

NG CRM Release 1

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NG CRM Release 1 in Slovak Telekom

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Agenda

- 1) Slovak Telekom @ a Glance
- 2) NG CRM Program Introduction
- 3) NG CRM in Slovak Telekom
- 4) Implementation Details
- 5) What we have learned
- 6) Questions

1) Slovak Telekom @ a Glance

- The largest **Slovak telecommunication** and **multimedia operator**
- Slovak Telekom provides **fixed and mobile** services, digital TV and high-speed internet on metallic and optical technology for **residential** and **small business** customers (Leader in fixed voice, broadband and TV).
- Also provides complex voice and data solutions for big **corporate** and **wholesale** clients (Leader in Cloud, and DNS, leading position in ICT).



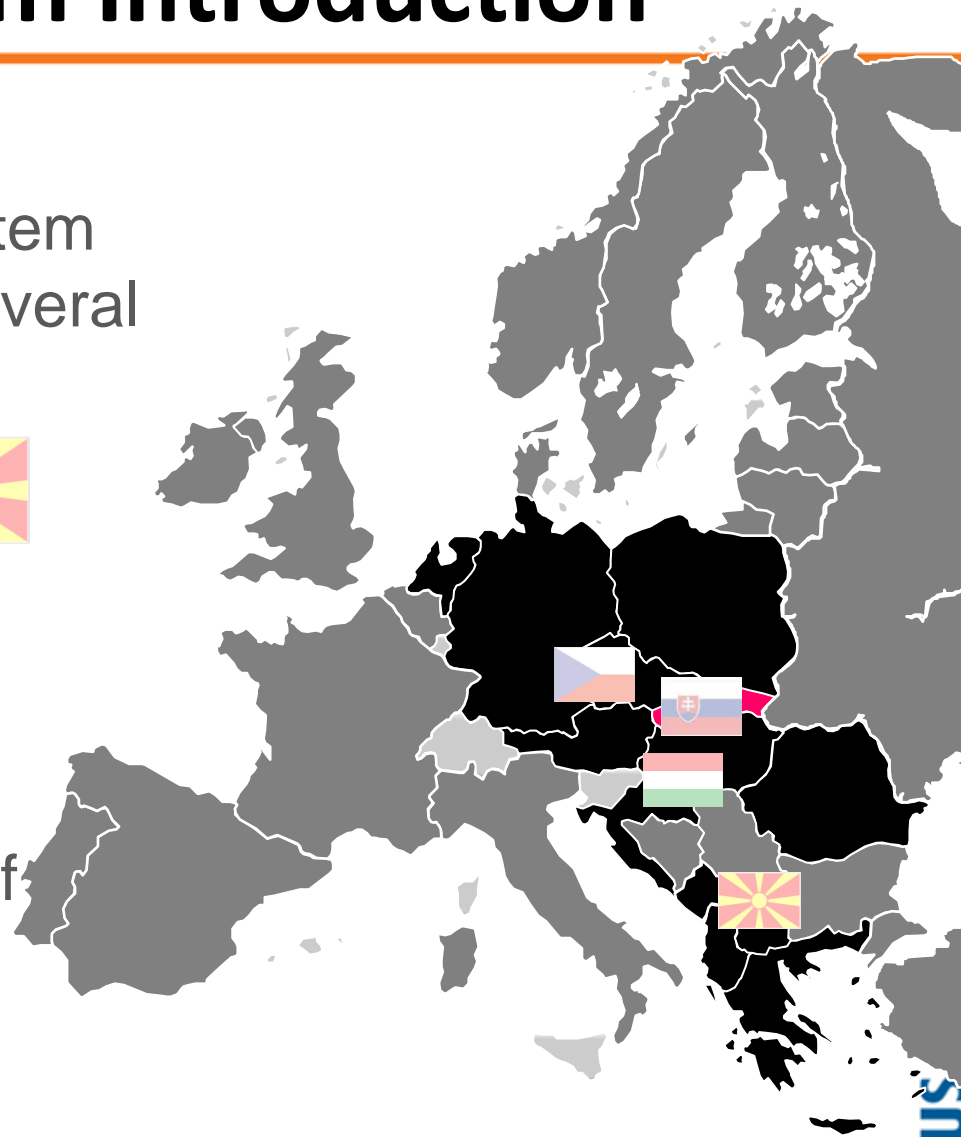
Slovak Telekom is part of global telecommunication company **Deutsche Telekom AG.**

2) NG CRM Program Introduction

- Next Generation CRM system implementation through several countries



- Started in 2010 in Hungary (Budapest)
- Design and development of 'Kernel' + further national localizations



3) NG CRM in ST- Roadmap



SALES FORCE AUTOMATION

- New CRM (SFA)
- Business and Corporate customers: fix/mobile unification
- Opportunities
- Forecasts



FIX AND CONVERGENT CUSTOMERS FIXED SERVICES

- New CRM system replacing legacy CRM
- New Integration/Order Execution
- Functional and technical changes in OSS
- New products
- Process automation

3) NG CRM in ST ... in Numbers

1 Integrator

1 E2E System Integrator for new world and legacy across BSS/OSS systems

2 Months

In 2 months 2 200 BSS + 500 OSS end users were trained (over 30 parallel training sessions a week).

