



# MONETIZING THE NEW ENTERPRISE

**IS YOUR BSS UP TO THE CHALLENGE?**



## SERVING THE NEW ENTERPRISE

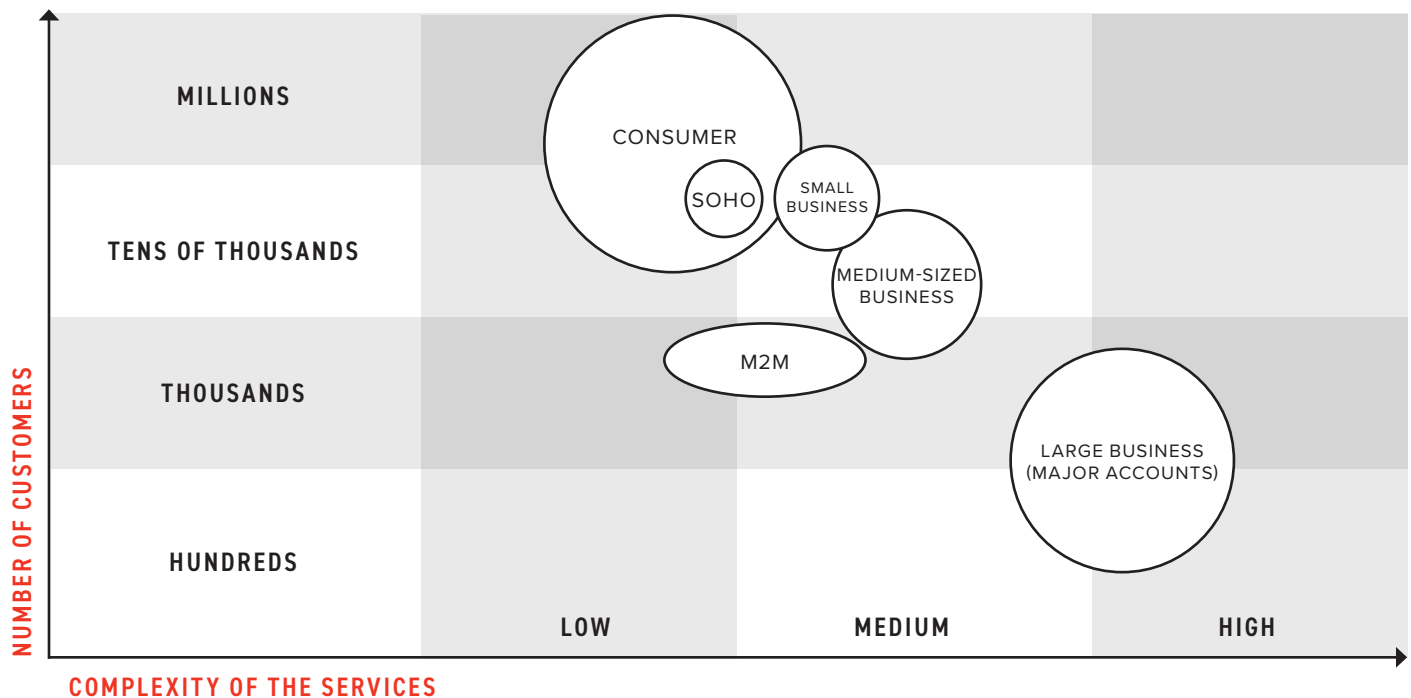
Communications Service Providers (CSPs) have widely differing views of their business customers. Some group them with consumers, others set up specialized divisions to take care of them. But because the average CSP generates about one-third of their revenue from the business segment, most are increasingly focused on better serving the enterprise. This trend is reflected in the CSPs' allocated spend on systems that will support the needs of the business segment.

Historically, systems spend has focused primarily on the network and network services, but spend is shifting towards customer-oriented systems for serving the business segment, and analysts foresee this trend continuing some way into the future.

