

EMPOWERING SERVICE PROVIDERS WITH BUSINESS INTELLIGENCE

ENABLING INTELLIGENT DECISION MAKING ACROSS THE ENTERPRISE

SAP and Business Objects, an SAP company, can help you integrate business intelligence and operational processes to achieve better business-process performance – and better business outcomes. Now you can use intelligence at every decision point for greater visibility, control, and day-to-day decision making.



In response to consumer demands for one-stop shopping, the communications industry is moving towards providing an integrated portfolio of services, such as phone, Internet, and digital content, to their customers. Your company has likely responded by investing in high-speed networks and acquiring new lines of business, but you may be finding it difficult to meet customer expectations for service and shareholder expectations for revenue and profitability.

What's the source of the problem? You probably have siloed back-end systems that make it difficult to have an integrated, complete view of your customers and operations. At the same time, you may have redundant or incorrect customer data due to disparate back-end systems used by various lines of business. As a result, you may find it hard to exchange data between departments, generate reports across functions, select the right customers for marketing campaigns, and create comprehensive bills across service lines.

Without integration across systems, it's impossible to have a "process" view of your operations because processes often span multiple departments. For example, end-to-end customer management cuts across functions such as marketing and sales, provisioning, activation, billing, and customer service. If the underlying applications are disconnected, it can be impossible to manage customers through an end-to-end process in a way that's timely, cost effective, and error free.

Delivering Business Intelligence Across the Enterprise

SAP and Business Objects, an SAP company, offer solutions that give you access to data and provide an analytical view into your business so you can optimize core processes, improve customer satisfaction, and maximize profitable revenue. Building on a strong enterprise backbone supported by SAP® software, BusinessObjects™ analytics software gives you greater intelligence about your business and makes end-to-end processes more effective.

The software gives you access to detailed data about your customers, services, and operations – data you can use to make decisions and feed back into your applications for customer relationship management and enterprise resource planning. The result is a closed loop between your analytical applications and business processes that improves their effectiveness. At the same time, you can provide specific intelligence to every decision maker in your organization so they can make timely, informed decisions and optimize processes.

BusinessObjects applications can operate independently for greater visibility across your business or in conjunction with non-SAP software for closed-loop, insight-driven business processes. When integrated with SAP applications, you realize optimal process improvements driven by customer, revenue, and operational intelligence.

Customer Intelligence

As competitive pressures intensify and you deliver more complex products, you need to effectively manage the entire customer experience – from marketing campaigns, order capture, and fulfillment to handling service calls. For example, to market effectively, you need in-depth knowledge of your customers, including their buying behavior, the services they currently have, their risk of canceling them, and their propensity to buy other services. You also need to segment customers more granularly and use targeted campaigns.

With BusinessObjects software, you can extend the functionality of the SAP Customer Relationship Management (SAP CRM) application, which supports call center management, order fulfillment, real-time offer management, and customer marketing. As shown in

the figure, you can extract and cleanse data from multiple sources and feed it into a data warehouse or an operational application (such as SAP CRM) for more effective, closed-loop business processes.

Using powerful modeling tools, you can segment your customers for specific campaigns based on various demographic, socio-graphic, and other characteristics. To reduce customer churn, you can determine churn scores and feed this information into your CRM software. And you can use this information in conjunction with real-time offer management functionality to make personalized offers to customers during Web and call center interactions. Throughout the process, you have access to key performance indicators – available via dashboards – to monitor them against strategic targets. Drill-down functions



With analytics from Business Objects, an SAP company, you gain the enterprise-wide customer intelligence, revenue intelligence, and operational intelligence needed to better understand your business across departments, services, and systems.

built into the dashboards make it easier to track and follow up on variances.

When you power your CRM processes with customer intelligence, you can:

- Build a more profitable customer base by engaging in personalized interactions through the use of modeling tools that help you understand and predict customer behavior
- Deliver targeted offers across preferred channels that lead to higher take-up rates for promotions and offers, making your marketing campaigns more effective
- Increase customer satisfaction by offering services that are meaningful to them

