ZIRA®

Customer Management Solutions

White Paper

Plug and Play Product Catalog Publishing Accelerates Launching New Services

An Effective Alternative to Converging Product Catalogs

Summary

Today communication service providers (CSPs) are well aware of the increase in demand from their customers for digital services. Behind the scenes they are adjusting their approach and processes for the management and delivery of services, and evaluating whether their systems are able to provide these new services along with traditional communications services. This transition to digital also provides an opportunity – to offer even more services to the same customer.

Modern CSPs must balance growth with a continuing focus on delighting customers to reduce churn and differentiating what they offer by their customer experience. They need to come out on top of all the choices customers now have. CSPs also need to find ways to efficiently, effectively and consistently engage with customers.

Creating new product offerings and presenting these to customers' needs to be seamless, consistent and efficient too, internally across the organization and externally across all the ways they communicate with customers. To do this they need flexible, agile systems and processes in place that bring this all together in a simplified and effective way to be able to meet the needs of today and enable growth in the future.

Business Challenges

Multiple Product Catalogs

Being able to quickly add new services, and do so in a way that that meets expectations for exceptional customer experience, means being able to seamlessly bundle and offer new digital services like smart home energy monitoring along with traditional services like broadband. With reduced internal CAPEX and operating budgets, there is also a need to be efficient and reduce time and effort in adding these new services. This is challenging with the current legacy systems and processes in place that were designed to support traditional communication service delivery and management.

Over the years with the constant technological changes to support their growing subscriber base, CSPs have put in place multiple product catalog systems, often from different vendors, to manage their products and service offerings. The interfaces of these systems were not designed to communicate with one another. So a lot manual work is required over the multiple departments to coordinate the processes between the systems, causing duplication and overlap of effort and data inconsistencies.

In this setting, multiple systems, databases, terminologies, data structures and new levels of information quality result in multiple data models for products managed in the various systems. This makes the internal processes of managing the product portfolio complex and ineffective. And this problem gets even more intense with shorter product lifetimes and the number of product variations that keep growing.

Intercatalog Data Consistency

Categorizing and defining products has a dissimilar method for every product catalog, therefore, partners and departments have a different thoughts about product offers.
This makes it incredibly difficult to get a consistent, accurate view of the product and service offerings for all the teams that need the product data. So time must be spent translating business requirements to different catalog models, costing more and resulting in more errors.

Operators can't afford having fragmented and inconsistent product catalogs burdening operations like this in today's competitive, fast-moving market. The ineffective management of products and offers and inconsistent product data affect customer experience management.

This lack of harmonized data impacts the entire lifecycle of the order, from sales enquiry through fulfilment and can result in order fallout, revenue leakage, or wrong product configuration and bad customer experience. All of this impacts customer dissatisfaction and damages reputation, which then increases churn and customer service costs. Product data harmonization and automatic propagation is a MUST for CSPs to stay competitive.

Quick Time To Market

Instead operators need systems and processes that provide the information they need to enable them to bring new services to market quickly and seamlessly to meet customer experience expectations. They need consistency and efficiency while keeping costs low. They don't want to have to start over with all new product catalogs, systems and process. Although, this does help to get rid of outdated products and duplication, this type of systems overhaul is a very time and resource-intense activity with a high cost attached to it.

To enable this overall seamless omnichannel experience, CSPs need a catalog publishing solution that streamlines the maintenance of product data and provides consistent product performance data over multiple systems while leveraging what they already have in place. They need to close the gap between IT systems and business users to significantly improve time to market.

Addressing These Challenges

Consistent and Controlled Product Catalog Publishing

One of the best solutions is to keep the existing catalogs in place and add the ability to 'safely propagate' data between all the catalogs in the landscape. Enabling the automatic propagation of product catalog data across all systems requiring product catalogs information, results in more efficient and effective operations and faster time to market for new services.

But how to do this? The service provider needs to evolve catalog publishing by updating the product design guidelines, add in best practices for process and workflow and implement new tools and techniques that can support consistent information flows between catalogs.

Plug and Play Product Catalog Publishing by ZIRA

ZIRA's innovative approach is with plug n play catalog publishing in the overall digital framework incorporates the multiple catalogs with a standard interface and allows for reusing existing product catalogues. It reduces cost and speed in implementation by adjusting the processes and workflow and only adding new tools where necessary. It unlocks the potential of existing product catalogs with modularity, componentization and flexibility to gain the full benefit of the consistent information flow. With ZIRA's approach, CSPs gain the ability to add, bundle and sell any combination of services and roll-out offerings across different systems and vendors seamlessly.

With the ZIRA Catalog Publishing, CSPs get a unique solution for accelerating business operations by automating the synchronization between different product catalogs and a consolidated view of all catalogs based on TM Forum's SID model.

