

## Infonova Telco eShop

**Infonova's Telco eShop enables operators to configure and sell their products and services via online channels. It solves the problems typically associated with supporting product and service portfolios where there are significant product & service inter-dependencies due to bundling. Infonova's eShop enables the operator to fully customize and configure the user experience via a content management system ensuring that manual interactions by end-customers are a thing of the past.**

### CHALLENGE

Competitive pressures are forcing operators to seek cheaper and more innovative ways to attract new customers. Online sales via a user-friendly customer self care portal is usually the key factor to raise revenue and simultaneously save costs.

However, maintaining and offering differentiated telco products and services eg Triple / Quad Play offers, for purchase online is a highly complex process and requires logical management of many different interdependencies, e.g. a product bundle that includes several services for the price of one (e.g. mobile phone, an ADSL service, etc) or where customers are not able to buy products because they are not geographically available (e.g. DSL availability).

Additionally the eShop has to handle the business logic associated with innovative and complex pricing models for cross product-, customer- or contract pricing / discounting requirements where event & recurring charges have to be handled across the bundle.

Traditional sales portals or shop solution software - which are good for selling books online - are unable to handle the telco specific complexities because usually they have been designed to support the purchase of a physical one-off item that can then be delivered without any interdependencies - and therefore in most cases are hard-coded.

Using typical sales and shop COTS software can work but requires significant programming effort as well as and manual interactions to support each new offering, resulting in a long time to market for new products and offerings.

### SOLUTION

To enable operators to sell their product portfolio via online channels, Infonova developed a telco specific shop solution. The Infonova Telco eShop has the capability to resolve all the back office and front office complexities enabling a great buying experience for the end-customer due to its logic capabilities & rule based approach.

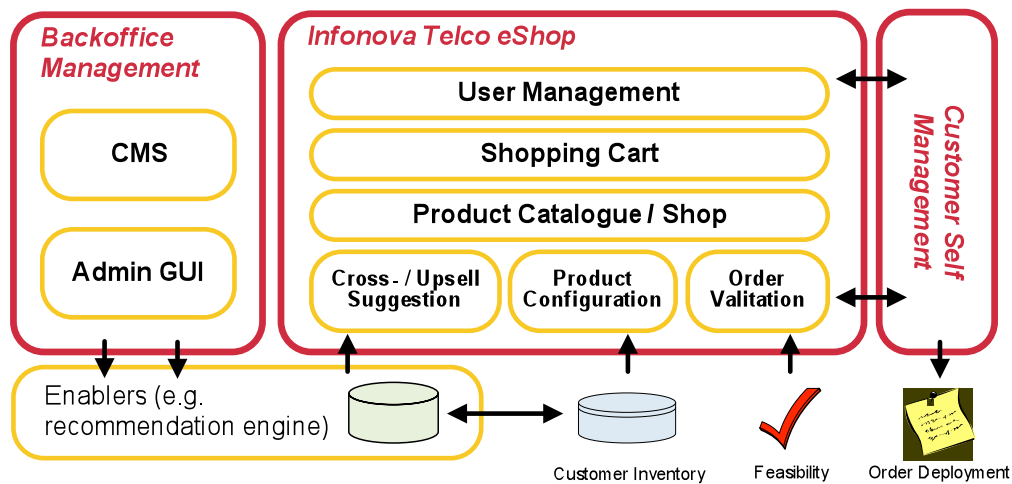
The built in business rules engine ensures that a customer's choice of bundled products from the product catalogue is consistent with what the customer has already bought - as well as the business / technical reality of what can be supported given the business rules and any technical or geographical limitations. The business rules engine also ensures that the customer's final selection is logically consistent with the business logic layer of the deployed BSS.

This makes it possible to lodge complex orders and fulfill upgrade/downgrade scenarios. Customers can order multiple products or bundle products according their specific demands - they have the ability to combine products and services into one shopping basket. The eShop will not let customers buy product combinations or bundles that are not feasible or sidestep logical product catalogue settings that define mandated features.

The core components of the Infonova Telco eShop are:

- CMS for content editing (e.g. product descriptions and graphics)
- Backoffice Admin-GUI
  - Definitions of Up-selling and Cross-selling campaigns

- Definitions of marketing bundles (one click shop of otherwise not connected products)
- Enabling of products for the online channel
- Enablers
  - Personalized suggestions for Cross-/Up-Sell
  - Interfaces for BI-driven recommendation engines
- User Management
- Shopping Cart for handling of chosen products and configurations
- Product Catalogue / Shop (frontend for display of products)
- Cross-sell / Up-sell Suggestion engine
  - Module for campaigns
  - API's for Enablers, customer inventory and product information
- Product Configuration
- Order Validation against product rules and customer rules



Infonova's Telco eShop is designed to integrate with any type of external systems, such as order management, product catalog, CMS, etc. The interface capabilities are based on open standards like SOAP (Simple Objects Access Protocol) and REST (Representational State Transfer). The Telco eShop is platform and language independent.

To respond to market demands in a fast and low-cost manner Infonova's Telco eShop can be maintained directly via Infonova's Content Management System or via any other third party CMS. The CMS can request product data and additional product information in real time enabling the creation of product bundles within the CMS without additional configuration inside the eShop.

## BENEFITS

Infonova's Telco eShop provides new opportunities for operators to acquire, service and support their customers at a lower cost. Time and resources can be saved by offering an internet self service channel to market. Also, the offer-to-market process can be accelerated and executed more effectively as manual interactions are a thing of the past. Feasibility checks are orchestrated automatically in background, customers are guided to order the next logical service, bundle or products without time consuming and costly manual checks.

## About Infonova

Infonova was founded in 1989 and delivers highly automated IT solutions for Telco & Media companies. Infonova's BSS solutions have been implemented for incumbent, attacker and cable operators supporting triple & quadruple play service portfolios.

For more information, please visit [www.infonova.com](http://www.infonova.com)