Customer-oriented systems are much-needed for the business segment, as enterprises need to be

convinced to spend, delighted by their services, and actively managed on their terms as much as the consumer segment. A recent Accenture study revealed that enterprise customers had terminated service provider contracts for reasons of poor billing performance at a rate of 10%, a figure that would be unacceptable in the consumer segment.

In many cases, CSPs who treat consumers and businesses in the same way and manage them with the same systems and processes are trying to fit a square peg into a round hole. This approach is fundamentally flawed, and CSPs would be well-advised to disavow themselves of two beliefs: that enterprise customers can be treated the same as consumers, and that billing is not especially important to such customers. Instead CSPs need to embrace a new mind-set in approaching enterprise.





## LESS COSTS, MORE SERVICES, ONE SUPPLIER

As CSPs focus on serving their enterprise customers better, they find that those customers are changing. In today's environment, any smart business—the CSP and its business customers alike—are focused on cutting costs while seeking innovative use of information and communications technology (ICT) to meet the needs of existing customers and to attract new ones. The new enterprise is exploiting ICT in ways that weren't dreamed of until recently. Trends in ICT, such as M2M and the cloud in particular, are revolutionizing how businesses both operate and deliver differentiated services to their customers.

That rapid innovation in the ICT space is also causing enterprises to think differently about how they source and buy ICT offerings. Bring Your Own Device (BYOD) trends raise new security concerns (as a business's data can easily be transported within and without

its physical boundaries). The increasing adoption of cloud-based applications by a growing pool of buyers within an enterprise, often outside of the control of the IT organization, reflects the demand for more personalized services, more quickly. CIOs and CTOs are challenged to individually vet, negotiate, implement and secure innovative ICT offerings quickly.

Enterprises looking to streamline operations increasingly seek to reduce the number of suppliers, and many look to a 'one-stop-shop' for all their ICT needs. This results in a market where the supplier that can meet the most needs has a very good chance of gaining the lion's share of the business; and consequently puts CSPs, as an ICT supplier, in increasingly fierce competition with the likes of everyone from Amazon and Salesforce to IBM and HP.



# CSPS FOR THE NEW ENTERPRISE

What's a CSP to do? They need to provide more, at better value, and they need to deliver innovative solutions to new business problems.

The answer frequently lies in how CSPs deliver new services and products, and where they derive those services and products from. CSPs are increasingly realizing that they need to partner with numerous suppliers in order to deliver what their customers want. Achieving these goals entails addressing a number of common operational requirements.

**Manage complex relationships.** Both enterprise customer and partner relationships need to be closely managed to deliver outstanding customer (and partner) experience. At the same time, contracts need to be adhered to. And this needs to be achieved at the lowest possible cost.

**Empower personalization.** The very different needs of each enterprise need to be met in a bespoke fashion—from SMB to large enterprises, they are all unique. Treating them as such reaps the rewards of retention and loyalty. At the same time, CSPs need to meet the needs of the individuals within an enterprise—an organization is made up of people.

**Achieve repeatability and sustainability.** As a corollary to the requirement for personalization, it is equally important to pursue efficiencies through standardization wherever possible. While each business customer is unique, CSPs need to be able to serve them economically and efficiently—and consistently.

**Handle extremely large volumes of very different transactions.** As the number of offered products and services increases, so do the numbers and type of

transactions they need to handle. They need to be monitored, managed, measured, correlated, charged for and checked, at low cost.

**Simplify complex business entities and processes.** Customers, contracts, partners, products and services all become even more complex as the sophistication of the offerings increases. Making these as simple as possible—for both the CSP and the customer—increases customer satisfaction and reduces costs.

**Employ sophisticated revenue management.** Revenue recognition and accounts receivable all become more complicated due to the increased numbers of partners, contracts and other entities with which the CSP needs to interact, as well as the nature of the offers. Additionally, regulatory requirements continue to impact systems and business processes.

