



TeSHOP

A real-time, fully automated ordering for Telco Operators



Meet *TeSHOP*...

...and accelerate your e-business!

Based on Emeldi Group consultants' years of specialized experience in the field of telecommunications, we have targeted the functional and capability requirements unique to e-commerce solutions in the telecom industry, and have developed a robust and reliable online sales platform specifically designed for fixed, mobile and/or convergent

operators and their products and services.

Its modular architecture enables for a solution configuration aligned with operator lines of business.

Emeldi's Telecom eSHOP (*TeSHOP*) was designed to provide a perfect-fit online ordering channel to meet commercial needs of any Telecom operator or Service Provider.



Flexibility Assured

The Challenge

In the telecommunications industry, online ordering channels play an ever increasing role in the delivery of an operator's products and services to its partners and customers. Current market conditions combined with stagnated Averaged Revenue Per User (ARPU) place a demand on operators to deliver services in more cost-effective way, while customers still demand high quality, flexibility and convenience.

As the nature of telco products, bundles and convergent services continues to rapid evolution and growth in complexity, operators are now facing the ever-increasing challenge of providing a highly comprehensive, flexible and adaptive online e-commerce solution in an ultra competitive marketplace.

The Solution

TeSHOP is a truly flexible and robust telecommunications e-commerce platform which allows operators to deliver their services in a timely, accurate and cost-effective way, reducing time-to-market deployments and providing the competitive advantage of scalability and flexibility to react quickly to conditions in the ever-growing and evolving telecommunications marketplace.

Providing capabilities to offer a truly dynamic product portfolio, *TeSHOP* allows for the full synergy and harmonization of telecommunications commercial products and entities:

- bundles
- devices
- pricing schemes
- campaigns
- premiums
- convergent services

TeSHOP provides flexibility



Architecture & Integration

Architecture

TeSHOP is built on the Emeldi **UniPortal** framework. Emeldi UniPortal is a universal Portal framework developed by Emeldi and designed for development of e-commerce business solutions for various industry segments.

Emeldi developed two main business solutions for the telecommunications industry

- Telecom electronic Selfcare - "*TeSelfcare*"
- Telecom eSHOP - "*TeSHOP*"

These two business solutions are deployable separately or as a single integrated solution.

Integration

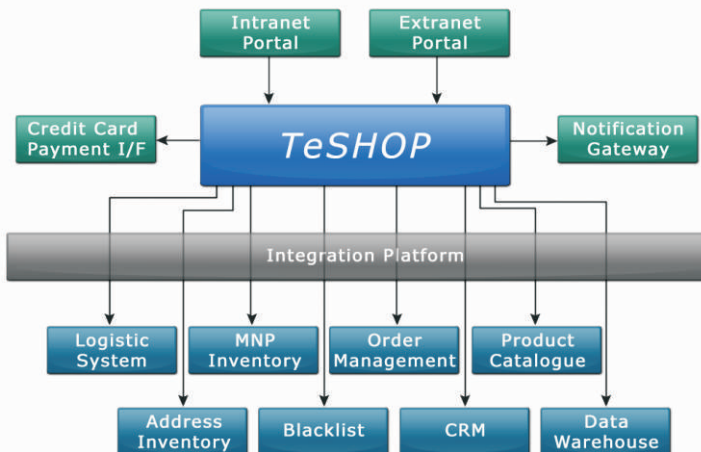
TeSHOP's power stems from full integration with the complex front-end and back-end systems typical of a telecom operator's SOA environment.

Your eCommerce platform fully integrated in months

TeSHOP's complete integration time into a carrier-grade service-oriented architecture (SOA) is 3-4 months. How is this possible? Using *Agile Software Development* techniques, Emeldi's telecommunications consultants have developed a highly-effective methodology for integrating *TeSHOP*'s modular, component-based architecture into live environments via incremental waves.

Waves vs. Big-Bang

TeSHOP may be used either as a stand-alone, partly or fully integrated solution and therefore may be released into the live environment via deployment waves. This greatly simplifies integration efforts and avoids the inherent difficulties encountered using big-bang roll-out strategies.



Robustness and flexibility

TeSHOP is architected for easy integration with:

- External product catalogues
- CRM applications (e.g. Siebel, ...)
- External workflow processing engines
- External business rules definition systems
- External validation engines (for example registry of debtors, address validity checking, ...)
- Various payment engines (paypal, credit card payment systems, ...)

