



# UniPortal WebOrdering

The intuitive, web-based ordering channel for Telco Operators and Service Providers.



Flexibility, combined with ease-of-use

To be competitive, telecommunication companies must provide a rich portfolio of products, product bundling ability, special campaigns and much more in order to attract the customer. However, with product portfolio complexity, in most cases integration of on-line ordering with the core product catalogue is also

complex, meaning that general-purpose ordering system is not easy to use for end customer.

To meet this challenge, Emeldi has developed UniPortal to simplify complexity and reduce customer's lead-times for delivering their on-line ordering solution.

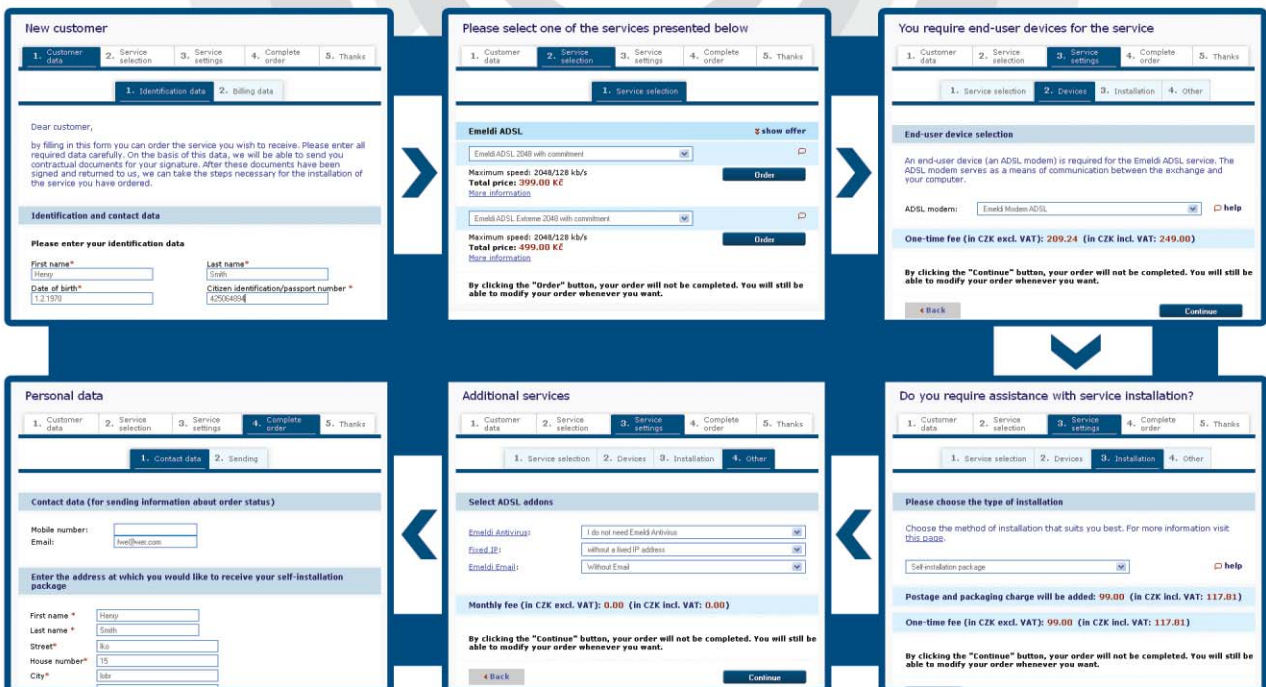


# Easy to order

Customer: It's easy to order, but I still get exactly what I want!

From the customer's point of view, we focus on an intuitive User Interface. Ordering with Emeldi Webordering Portal is as easy using a familiar desktop application wizard. The customer simply moves from one step to the next until the order is complete, and the customer has built an order comprising exactly the products and services that s/he needs. Using "Service availability agent" Webordering Portal can check, based on the customer's phone number or address, what products are available.

