Maximize Agility in Delivering Value-Added Products and Services

OpenText™ Cloud Service Brokerage for Telcos and Service Providers

In the highly competitive telecommunications market, offering innovative products and services is the key to increasing revenue and market share. Unfortunately, inflexible systems and manual processes make it hard to quickly introduce and administer products and services that provide greater value to partners and customers.

With Open Text Cloud Service Brokerage, telecommunications companies and service providers can create, administer, and deliver innovative offerings in the cloud and on premise with optimal efficiency and agility. The solution combines a single, secure platform to centrally manage your entire catalog with proven OpenText Business Process Management (BPM) technology. Using flexible, rule-driven processes to automate the management and use of complex catalogs, OpenText can help you ramp up innovation, drive servicing costs to the lowest possible level, and achieve exceptional agility to continuously improve and expand your range of products and services.

"The solution is very flexible and it allows us to develop processes which meet the needs of individual customers, to brand them to those customers, and to give our customers' end users a solution which they feel is theirs and works exactly the way they want it to work."

TIM PATRICK-SMITH, GROUP CIO, GETRONICS

TOP FIVE BENEFITS

Streamline order fulfillment from end to end

OpenText orchestrates and automates the entire process from creating the catalog and setting up users to delivering the right products and coordinating all back-end functions, such as billing.

Rapidly deliver high-margin, value-added offerings

Flexible tools make it easy to configure complex offerings and bundles to meet your exact needs across customers, partners, and geographies.

Reduce costs while increasing collaboration

Multi-tenancy reduces costs by supporting all customers, partners, and suppliers in a single, secure platform that isolates each client while facilitating collaboration.

Extend the value of existing technology

Technology-agnostic platform lets you provision anything, anywhere with the solution's ability to easily integrate and orchestrate across any type of system, software, and device, such as mobile phones.

Gain visibility to rapidly monetize your offerings

Automatic metering shows you exactly how much usage and revenue are being generated by your cloud offerings.

The Business Issue

Both service providers and telecommunication companies seek to gain a competitive edge and generate more revenue by offering new high-value products and services. But a cumbersome infrastructure of isolated systems and manual processes limit their ability to rapidly deliver innovative offerings.

Key capabilities and benefits

Optimize Catalog Management

- Simplified management—Single platform provides a one-stop shop for creating, administering and provisioning all offerings, eliminating the need to maintain multiple catalogs in multiple systems and locations.

- Rapid catalog customization—Pre-built, easily modified configurator and configuration web services let you selectively bundle products and services and build your catalog to your exact needs.

- Self-service portal—Easily configured portal gives customers and partners access to all the tools and processes needed to maximize adoption of cloud-based offerings.

- Industry standardization—Alignment with eTOM and other TM Forum standards supports rapid integration with other systems and enables industry best-practices for creating, selling, and delivering cloud services.

- Open architecture—Easy extension to existing technology leverages ecosystem partners and current systems in streamlined brokerage services, such as public cloud connections, profile management, etc.

Simplify and Streamline Fulfillment

- Automated bundle decomposition—Intelligent processes automatically decompose bundled orders, ensuring products and services are delivered in the right order where dependencies exist.

- End-to-end fulfillment—Cross-system orchestration across internal and external systems enables straight-through processing, with OpenText brokering delivery of the right components from every system.

Leverage the Cloud Quickly but with Control

- Secure multi-tenancy—Single platform for managing customers, partners, and suppliers enables common core services to be shared, while isolating each client and supporting the specialized services required for that client

- Multi-level visibility—Platform delivers complete transparency into the sales chain from the cloud broker through multiple partners to the end user.

- Role-based access—Configurable desktops control access and usage by products, processes, customer, environment, application, and transaction.

- Automated validation and exception management—Flexible business rules use real-time data for validations during provisioning processes, such as checking the customer's billing status and alerting the appropriate person when problems occur.

Why OpenText

The Cloud Service Brokerage solution delivers a single, secure platform for efficiently managing your application and service catalogs and streamlining fulfillment from end-to-end. Leveraging intelligent BPM from OpenText, you can rapidly customize and automate cloud brokerage and on premise operations to rapidly deliver innovative products and services that add measurable value to your customers and partners.

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