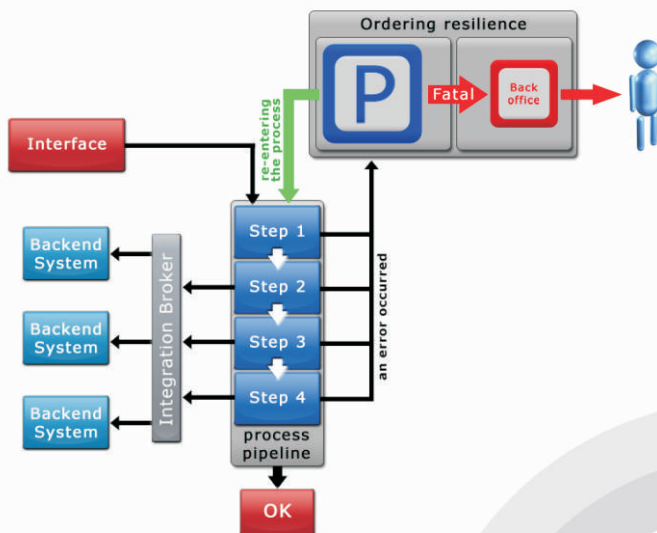
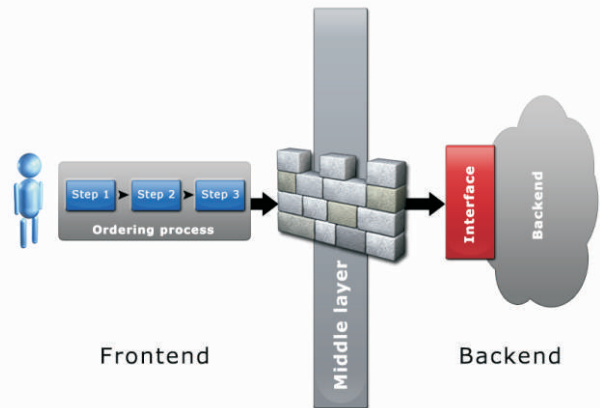


Extended order resilience

Avoid Revenue loss or churn with *TeSHOP's* extended order resilience

Breaking the chains of dependence

Orders are never lost or turned away due to failures in external or internal back-end systems. Boasting a sophisticated order resilience mechanism, *TeSHOP* provides a powerful means to intelligently continue ordering workflows even while critical back-end systems are not responding. From the online customer's perspective, *TeSHOP* provides 100% availability regardless of the situation behind the middle layer.



Parking

During back-end faults, *TeSHOP* processes online orders from customers using cached data to direct the order. Orders are parked to be completed at a later time when communications with the back-end systems are re-established.

Never Surrender

Effectively using the back office

TeSHOP provides a powerful tool for customer retention by forwarding comprehensive fault information to back-offices where human intervention can take place.

Empirical studies show that back-office proactive efforts yield an up to **70% conversion** rate on business retention when this practice is successfully employed by Telecom providers.

Special features

Getting closer to the customer with e-chatting

The e-chatting module offers customers the opportunity to contact operator's service representatives via online chat to help them to resolve any service delivery problems they may experience.

Reduce operating costs and increase revenue

- Rapid information exchange
 - Full customer information is transmitted automatically by the portal leading to faster resolution times and lower expenditures.
- Multitasking
 - Help desk operators can multi-task their incident resolution efforts across multiple customers simultaneously.



Product Catalogue

The Flexibility to Adapt

The highly adaptive and robust nature of the product catalogue offers the capability to fully model the complex product portfolio of a fixed/mobile provider.

Thanks to its comprehensive domain model, the *TeSHOP* product catalogue can define:

- bundles
- service dependencies
- service/product compatibilities
- devices and other HW
- pricing schemes
- premiums

Plug and Play

With the flexibility to fully model today's telecom product portfolios and pricing schemes, *TeSHOP's* product catalogue plugs seamlessly into any operator's pre-existing environment.