**Increasing importance of cloud and BYOD.** The growing adoption of cloud-based applications and the seemingly unstoppable trend of employees bringing their own devices into the workplace generate new requirements. These include expanded ICT offers and bundles and increasingly complex account structures that can separate business and personal accounts—from how they are charged to their rights and privileges and beyond—for the same user or device.

**The necessity for interoperability.** In responding to the demands of business customers, the CSP ecosystem has become more complex. As new systems and technologies are brought to bear on emerging business issues it will be vital to either integrate into existing environments or rationalize the complexities of new and old operations, or both.



## IMPACT ON THE BSS

CSG understands what it means to serve the enterprise market. Our enterprise solution powers the operations of leading CSPs around the globe that are successfully servicing this burgeoning market sector. As the requirements of the enterprise have grown, so too have the capabilities of our solution to handle the sector's transformation. The CSG enterprise solution leverages proven, comprehensive capabilities to drive a deeper, more profitable relationship across the broader service ecosystem.

### MANAGING COMPLEX RELATIONSHIPS

Good customer and partner management are essential to attract and retain the biggest, brightest and best customers and partners. This includes customer self-care and flexible revenue share models to ensure partner and customer satisfaction.

CSG's enterprise offering ensures that charges for tax, partners, loyalty points and more are calculated in one pass and revenue distributed to partners according to flexible rules. Product offerings such as shared allowances should be an important component of a CSP's portfolio, enabling customers to manage their budgets as economically as possible.

### PERSONALIZATION

Being able to respond to the individual requirements of each customer helps ensure customer satisfaction. Large enterprises often have such unique contracts that they cannot be monitored, losing potential revenue, or a whole billing system needs to be devoted to them, adding extra cost to business processes and infrastructure.

CSG's enterprise solution flexibility means that anything can be billed for; and, more importantly, can be monitored, managed and allocated. A framework concept for charging provides flexible options for measuring and charging customers' products and services without the pain of multiple, individual overly-engineered systems.

### REPEATABILITY AND SUSTAINABILITY

The framework approach not only provides a repeatable and sustainable solution for large corporate customers but can be used to serve small-medium-sized businesses too. In both cases, reuse of things like interfaces, billing tariffs, and other business logic reduces not only CAPEX and OPEX, but provides a faster time to market for new offers, or to stand up a new customer. Operational standards play a key role here, both within a solution and as it relates to the wider BSS stack in the CSP environment. CSG is committed to facilitating interoperability through TM Forum's Framework certification.

### LARGE VOLUMES OF VERY DIFFERENT TRANSACTIONS

Dealing with large volumes of transactions not only requires massive scalability at an economical price point, but the ability to adapt to the sorts of transactions that the new enterprise customer will be generating via the new services they will be consuming.

The CSG enterprise solution enables CSPs to quickly offer and charge for advanced services such as voice with streaming video, multi-user conferencing sessions and unified communications, all while reducing the impact on downstream billing systems.



The solution’s unified mediation business logic for services such as IMS reduces time-to-market and lowers the costs of launching new products and services.

**SIMPLIFYING COMPLEX BUSINESS ENTITIES AND PROCESSES**

CSG’s enterprise solution helps rationalize the complexity of serving enterprise customers. Frameworks and standards help, but so too do industry-standard workflow and configurability. In one CSP’s operations, CSG’s billing solution has replaced 35 legacy billing systems, which is a testimony both to its ability to streamline operations and to handle a wide range of billing demands.

**SOPHISTICATED REVENUE MANAGEMENT**

Automated accounts receivable processes and revenue recognition are standard features of CSG’s enterprise solution, supporting the complex financial settlement arrangements demanded by enterprise

contracts and regulation. The powerful concept of entitlements—units of cash, data, units, loyalty points, etc.—can be applied across product offers/propositions and consumed at user or hierarchy levels.

