

# Realize your business goals quicker - and with minimal risk!



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(World's leading Business Process Expert)      (World Leader in Unified Order-to-Cash Platform)

Scalable, Replicate-able and Sustainable Y-O-Y Substantial Business Benefits

**Challenges:**

- Margin squeeze due to dipping demand and increasing competition
- New services from all types of competitors: fixed, wireless, Cable & Web Companies
- Operational / functional separation into networking/service/sales companies
- Convergence expectations (e.g. Triple/Quad Play services) of customers
- Outsourced business processes not yielding the desired consolidated results
- Disparate, hard-wired systems leading to more confusion

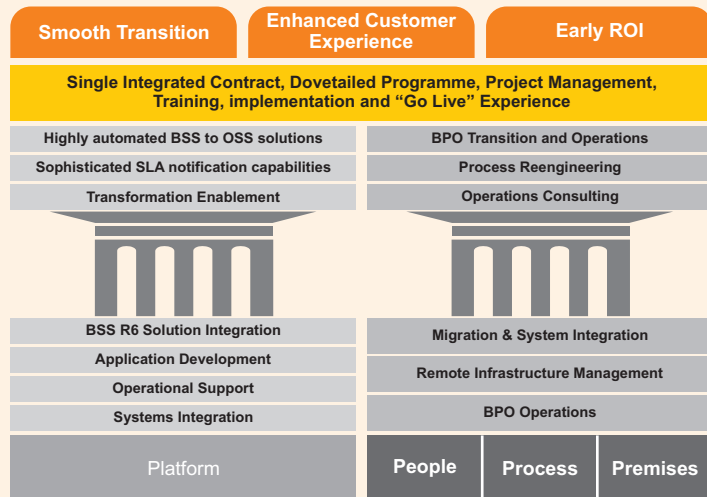
**How can we help?**

- We focus on addressing the problems associated with operating complex "order to cash" triple and quad play services
- We significantly enhance your business processes by tackling "hard wired" systems & processes
- We help re-establish your competitive edge by equipping you to handle rapid product launches
- Our capabilities also extend to Telco1.0 & 2.0 business models, and online product management
- High level of process automation delivered by Infonova's non intrusive end-to-end BSS

**Benefits:**

- Business strategies, eg. Triple to Quad play, new channels etc can be executed quickly and cost effectively
- New products & services can be integrated and launched in record time
- Organization costs are massively reduced through requirement for significantly less FTE
- Client costs are significantly reduced through substituting "lower cost" and "best in class" process professionals
- End-to-end automation of "order-to-cash" business processes with zero / low touch provisioning
- Legacy systems can be sunset providing significant additional cost reduction

## The Power of HCL Infonova Platform



A simple call / meeting with one of our business solution experts can add to your Organization's bottom-line!  
 Call us at: **+1 (408) 636 1500 Extn: 26042** or drop in an email to [marketing.bpo@hcl.in](mailto:marketing.bpo@hcl.in). to help us understand you better as a precursor to the audit.

**Success Story**

A Major European telecommunications company having fixed line, mobile, data, and Internet communications services.

**Key Objectives:**

- Introducing fixed-mobile convergence for Quad Play offer inside a tight deadline of 3 months
- Client wanting to be the first Quad-Player in Austria with an attractive offer of fixed and mobile phone services, broadband internet and IPTV.

**Benefits to the client:**

- Due to flexibility and configurability of the solution delivered, the client was able to launch their Quad bundle offerings within three months.
- The initial Quad Play offerings, launched in November 2007 reached a customer base of 170.000 within two months.

**Process:**

- The flexibility of the Platform was able to support the different products and services to be deployed
- The Platform was re-configured to enable customers use their internet accounts to service both their wire line and wireless products e.g. view billing details or buying add-on products like SMS packages.
- The solution supported Quad Play offers combining fixed and mobile phone services, broadband internet and IPTV.
- This was supported by powerful BSS/OSS features such as order-to-cash services, zero touch provisioning, and customer self care options (e.g. ordering, product changes, online statistics). Billing may be performed time based, volume based (UMTS, GPRS etc.), event based (SMS, MMS) or even content based (e.g. in case of value added services).
- The supported Quad Play services were: Broadband IP services / IPTV / Fixed Line Telephony / Mobile internet access via GPRS, EDGE etc