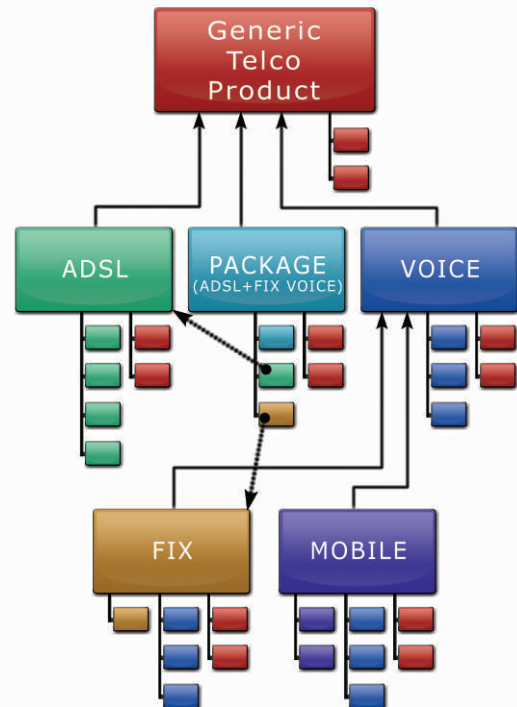
Campaigns

TeSHOP has the ability to deliver highly dynamic campaigns with fast time-to-market turnovers. New campaigns can be configured for direct advertising on the public sales portal effortlessly through its CMS's banner module.

Incubator

Thanks to the *TeSHOP* incubator, product-lines can be configured and deployed safely ahead of the desired launch dates without the worry of prematurely publishing its contents.

TeSHOP quarantines new products and only publishes them when they are explicitly released. .



Real-world price definitions

The product catalogue is designed to allow the modeling of complex yet highly flexible pricing schemes enabling a Telecom operator to offer a wide range of sales options to its customers. Schemes may be defined based on any number of conditions.

Who is master?

The Emeldi *TeSHOP* product catalogue follows a master/slave paradigm, however offers the flexibility to assign itself a role of either master or slave (or both).

In slave mode, *TeSHOP's* product catalogue intelligently synchronizes the data only necessary to carry out its ordering functions. This perfect-fit modeling translates to reduced efforts in harmonizing product catalogue structures between *TeSHOP* and its master.

As an added feature, the *TeSHOP* product catalogue can assume both master and slave modes simultaneously; some sections of the product catalogue may act as master while others may import their data from various other external systems.



The Ordering Experience

The look - Scenarios

TeSHOP ordering scenarios sit at the heart of the online customer's ordering experience. Structured into a series of easily navigable steps, *TeSHOP* scenarios are configurable and extendible GUI page flows designed to provide the customer with full power of control and deliver an intuitive, user-friendly web ordering interface to direct both sales and checkout processes.



Scenarios offer many advanced features:

Administration

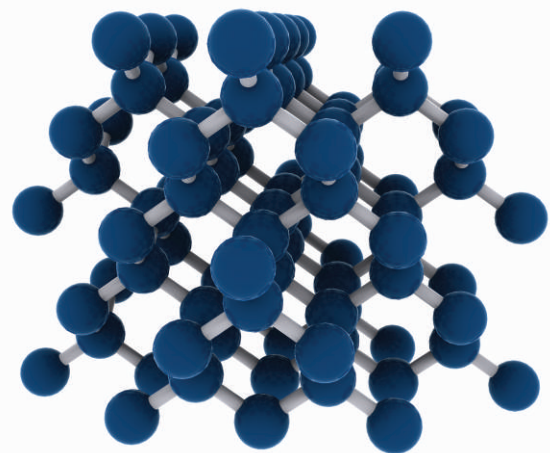
- Easily redefine transitions from one step to another within a scenario.
- Step reusability - implement once, use many times.
- Full order auditing is implemented allowing operators to monitor and evaluate ordering trends, improve process workflows, or identify areas of frequent failure.

Browsing and Maneuverability

- Back/forward browsing & navigation to other steps throughout the order process.
- Using modern Web 2.0 technologies (AJAX).
- Ability to save ordering progress, receive email reminders, and resume order at a later time.
- Easy integration with other online ordering portals.

The Brains - Business logic

TeSHOP supports the ability to define complex business rules which manage the behavior of ordering processes, ensure data consistency and publish advanced marketing features. Administrators can easily model sophisticated cross-sale, up-sale and *searchandizing* business rules and incorporate them into order processes, thus providing their customers with more purchasing options and a richer shopping experience; ultimately increasing revenue.



