defining campaign channels. User roles can be added gradually, as it becomes clear that the user role that will be added have been trained and is able to sell the campaign.</i></p> <p>[PS TCMP], 5.13 Campaign Role)</p>

19.1.3 1.1.15.4.3 Define Marketing Campaign Proposition

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.4.3 Define Marketing Campaign Proposition
<p>Brief Description</p> <p>Complete the launch of a marketing campaign to the market. AM</p>
<p>Extended Description</p> <p>Complete Marketing Campaign Launch completes the launch of a marketing campaign to the market. AM</p> <p>([PS_TCMP], 6.5 Open for sales)</p> <p>It is coordinated with the delivery of the associated marketing communications and product promotions. AM</p> <p>([PS_TCMP], 6.4 Send Announcements)</p>

19.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Launch Marketing Campaign (1.1.15.5)

Version 1 Review 0

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20 1.1.15 Marketing Campaign Management

20.1 1.1.15.5 Monitor Marketing Campaign Effectiveness

20.1.1 1.1.15.5.1 Develop Marketing Campaign Metrics

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.5.1 Develop Marketing Campaign Metrics
<p>Brief Description</p> <p>Develop metrics to gauge the effectiveness of market campaigns. AM</p> <p><i>Etiya Campaign Management System allows defining statistical characteristics and assigning them to campaigns to support processes for measure campaign effectiveness.</i></p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

20.1.2 1.1.15.5.2 Gather Marketing Campaign Metrics

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.5.2 Gather Marketing Campaign Metrics
<p>Brief Description</p> <p>Gather marketing campaign metrics to gauge the effectiveness of campaign(s). AM</p> <p><i>Etiya Campaign Management System provides tools to monitor campaign performance and efficiency. System also allows defining and assigning statistical characteristics or KPIs to the campaigns and provides reports based on sales channels to monitor the campaign execution.</i></p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

20.1.3 1.1.15.5.3 Analyze Marketing Campaign Metrics

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.5.3 Analyze Marketing Campaign Metrics
<p>Brief Description</p> <p>Analyze gathered marketing campaign(s) metrics to identify any issues with the campaign(s). AM</p>
<p>Extended Description</p> <p>Analyze Marketing Campaign Metrics analyzes gathered marketing campaign(s) metrics to identify any issues with the campaign(s). The analysis includes identifying any established thresholds that have been crossed and the associated consequence (good or bad). A report is produced that reflects the effectiveness of the marketing campaign(s). AM</p> <p><i>Etiya Campaign Management System provides tools to measure campaign performance and efficiency. System allows test executions for campaigns to evaluate their efficiency, viability and shortcomings.</i></p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

20.1.4 1.1.15.5.4 Suggest Marketing Campaign Change

LEVEL 4 PROCESS MAPPING DETAILS 1.1.15.5.4 Suggest Marketing Campaign Change
<p>Brief Description</p> <p>Feedback suggested marketing campaign changes to adapt it to become more effective. AM</p>
<p>Extended Description</p> <p>Suggest Marketing Campaign Change feeds back suggested marketing campaign changes to adapt it to become more effective. This is based in part on the analysis of marketing campaign metrics. AM</p> <p><i>Etiya Campaign Management System measures the message effectiveness based on the analysis and might change the content or re-enforce the message.</i></p> <p>([PS_TCMP], 5.9 Campaign Statistics)</p> <p>([PS_TCMP], 6.4 Send Announcement)</p> <p>([PS_TCMP], 6.7 Test)</p> <p>([PS_TCMP], 6.11 Campaign Reports)</p>

20.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

Modify Marketing Campaign (1.1.15.6)

Version 1 Review 0

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21 1.1.15 Marketing Campaign Management

21.1 1.1.15.6 Modify Marketing Campaign

LEVEL 3 PROCESS MAPPING DETAILS 1.1.15.6 Modify Marketing Campaign
<p>Brief Description</p> <p>Modify a marketing campaign to improve its effectiveness based on metric analysis or based on feedback from recipients or stakeholders. AM</p> <p>Extended Description</p> <p>Modify Marketing Campaign updates a marketing campaign to improve its effectiveness based on metric analysis or based on feedback from recipients or stakeholders.</p> <p>It may also extend the end date of a marketing campaign if warranted and modify the campaign message based on feedback from the market and external stakeholders. AM</p> <p><i>Etiya Campaign Management System measures the message effectiveness based on the analysis and might change the content or re-enforce the message.</i></p> <p>([PS_TCMP], 5.9 Campaign Statistics)</p> <p>([PS_TCMP], 6.4 Send Announcement)</p> <p>([PS_TCMP], 6.7 Test)</p> <p>([PS_TCMP], 6.11 Campaign Reports)</p> <p><i>The end date of a campaign can be extended from campaign definition screens.</i></p> <p>([PS_TCMP], 5.27 Campaign Definitions)</p>

21.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

End Marketing Campaign (1.1.15.7)

Version 1 Review 0

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22 1.1.15 Marketing Campaign Management

22.1 1.1.15.7 End Marketing Campaign

LEVEL 3 PROCESS MAPPING DETAILS 1.1.15.7 End Marketing Campaign
<p>Brief Description</p> <p>End a marketing campaign when its useful life is reached. AM</p> <p><i>A campaign can be closed to sale from campaign definition screens.</i></p> <p>([PS_TCMP], 5.27 Campaign Definitions)</p> <p>It may also include an assessment of the campaign by reusing Monitor Marketing Campaign Effectiveness and add comments about the campaign's success. AM</p> <p><i>Etiya Campaign Management System can measure the campaign effectiveness based on the analysis which can be viewed as a campaign report.</i></p> <p>([PS_TCMP], 6.11 Campaign Reports)</p>

22.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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Self-Assessment Process Mapping Report

Undertake Marketing Campaigns Trend Analysis (1.1.15.8)

Version 1 Review 0

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23 1.1.15 Marketing Campaign Management

23.1 1.1.15.8 Undertake Marketing Campaigns Trend Analysis

LEVEL 3 PROCESS MAPPING DETAILS 1.1.15.8 Undertake Marketing Campaigns Trend Analysis
<p>Brief Description</p> <p>Undertake trend analysis on marketing campaigns including the identification of problems occurring with them. AM</p> <p><i>Etiya Campaign Management System provides tools to measure campaign performance and efficiency. System allows test executions for campaigns to evaluate their efficiency, viability and shortcomings.</i></p> <p>([PS TCMP], 5.9 Campaign Statistics)</p> <p>([PS TCMP], 6.7 Test)</p> <p>([PS TCMP], 6.11 Campaign Reports)</p>

23.2 Supporting Evidence References (Works Cited)

PS_TCMP	PS_EtiyaCampaignManagement_v1.1.2.pdf, Product Specification Document for Etiya Campaign Management.
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