



BRIDGING THE BSS GAP

A MODERN STRATEGY FOR SUPPORTING
DIGITAL SERVICES...RIGHT NOW

A WHITE PAPER



TOGETHER, YOU WIN.



DUCT TAPE OR ALL NEW? A MODERN BUSINESS CONUNDRUM. OR IS IT?

It's a common scenario: companies need to launch new digital services, but legacy back-office systems are just that—legacy. Unable to make the leap to real-time, multi-device services in a way digitally-savvy consumers expect.

Marketing grows weary of waiting to announce new products. Finance continues to report an increasingly unsettling trend: declining customer counts, increasing subscriber acquisition costs and lower ARPUs.

Management questions: “Is this company nimble enough to support today's digital services—and responsive enough for whatever comes next?”

Limited options don't help ease the tension for IT. Append the existing stack or rip out legacy systems and replace them with a shiny new system ready to take on the digital world.

Evolving current architecture can often be twice as costly and comes with a higher potential of introducing hidden risks from a) basic—failure to integrate the new with the old, costing time and money, to b) monumental—PCI compliance failures

resulting in millions of dollars in fines and an incalculable loss of reputation.

‘Rip and replace’ comes with an equally low return on investment. According to McKinsey, large system transformation programs typically overrun their budget by 45 percent and deliver 56 percent less value than expected. With projects like this spanning months—if not years—before they are fully live, if ever. And if they do become operational, they are out-of-date before the end of day one.

The digital world won't wait. Neither will your legacy customers or cord resistant prospects. Netflix added 7 million new global subscribers last quarter alone! And the share of wallet for traditional operators will only continue to erode.

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Companies must bridge the gap between legacy business support systems (BSS) with new capabilities supporting digital services. And they must do it fast.

But is bridging the gap between old and new possible without the career-ending consequences? Is it possible to run new and old stacks in parallel? Can you move your business forward quickly while noticeably cutting costs? The answer is a resounding ‘yes.’

GET FUTURE READY...TODAY

Bridge the Old with the New

Legacy BSS infrastructure doesn't cut it in the digital services world but it's still a critical part of an organization's back-office systems.

Transitioning to digital services without adding extraordinary amounts of time, resources, complexity and cost is achieved by deploying a separate stack that integrates with legacy systems. This serves as a bridge between the old and the new, dramatically reducing costs (think millions) and dramatically speeding time to market—think 60-90 days.

New, agile platforms enable operators to then move subscribers from legacy systems to a new Digital Business Support System at their own pace.

Take note: Many say they do, but few Digital BSS platforms truly have this capability.



GLOBALLY, THE AVERAGE CONSUMER OWNS 3.3 CONNECTED DEVICES.

Go SaaS or, well...forget it.

Leveraging a Software-as-a-Service (SaaS), cloud-based platform lowers infrastructure, middleware and operating costs that consume capital expenditures, while enabling transformation to a “lean communications service provider (CSP).”

Attaining lean CSP status is imperative to realizing a successful digital services program. Achieving this operational state allows organizations to keep up with today's accelerated pace of change through quarterly software updates—instead of intermittent approaches from traditional software providers—guaranteeing predictability, speed-to-market and agility.

A fully-hosted and managed platform allows organizations to focus resources on strategic initiatives, maintain an exceptional brand image and leverage existing customer relationships.

CUSTOMER-CENTRIC IS THE NAME OF THE GAME

Personalized interactions with consumers is central to the digital business model. Taking a customer-centric approach that moves from reactively managing transactions to proactively taking consumers on journeys they want to take is a much different business model that requires a nimble Digital BSS platform to support it. One that brings significant new functionality without additional cost and meets consumer expectations. And all on the SAME Digital BSS platform that gets organizations future ready today.

With higher recurring capital investments than ever before and competitive pressures at every turn, having the right tools for maintaining an exceptional brand image and leveraging customer relationships is crucial to a successful (and profitable) monetization strategy in the digital services marketplace.



EVOLVE. YOUR CUSTOMERS HAVE.

Consumers have developed an insatiable appetite for digital services wherever they go—and on whatever device they choose. Globally, the average consumer owns 3.3 connected devices. In the age of Apple, Google and Uber, user experiences are expected to be easy (and seamless).

Omni-channel capabilities empower organizations to capture, analyze and act upon consumer preferences, habits and history. Leveraging a single federated identity for each customer ensures that regardless of service used in the past—or ones used tomorrow—the provider has full visibility into customer preferences across all services they use.

Gain Consumer Confidence. Gain Consumer Loyalty. Gain Consumer Share of Wallet.

Consumers want their individual preferences to be known and catered to—and they want to see this reflected in their interactions with their provider. But this has also made them more selective—in fact, industry research finds that nearly 70 percent of all consumers visit at least two channels before they choose one.

A critical step toward customer-centric journeys vs. one-and-done transactions is understanding how customers are searching, finding, buying and using all their services.

Cross-channel insights give organizations the ability to capture and act upon consumer intelligence opening the floodgates for building direct interactions that provide a differentiated, personalized digital experience for customers while building brand loyalty and monetization opportunities.

No question: Providers that can serve individual consumers on their terms are the ones that consumers choose to do business with.

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Other non-negotiables.

Putting digital offers, traditional offers or a combination of both in front of customers at the right time builds brand loyalty while realizing profitability and revenue gains. This requires a flexible catalog that can support both digital and traditional services, and can bundle those services as a single, yet individualized, customer offering based on—you guessed it—preferences, habits and history.

But catalogs alone aren't enough. Offer management must be easily enabled—without the need for IT experts to set up new offers or configure new products and services—giving non-IT functions across the organization the flexibility to quickly launch new products and services.

Additionally, order management capabilities must make it simple for consumers to order, purchase and use regardless of service (or services).

Remember: Customers don't care how complex their order is or what goes on behind the curtain to get it to them.

Identity, digital lockers, eWallet and unlimited payment options. Table stakes in today's digital economy!

Partnerships matter...a lot.

While consumers have expectations, partners do too. Sophisticated settlement and revenue share models have become essential to business models. A Digital BSS solution must also be able to deftly manage the complex ecosystem of products and services sourced from numerous third-parties across the digital services marketplace.

This includes extended billing relationships through complex hierarchies that allow partners to understand usage patterns and settlement amounts.

IN A NUTSHELL

It's obvious—to compete in the digital services ecosystem requires a new approach and new business model. But with today's BSS solutions, the risks are minimal and the rewards great.

Existing back-office systems are no longer an excuse for not capitalizing (and monetizing) opportunities that await. Gone are the days of evolving architecture or system overhauls in order to launch new digital services. Instead, back-offices can be augmented with a complimentary SaaS, cloud-based Digital BSS platform that bridges the traditional and digital services gap.



Organizations no longer need to choose between significant investments to upgrade networks to support data-hungry consumers or implement a digital services strategy. They can have all the functionality necessary to support a killer digital services program without added infrastructure.

Giving providers the capabilities needed to quickly grow this vital new customer base while supporting existing customers with new digital services—accelerating business models and bottom lines.

Ask Around: Many Digital BSS providers will say they can do what's been outlined here, but few truly have ALL this capability.

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 and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).