CMS, Customer tracking, Reporting

Total control



CMS

The Emeldi *TeSHOP* CMS allows you to focus management of all the aspects ranging across your entire Telecom eShop domain in a single point-of-service.

System Management

- Campaign administration, definition of product catalogue, reports.
- Definition of text and graphical content
- Multi-lingual support
- Multi currency support
- Design templates bringing a high degree of look-and-feel flexibility

Advanced administrative capabilities

- Access to the CMS can be restricted using **roles and rights**
- The CMS is designed to support multiple users with multiple roles allowing different levels of access to its wide range of core features to different users.
- The Emeldi *TeSHOP* CMS supports supervision capabilities ensuring that modifications to the live environment must be accepted by an authorized user (such as a product manager) before being published.
- All configuration changes are logged and easily auditable and reportable through the history module.

Know your customer

Emeldi understands that intelligent reporting practices have become an integral part of successfully maintaining and operating a telecommunications enterprise.

TeSHOP offers extensive tracking and reporting of online users' behaviors and trends.

Customer search requests, purchasing transactions, and other aspects of a customer's online usage are tracked in order to deliver better-targeted product offers to customers based on their behavioral patterns. For example, *TeSHOP* will rank products in offer-lists based on user preferences and past searches.

Making sense of it all

TeSHOP provides a robust reporting framework allowing you to consolidate your data and gain key insights into methods on how to continuously improve your internal processes.

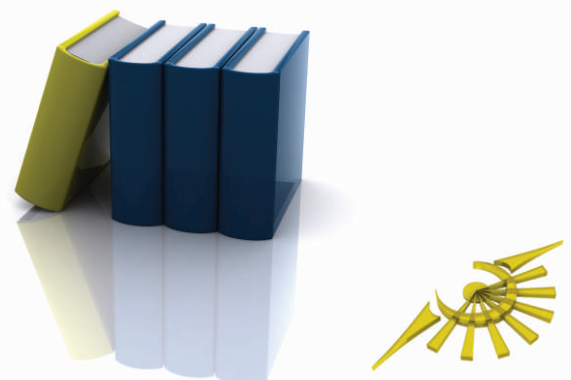
With *TeSHOP*'s highly configurable reporting engine, reporting possibilities are only limited by the imagination.

Reduced setup times

TeSHOP comes pre-packaged with a comprehensive suite of valuable, ready-to-go and frequently-used reporting templates.

Examples include:

- Identify best-selling products and purchasing trends
- Detect show-stopper ordering steps or processing faults
- Back-end system fault detection
- View order counts per scenario type, segment, channel, date, etc.



Success Story

Example of implementation timeframe in Tier 1 operator Telefonica O2 Czech Republic



Background

Telefonica O2 Czech Republic is a major Tier 1 operator providing both fixed and mobile services. Goal of *TeSHOP* implementation was to provide complete convergent eCommerce solution for retail and small business customers, and to also provide a shopping platform for external dealers and partners (telesales).



Solution

The project to re-develop Telefonica O2 eSHOP started in June 2008. There were integration challenges along the way - *TeSHOP* was configured to communicate with:

- TeleSales Product Catalogue - product catalogue extended by parameters specific for mobile products
- Telefonica O2 Residential address database
- Back-office, Black-list
- 3D Secure Ceská sporitelna - for payments by credit cards

TeSHOP in Telefonica O2 works as a single eCommerce platform for fixed line services (e.g. ADSL, IPTV, VAS services, hardware) and mobile services (e.g. phones, tariff plans, data plans, hardware, mobile VAS services, contract extension, mobile number portability).

About

Emeldi Group

The Emeldi Group is a specialist provider of value-added Business and IT Consulting services as well as Integrated Software Products to the Communications & Media Sectors, with offices in London, UK, and Prague, Czech Republic. The group comprises 3 distinct companies, each offering a high level of synergy with the others, and all dedicated to enhancing and developing the Emeldi Brand and the experience of its customers.

Business Areas

We are especially active in the Communications & Media sectors, while we also have clients from other industries. All of our clients tend to be users of leading-edge, total-integration solutions, and consulting services, of which Emeldi is a specialist provider.

Further Information

For further information, browse, or contact us through our website:

www.emeldi.com

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