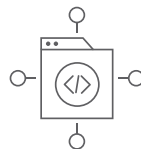
The CSG enterprise solution includes integrated charging and policy management, enabling real-time credit control and offering enterprise customers spend and other controls. In an increasingly real-time world, the CSP’s customers will soon avail themselves of the benefits of usage and activity reporting for a single service or across services, quality of service monitoring and control, configurable notifications for top-ups, service changes, expiry, charges, roaming activity and bolt-on options to optimize their employees’ spend and experience. Hybrid accounts and usage sharing between devices and employees is also growing in popularity, as is the ability to charge differently for work-related and non-work-related services or after-hours usage.



Volume



Time



Bandwidth / QoS



Content / Application



Notify



Bar



Throttle



Upgrade / Buy Add-on



## INCREASING IMPORTANCE OF CLOUD AND BYOD

CSG's enterprise solution adaptability delivers confidence that the CSP will be able to handle whatever is thrown at them—by their customers or by advancing communications technology. A long-time CSG client launched a multi-tenant IaaS resource which allows their business customers to purchase and use storage or computing power in an on-demand environment. The same CSG solution enables them to capture cloud usage data (storage events, templates, backups, usage snapshots), supports complex correlation of cloud events, and transforms network activity into chargeable event records for consumption by downstream billing processes and business analytics and dashboards.

Including cloud offerings in the CSP's services bundle increases customer stickiness; a JD Power and Associates survey found that businesses that have all of their services bundled with one provider are four times less likely to switch in the near future. The CSG

enterprise solution enables CSPs to offer bundled offerings that appear simple to the customer but which require sophisticated charging algorithms and business processes at the back end.

## INTEROPERABILITY

CSG's focus on industry standards and best practices provides CSPs with the confidence that its enterprise solution will fit into their overall ecosystem. Whether interfacing with legacy systems or integrating with partners' systems, CSG's solution provides a library of reusable assets, process integration and out-of-the-box features and baseline capabilities. It is extensible, interoperable and based on best practices as well as conformant to TM Forum's Business Process Framework (eTOM), Application Framework (TAM) and Information Framework (SID). Prior integrations to enterprise solutions including Salesforce and Infosphere reinforce this confidence.