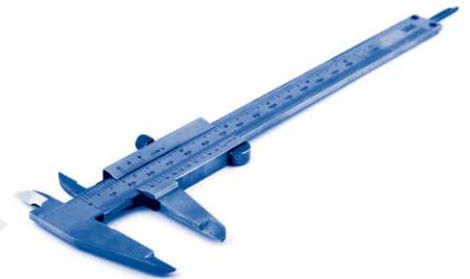
This is very useful feature for fixed line operators that provide different products in different places – for example faster ADSL connection with IPTV products availability in cities, and slower ADSL in rural areas. For customer's ease, activation price and monthly price is calculated on-the fly, using modern AJAX technology. Naturally, after every step of building an order, it is possible for the customer to return to a previous step and make any necessary changes.



# Configurability & Robustness

## Product Configurability

EWOP currently implements ordering of products like ADSL, IPTV, CDMA, GSM and Fixed Line. All these products can be bundled with specific business and technical requirements.



In every order the following selections are available:

- Device dependent on ordered services: ADSL modem, CDMA modem, set-top-box, mobile.
- E.g. if customer orders IPTV, he also has to order set-top-box
- Type of installation:
  - Take away (self installation)
  - Advanced installation by technician
  - Small installation
- Add-on product and services
- Gifts, special offers
- Order type specific agreements
- Service configuration, e.g. login and password for ADSL service



This, however, is just part of EWOP's robustness.

From our research, we found, that there are customers that initiate an order but, for some reason, do not complete the process. There may be various reasons for this – the customer didn't understand something, or perhaps didn't know which route through the process to choose, or had technical problems...

In such cases, EWOP does not discard the unfinished order. If there is no activity on the order for a specified time, the order is sent to the back-office, where it may be reviewed, potentially leading to a contact with the customer by phone or mail, allowing the order to be completed.



# Instantly



For Operators or Service Providers, it is very important to cut "time to market" for new products to a minimum. Also very important is to provide to the customer "additional products" to offer a fully rounded solution.

We developed Emeldi Webordering Portal with those requirements very much in mind. At the core of EWOP configuration is a web-based administration console that supports such features as:

- Creation of new products, that are based on current ones just with few clicks
- Multi-language interface
- Flexibility to change all text and 'boilerplate' in UniPortal. Support for user roles (e.g. author makes changes to texts, but they are visible to end user only after committed by editor)
- Tracking of all orders (both finished and unfinished)
- Detailed statistics of orders
- Visual interface can be easily customized by "skins"
- Summary of order - at the end of ordering, summary page is saved in PDF. Later this PDF could be used as proof of what user saw before he confirmed order. It's usually requested by regulators or local laws
- Campaigns - operators can define unlimited campaigns, in which can be offered specially discounted products or products with some special bonuses
- Order steps configuration - all steps of the ordering process are easily configurable simply by altering an easily-maintained XML-based configuration



Tracking of all orders (both finished and unfinished)

Dealer can see:

- List of orders he made
- The last step performed by customer
- Every sent/received messages
- All data entered by customer
- All products ordered by customer
- Time of every milestone



