Product modelling in a digital organization fundamentals

(Course code - ODF-2304)

Create a common understanding of the requirements for a modern, flexible catalog-driven approach to providing customers with the products they want

TM Forum's Product Modelling fundamentals workshop is an essential first step to enabling your organization to become a digital service provider. The majority of service providers have catalogs with thousands of lines of product entries, with each product code representing a unique combination of features of any go-to-market catalog. The sheer size of the catalog often results in data entry errors, while a rigid, siloed approach forces marketing teams to wait on other business functions to input their portions of product data—significantly delaying the launch of new offers to market.

This concise workshop is designed to build a shared understanding across business functions of the importance of separating catalog concerns and clearly decoupling responsibilities. This approach empowers the business to design and launch new bundles within hours or days, while giving network engineers and other teams the flexibility and time needed to introduce new capabilities at their own pace.

who should attend?

- Business Analysts who design new go-to-market services
- Product Marketing and Marketing functions responsible for creating new sellable products
- Technical staff in IT responsible for the delivery and management of software applications related to product, service, and resource lifecycles
- End-to-end business process people responsible for the concept-to-cash flow
- Senior Managers and Project Managers responsible for the delivery and maintenance of these areas.
- Staff involved in procurement requests or responses for the purchase of catalog applications

Format: Expert Led

Level: Fundamentals

Duration: Half Day

Prerequisites:
It is important that people come to the workshop with a basic understanding of the concepts and terminology that will be used throughout this workshop and others in the series. The following micro-courses provide both technical and non-technical people with this grounding. Each course takes 1-3 hours of effort to complete. Completing these courses will allow the workshop to concentrate on the value of the business need to decouple catalogs and responsibilities.

- ODA Awareness
- Business Process Framework Awareness
- Information Framework Awareness

what will you learn?

- Understand the need for a modern flexible approach to being catalog-driven
- Provide governance across your delivery partners ensuring that they support your requirements
- Determine the pros and cons of different implementation models
- Be able to discuss effectively within your business by using a common working language
- Understand how your business needs to change to address this important area

course certification:

There is no certification associated with this workshop.

course syllabus

MODULE 1

Discussing scope and HLD using TM Forum standards and End to End flows
- Ensure common understanding of concepts and principles amongst participants
- Show how to scope and define a high-level design

MODULE 2

Product, Service & Resource Catalogs
- Definition according to TM Forum
- Common Catalog Functionality

MODULE 3

Modelling considerations
- Concept vs Implementation

MODULE 4

Governance
- Data/Information
- Technical
- Project

MODULE 5

Project Success Factors

MODULE 5

Reading material and support

suggested courses to take next

Once the learnings of the workshop have been digested, in-depth training in Business Process Framework, Information Framework, and Open APIs are recommended for technical colleagues. Please talk with your Engagement Manager for further information.