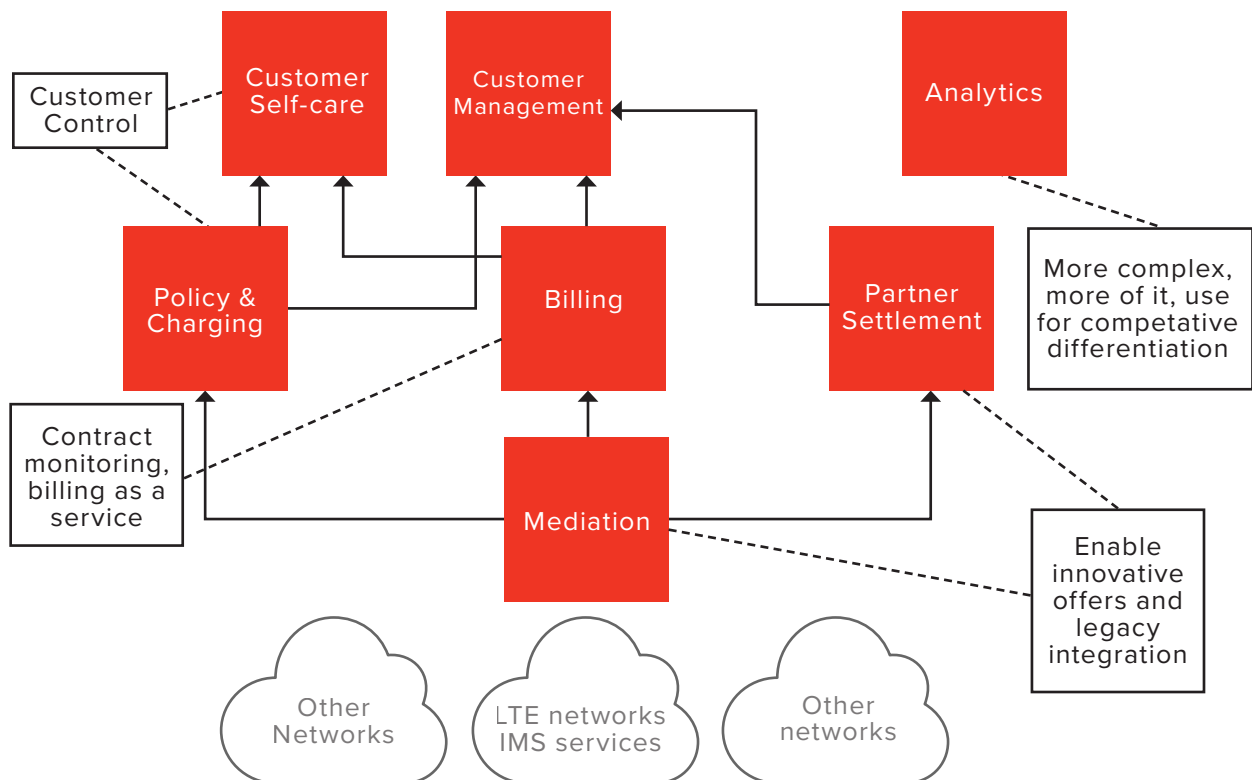


# INSIDE CSG'S ENTERPRISE SOLUTION

CSG's enterprise solution delivers all the critical capabilities for serving the CSP's business customers. At the heart of the solution is CSG Singleview, the award-winning charging, billing and customer management system. Renowned for its flexibility, Singleview is the world's leading COTS enterprise billing platform, chosen by numerous CSPs to meet the sophisticated enterprise billing requirements that other systems can't. This is underpinned by the CSG Total Service Mediation platform, which enables CSPs not only to manage the highly varied and massive number of interactions generated in an enterprise environment, but to minimize the cost and complexity of numerous network interfaces.

With partnerships becoming not only essential, but a source of competitive advantage, settlement with and management of partners is critical. Being able to settle flexibly, draw up advantageous terms and ensure revenue flow, in both directions, is a key to partner settlement, enabled by the market-leading CSG Wholesale Business Management Solution.

Integrated charging and policy management enables CSPs to bring real-time control both to their own operations and to their customers. Singleview ICP enables more accurate credit management, assuring revenue, while customers benefit from the ability to monitor and control the company's and the individual employee's spend and device usage.







## GETTING COMPETITIVELY PROFITABLE

As CSPs sharpen their focus on capturing the lucrative, yet dynamic, enterprise market sector, that same level of scrutiny must be applied to existing systems. Can those systems achieve the critical three “Ps” required to support the needs of the new enterprise: Personalization, Partners, Profitability?

The majority of CSPs recognize that their business customers have wide-ranging, often complex and very specific requirements, and that meeting those demands can garner considerable competitive advantage. With the CSG enterprise solution, personalization—providing the enterprise with a tailored offering—can be achieved without sacrificing profitability.

Equally, partner offerings, which increase the number of products and services that can be bundled and offered to the enterprise, are critical to attracting and retaining customers. The CSG enterprise solution ensures that managing and settling with partners is efficient and benefits all parties involved: the CSP, the partner and the enterprise.

Most importantly, the CSG enterprise solution offers the sophistication and flexibility to meet the needs of the most demanding enterprise customers, without the high operational cost. Interoperability—within the context of the CSP’s larger systems operations, as well as within the partner ecosystem—is achieved through rigorous adherence to standards and open APIs, streamlining business operation and removing the need for expensive integration. That same flexibility ensures that new service demands, new partners, and new customer types can be defined and supported in the future with minimum effort and overhead.

Together these attributes provide the competitive advantage needed to win in the enterprise market. Coupled with its superior return on investment and low total cost of ownership, CSG enables CSPs to achieve a higher level of profitability from their demanding enterprise customers.

## ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at [csgi.com](http://csgi.com) and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).