OpenCms in the Telco industry -
A Tale from Down Under

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Once upon a time ...  
... in a country far, far away
AAPT’s Situation –2004 A.D.

- Telecommunication company
- Telecom New Zealand subsidiary
- Result of massive M&A
- Aggressive marketing
- Sub-optimal operations/Fulfillment
- Bad support
The Poor CSR’s ...

- As at July 2005 the total number of call centre applications was 402
- On average a CSR will use 80 applications per day
- There are approximately 5 billing systems, 4 OSS systems, 8 faults systems and 4 sales tracking systems (and many, many more..)
- Power CSR’s need at least 2GB of RAM in order for their PC to be able to operate the various systems at the same time
The Website

• The website is currently completely static
• It costs $30,000 in internal OPEX to change a word on a page
• We have a total of 24 FAQ’s
• 20 of these advise customers to call AAPT
The heroes

• Head of strategy
• Four business owners
• Building up team from scratch
Strategic approach

• Step-Out Approach
  – Project separated from overall business

• New brand moments defined

• New core system
  – Greenfield approach for OSS/BSS

• Cross platform CMS
Communication

1. WebSite
2. Call Center
3. Marketing-Literature
4. Door-Knockers
• Full self service capability
  • Reduce cost in call centres
  • Improve customer experience
  • Improve response times
  • Increase Retention

• Virtualization
  • Virtual Service Operators
  • Customizable per Operator

Vision/Goal
Approach and Deliverables

**Strategy**
- Phase 0 Strategy
  - Terms of Reference
  - Business Def.
  - Process Definition Documents
  - High level use cases
  - Project Management Plan

**Design**
- Requirements Engineering
  - Detailed use cases
  - Wireframes
  - Customer journeys
  - Styleguide
- Design
  - UML diagrams
  - Proof of concept
  - Interface specifications
  - Mock-Ups

**Build**
- Implementation
  - System Implementation
  - Interface implementation
  - Unit Testing
  - String Testing
  - User Documentation
  - Admin Documentation
- Content Editing
  - Deployment
  - System Integration Test
  - Business Acceptance Test
  - Content Editing

**Operate**

10 months
- **Functionalities**
  - Administration of low structured content
  - Customizable Customer Self Care
  - Offer administration
  - Order Handling
  - Order Picking

- **Non Functional Requirements**
  - Scaleable solution (clustering, distributed environment)
  - Browser compatibility
  - Sun Solaris as system platform
  - n-Tier-Architecture

Requirements
SSoT

CMS

WebSite/Print

Extranet

Intranet
End to End Content Management for Telcos

- Workflow based web content management
  - Update Product/Pricing Information
  - Other portal content
  - Intranet content
  - Partner Portals
Duration order capture
Duration average order
Time to market
Online Sales
+600%
Offline Sales

Legacy system

New system
Online Bundle sales

Legacy system
Y4 45%

New system
Y1 65%
# of CSRs
Fact Sheet

- Australian Telco, market attacker
- Subsidiary of public listed company
- Three platforms to be maintained:
  - WebSite
  - Customer Self Care Area
  - Administration Center for Call Center Agents
- Integration into OSS/BSS environment
- Platform used: OpenCMS
- Integration: via DTOs, WebServices, file transfers
Success factors

• Close relationship with project team on client side
  – Business owners
  – Agency
  – IT
  – OSS/BSS Team

• Sound domain knowledge
  – Dedicated, experienced team working in this area for years

• Sound industry experience
• Proven track record of CMS implementations
• Know-How transfer to clients staff
• Scaleable OpenSource Solution based on Java
And they lived happily ever after!
The next step?
And they lived happily ever after?
I’ll be back!
Let’s talk!

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