ZIRA's Catalog Publishing enables a consistent and controlled publishing process of product catalog data across all systems, and makes them available in sales channels and other dependent systems.

The catalog publishing facilitates inter catalog data integrity management with a powerful visual configurator and full process control ensures data consistency through the different product catalogs. With the ZIRA Catalog Publishing, CSPs get a unique solution for accelerating business operations by automating the synchronization between different product catalogs and a consolidated view of all catalogs based on TM Forum's SID model. This also provides a common language between IT and business and for both internal and external partners. With this automatic data propagation and synchronization among all relevant systems - order fallout, revenue leakage, or wrong product configuration and bad customer experience are greatly reduced.

Product data harmonization and automatic propagation is a MUST for CSPs to stay competitive.

ZIRA Product Catalog Publishing

▶ Plug and Play Product Catalog Publishing Accelerates Launching New Services

▶ Effective Alternative to Converging Product Catalogs

▶ Harmonize your Product Data across multiple systems
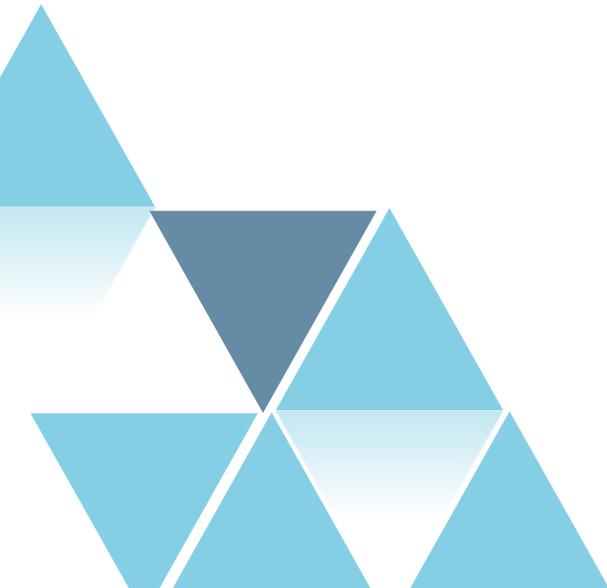
ZIRA Product Catalog

ZIRA's Catalog Publishing is part of a greater ZIRA Product Catalog (ZIRA PC) solution. Overall ZIRA PC applies consistent data and terminology for product lifecycle management, simplifies product and offer definition, integrates inbound and outbound to manage products and stores master data to accelerate sales support and optimize business processes. ZIRA Product Catalog enables CSPs and marketing personnel to construct and manage a catalog of complex product offerings to quickly respond to new market challenges and be more creative and agile in rolling out new product offerings.

ZIRA PC reduces the gap between Business and IT users by abstracting product catalog complexity from business view enabling the reusability of product catalog components presented by building blocks providing faster time to market. Moreover, it enables the streamlining of the process of entire product lifecycle to reduce dramatically the cost of manual processes and better control of product data across the environments.

The flexibility of ZIRA Product Catalog allows users to easily and quickly configure product offers, relationships, rules and relevant information using "lego principle" configuration.

The flexibility of ZIRA Product Catalog allows users to easily and quickly configure product offers, relationships, rules and relevant information using "lego principle" configuration. This approach helps bring, in a simplified way, new products into the market faster and updates the old ones, allowing CSPs to capture more revenue earlier and reduce the complexity of business processes.

ZIRA Product Catalog enables the management of entire product lifecycle, from the design, development, activation to retirement phase. Real-time visibility of product lifecycle and performance combines people, projects, workflows, technology and data into a strategic approach for developing and managing products and their lifecycles. Providing CSPs greater control of product data, allows product development teams not only to accelerate their design change review cycle but also to facilitate the transfer of design information to development and production.

ZIRA Headquarters

Fra Anđela Zvizd ovića 1 UNITIC Tower
A/5
71000 Sarajevo
Bosnia & Herzegovina
Phone: +387 33 296 680

ZIRA R&D Center

Sarajevo
Bosnia & Herzegovina
Phone: +387 33 610 474

ZIRA Turkey Office

Istanbul
Turkey
Phone: +90 216 574 25 97

ZIRA EU Office

Zagreb
Croatia
Phone: +385 1 6701 005

ZIRA USA Office

Delaware, Philadelphia
USA
Phone: +1 267 908-7702

About ZIRA

With ZIRA's 20 years of experience in innovating BSS solutions for telco operators, we work closely with customers to implement cost-effective software solutions for customer management and omnichannel. We help customers connect systems, data and people to so they can be agile, automate processes and gain insights to make decisions reduce costs and improve efficiencies with measurable bottom line results. By providing a software-based modular architecture we integrate with legacy systems to reduce complexities, cost and time with implementations.

General Inquiry
info@zira.com.ba

Sales Inquiry
sales@zira.com.ba

Website
www.zira.com.ba