



By Roz Roseboro

Amdocs Enterprise Product Catalog 7

Recently, OSS Observer had the opportunity to discuss T-Mobile International's deployment of Amdocs' Enterprise Product Catalog 7. Mr. Frank Gollnick, the Head of Centre of Excellence Retail Billing, is responsible for supporting T-Mobile's group members (Germany, UK, Czech Republic, Austria and the Netherlands) with harmonized solutions. The main intention is to combine the scale and diversity of the TMO Group in close partnership with the other businesses, to deliver the best value products to the external customers. T-Mobile has already deployed Amdocs' Enterprise Product Catalogue (EPC) in Germany and the UK. Rollouts are planned for the remaining TMO Group.

Prologue

T-Mobile's product catalog (internally named "Prologue") is based on the enabling EPC from Amdocs. Prologue uses both the SID-based product architecture and configurable integration architecture to configure and monitor all product changes automatically. This is the single point of truth for all products and tariffs, regardless of which business process and application for which this information is used.

T-Mobile chose this approach to provide a platform for flexible product data management and optimized configuration processes. T-Mobile believes it needs future oriented tools, processes and an efficient organization to be able to address the challenges in the market and meet customer needs for shorter time to market and low TCO.

Key Drivers

Some of the key drivers for Prologue were to reduce the product complexity, improve the time to market by having increased flexibility in product design due to a consistent data model and standardized reusable building blocks. The TMO Group would like to use clear, harmonized terminology and architecture for product data. Each country will maintain its own product catalog, which is connected to the rest of the group.

In T-Mobile's view, a product catalog must be able to support components that can be mixed in infinite ways. Gollnick believes "sticky" isn't a service, but rather that "sticky" equals "customization". He pointed out that today's maturing customers are more grown-up and self-managed — each wants a package tailored to his/her individual needs. CSPs should not offer mass market services, but must be able to customize them. He offered the analogy of car companies offering a plethora of options on a given vehicle to allow consumers to specify exactly what they need.

T-Mobile aims to separate products and services from pricing. It will use independent design processes for services and pricing, with high re-use of building blocks within each process. This will allow it to create product offers based on combinations of products, services and prices in a highly flexible manner. It will also help in up-selling and cross-selling services. New services could be composed of more complex rating and promotions for an existing service, as well as different types of services bundled in new ways. The markets T-Mobile International operates in are saturated and highly competitive, so reducing churn and increasing ARPU of existing customers is a high priority.