

Case Study

Telekom Austria, Infonova

Telekom Austria's Telco eShop Solution

Companies submitting case study:

Telekom Austria TA AG
Infonova

Authors:

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Applicable TM Forum Technical Areas:

NGOSS, eTOM, Multi-technology Network Management

Viewpoint:

Service provider perspective, System integrator perspective

Services:

Voice, Video, Data, VoIP, IPTV

Network Technologies:

Mobile GSM/GPRS, Mobile Edge/UMTS, Cable, Broadband, Fixed Line, DSL, IP, WiFi/WiMax

Business Problem:

In December 2007 and March 2008 Telekom Austria introduced their Triple and Quad Play offerings aonSprachKombi, aonKombi and aonSuperKombi. Beside traditional sales channels Telekom Austria wanted to invigorate online sales via a user-friendly customer self care portal. But the existing portal was inflexible, hardcoded and the launch of each new offering required a lot of time consuming significant programming effort. The new eShop had to be integrated into the system landscape of Telekom Austria including Infonova BSS to automate the whole ordering process. The ambitious goal of Telekom Austria was to raise the share of online orders in relation to total sales by 2010 up to 20%.

Solution Implementation:

Telekom Austria and Infonova adopted the optimal approach and built a full generic eShop solution based on a three-tier-architecture. In addition to the general advantages delivered by this architecture such as scalability, it also achieves a decoupling of application areas so that Telekom Austria can make changes at the eShop frontend by themselves, independent from the backend service development. This ensures that Telekom Austria has the flexibility to respond to market changes, with the capability to execute special campaigns and launch new products quickly without any additional programming effort.

The solution provides single-sign-on functionality. Customers logged into the customer self care portal can easily switch to the eShop without performing a new login as they will automatically be recognized by the Infonova BSS which provides all relevant customer data. This enables the eShop to only offer products and bundles that fit the customer's profile.

The eShop has interfaces to various installed systems like order management, product catalog and CMS. They are based on open standards like SOAP (Simple Objects Access Protocol) and REST (Representational State Transfer) and are platform and language independent. To take advantage of the TM Forum NGOSS framework, the whole project was geared to the Information Framework (SID) Program and eTOM. The final solution provides a SID based product presentation and product configuration as well as a CMS manageable content. This not only resulted in a full compatibility to all other systems in place using SID, but also in a reduced time to market and low cost of integration.

Deployment and Results:

The new Telco eShop implementation at Telekom Austria from Infonova replaces an outdated, inflexible customer self care system, where changes had to be configured using considerable manual labor. Now with the eShop solution manual interactions are a thing of the past. The standards based integration to the complex systems in the backend results in a seamless user interface for all shopping transactions allowing for cross-sell/up-sell activities and combination of items. Not only are feasibility checks automated in background, but the customer is now guided to order the next logical service, bundle or products making time consuming and costly manual checks obsolete.

All these achievements are resulting in a conversion rate that exceeds all expectations by far. In addition Telekom Austria has raised their sales share via the Telco eShop significantly and is now on the right track to archive its goals far before 2010. But most important, by introducing the Triple and Quad Play offerings Telekom Austria can successfully reach the most challenging goal - counteracting the loss of fixed line subscribers.