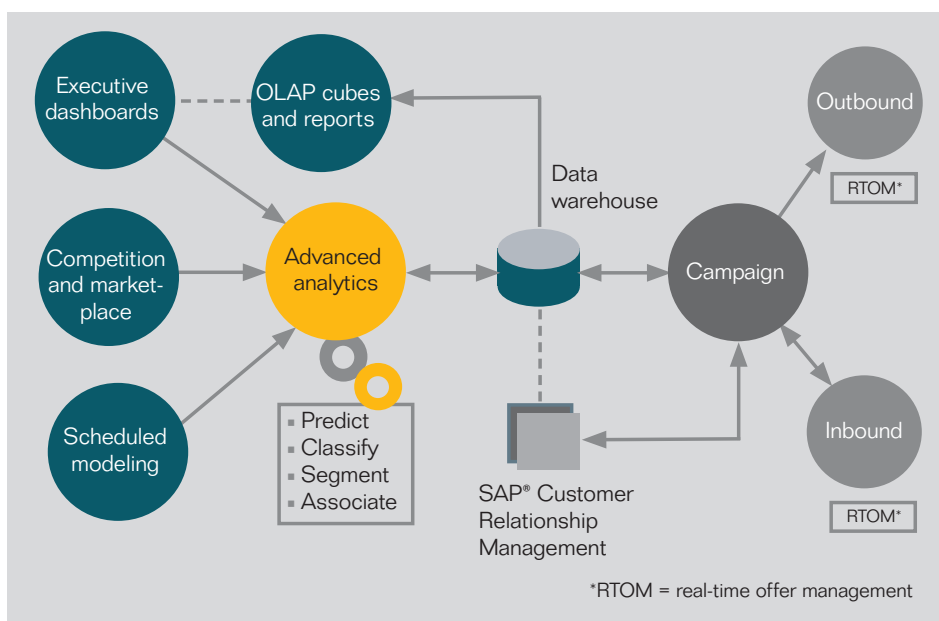


Figure: Example of a Closed-Loop Customer Relationship Management Process Powered by Analytics

- Reduce churn by predicting customer behavior based on your environment and taking proactive measures

Revenue Intelligence

Service providers lose a percentage of their revenue each year due to leakage across the revenue cycle. The root cause can vary: a myriad of mismatched back-end systems, unknown revenue-processing faults, uncollected bills, customer defaults, or undetected fraud activity. Or there may be system incompatibilities as call detail records flow from the switch through mediation and rating to the billing system. To address the problem, you need reliable transaction software to process revenue, as well as visibility at each step to identify leakage points and losses. At the same time, you need automated alerts to help you zero in on problem areas and processes that are out of compliance with predefined thresholds.

When you integrate SAP software-supported financial management processes and analytics software from Business Objects, you can process, analyze, and track revenue across your entire billing cycle – and capture more profitable revenue per customer. For example, you can get a full view across your revenue processing chain by integrating customer financial management functionality (including revenue management and contract accounting, dispute management, and convergent invoicing functions available through SAP Business Suite applications) with reporting and dashboard tools from Business Objects. Points of revenue loss can be highlighted by alerts, variances, and reports. You can get a complete view of all customer data related to payment and billing so

you can take steps to minimize payment defaults and no-pay revenue churn.

The software enables you to:

- Identify and fix points of revenue leakage
- Monitor accounts receivable to minimize bad debt
- Settle billing disputes more cost-effectively
- Minimize fraud
- Service customers more efficiently

Operational Intelligence

Margins are being squeezed due to commoditization, and services are more expensive to deliver. So it's critical that service providers find ways to maximize efficiency and profitability. But if your back-office systems and data are not integrated, you probably don't have a consistent, common view across your business processes. How can you know what's working and what's not, and how can you identify the best opportunities for improvement?

BusinessObjects software focused on activity-based costing, supply chain analytics, workforce analytics, and dealer performance – combined with the SAP ERP application and supply network planning and collaboration solutions – can give you complete visibility into the effectiveness of your processes. You can view trends, analyze past performance, predict future performance, and proactively address problems to achieve better results. For example, your construction and field engineering teams can access detailed information regarding assigned work orders and on-the-job progress. The software also enables your management

By integrating analytics from Business Objects into your business processes, you can create a 360-degree closed-loop business process that allows you to exploit the value of customer intelligence, revenue intelligence, and operational intelligence for better business-process performance.

team to track the productivity of individual field technicians and construction units and benchmark productivity across regions, detect trends, and evaluate the impact of training on performance. Similarly, when you integrate workforce analytics with SAP workforce applications, you gain a complete view of the human resources within your company.

The Key to Lasting Competitive Advantage

Gaining intelligence gives you greater insight into operations, enhances competitiveness, and helps your business be more responsive and adaptive to change. Take the next step by learning more at www.sap.com/telecommunications or by contacting your SAP sales representative.

Summary

SAP and Business Objects, an SAP company, offer solutions that enable service providers to integrate business intelligence with the applications that support their business processes – giving them an analytical view into their business. This insight enables them to optimize core processes, improve customer satisfaction, and maximize profitable revenue.

Challenges

- High customer churn and low customer satisfaction
- Ongoing revenue leakage
- Inability to efficiently manage customers through end-to-end processes
- Lack of visibility into daily business activities

Supported Business Processes and Software Functions

- **Customer intelligence** – Better understand your customers by collecting data from across the business and feeding it into your customer relationship management (CRM) application. Perform accurate segmentation, develop targeted campaigns and offers, and build stronger customer relationships.
- **Revenue intelligence** – Gain a full view across your revenue processing chain, including customer data related to payments. Analyze and track revenue streams across the entire billing process, identify and fix revenue leaks, and capture more revenue at a higher profit per customer.
- **Operational intelligence** – Gain visibility into how your core business processes are working so you can proactively address problems, fine-tune processes, and make business changes to achieve even better outcomes.

Business Benefits

- Increase visibility and control via an integrated set of business processes and analytics applications
- Provide relevant analytical information across the enterprise for informed decision making
- Integrate siloed legacy systems in order to operate with greater agility and profitability
- Increase profitable revenue through faster, more accurate CRM and billing processes

For More Information

Call your SAP representative or visit us online at www.sap.com/telecommunications.

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