# Integration

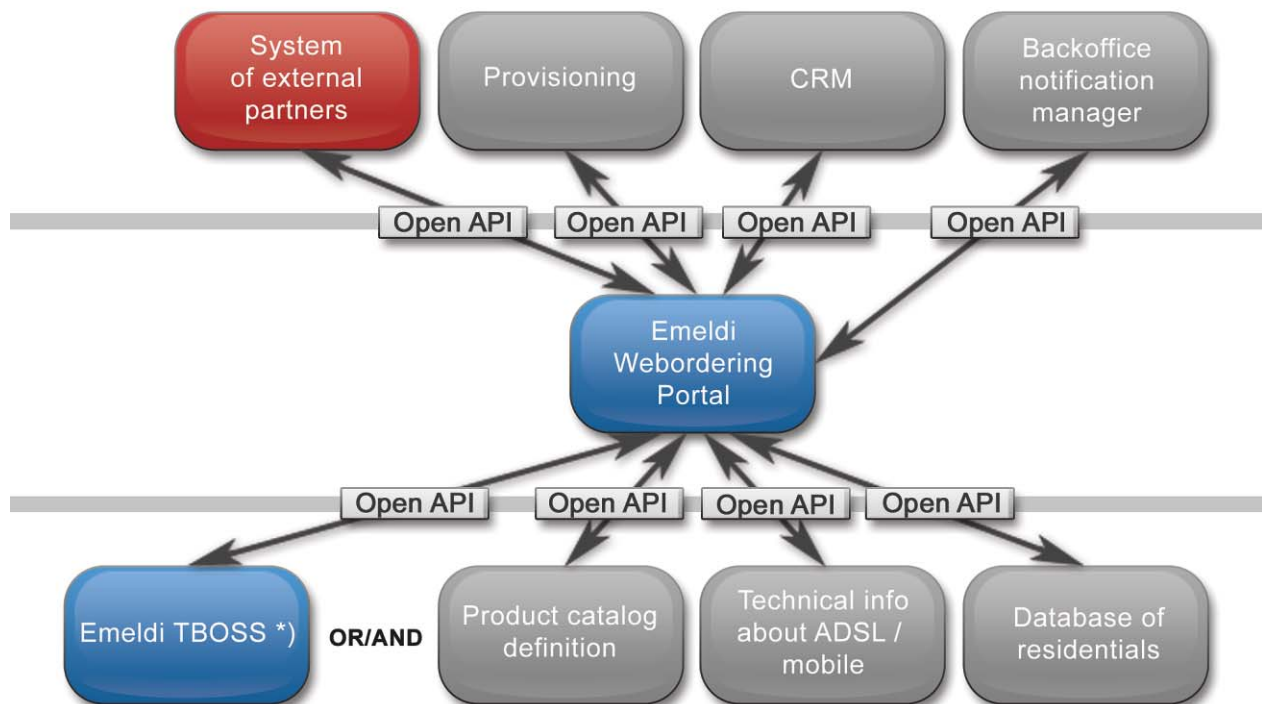
## Handling orders 24x7x365

Web ordering application is one of the most visible systems for end customers – like the point-of-sale, it offers a unique opportunity for customer interaction.

To maintain quality of service to customers, EWOP ensures that Operators are able to take an order, even when some external system is down. This is accomplished as follows:

- When EWOP becomes aware, that an external system is down (like service for technical info, CRM, provisioning, ...), the service centre is immediately informed
- Default data are provided for orders – for example all ADSL products are offered to customer (even when it is not possible to verify if the highest speed is available for that customer)
- From customer point of view, order is finished without any problems
- In EWOP such order is 'parked' until the external system is up again
- When the external service is resumed, validations are re-started – to ensure it is possible to provide products, that customer ordered
- If validations are OK, order is send to back-end systems (Provisioning, CRM etc.,). Otherwise the order is sent to back-office system

## Emeldi Webordering Portal diagram



\*) TBOSS itself can deliver Product catalog definition, Provisioning CRM and Backoffice notification manager



# Success story

## Emeldi Webordering Portal – Telefonica O2 case study



### Background

In autumn 2006 Telefonica introduced next generation products – bundles, IPTV, and various add-on products. In parallel with this they started to promote their ADSL products very actively – using special campaigns and time limited products. Campaigns were changed very frequently and this, naturally, impacted the legacy Web Ordering application. As the legacy application was not prepared for this, every small change, from a business point of view, was expensive and timeconsuming.

### Solution

In Q3 2007 Emeldi offered Telefonica O2 Emeldi Webordering Portal. There were integration challenges during analysis – EWOP was reconfigured to communicate with:

- Siebel
- TBOSS
- Telefonica O2 Residential address database
- Back-office, and several other systems

Thanks to open EWOP middleware and Emeldi OpenAPI the integration task was completed and delivered for testing in less than 5 weeks. EWOP was also extended with all new functionalities that Telefonica O2 wanted – special discounts coupons, support for surveys and also the User Interface design was changed to fit Telefonica’s “look and feel”. Implementation was finished in September 2007 and Emeldi Webordering Portal is now the consolidated web channel for taking orders for Telefonica’s convergent services.

Thanks to Emeldi Webordering Portal we can focus on our business – without thinking „how much will it cost to add a new product or to change simple text“. Also with product robustness we are sure, that we will not lose sales resulting from incomplete orders.

*Tomáš Minka, Telefonica products development*

### About

#### Emeldi Group

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

#### Business Areas

We are especially active in the Communications & Media sectors, while we also have clients from other industries. All 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](http://www.emeldi.com)