3 DAYS

Big bang approach. Main cutover activities to switch off old legacy applications and switch on new world executed in 3 days "over the weekend" (Thu night – Mon morning). 280 executors participated.

85% of SYSTEMS

85% of Slovak Telekom Fix-Line IT applications impacted (98 systems).

160 Interfaces

160 interfaces in NG CRM domain only, further interfaces impacted in OSS and other legacy systems.

450 PEOPLE

250 internal people and 15 different vendors (~200 people) involved.

1.8mil CUSTOMERS

Over 10.5mil of SERVICES

Over 1.8mil of customers and 10.5mil service instances migrated to the new systems.

3) NG CRM in ST – R1 Governance

Program Management

Business Transformation

Processes
Procedures

Communication

Trainings

System Transformation

E2E System Integrator

CRM

OSS

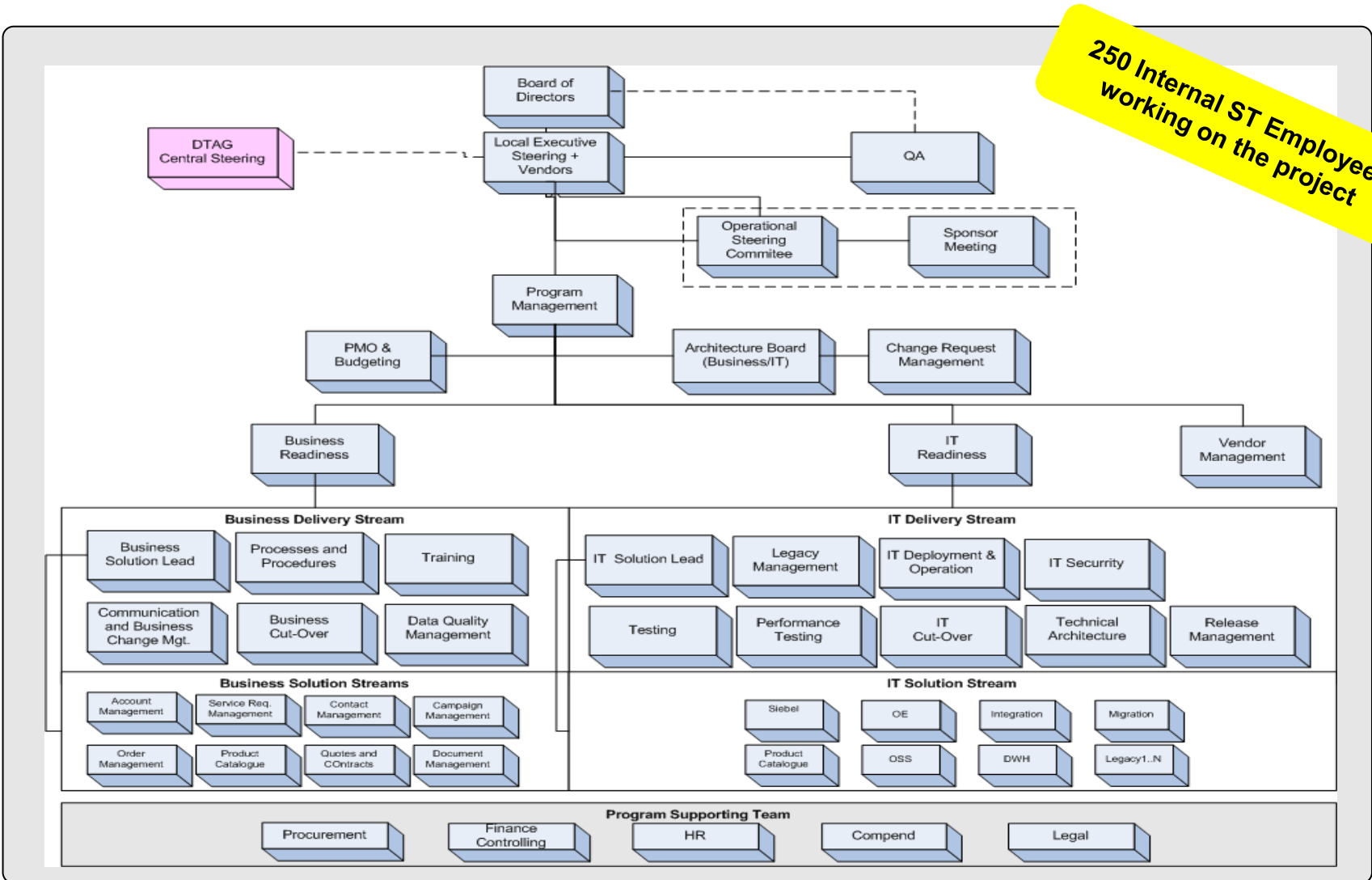
Integration
Order
Execution

Billing

Legacy

Data
Migration

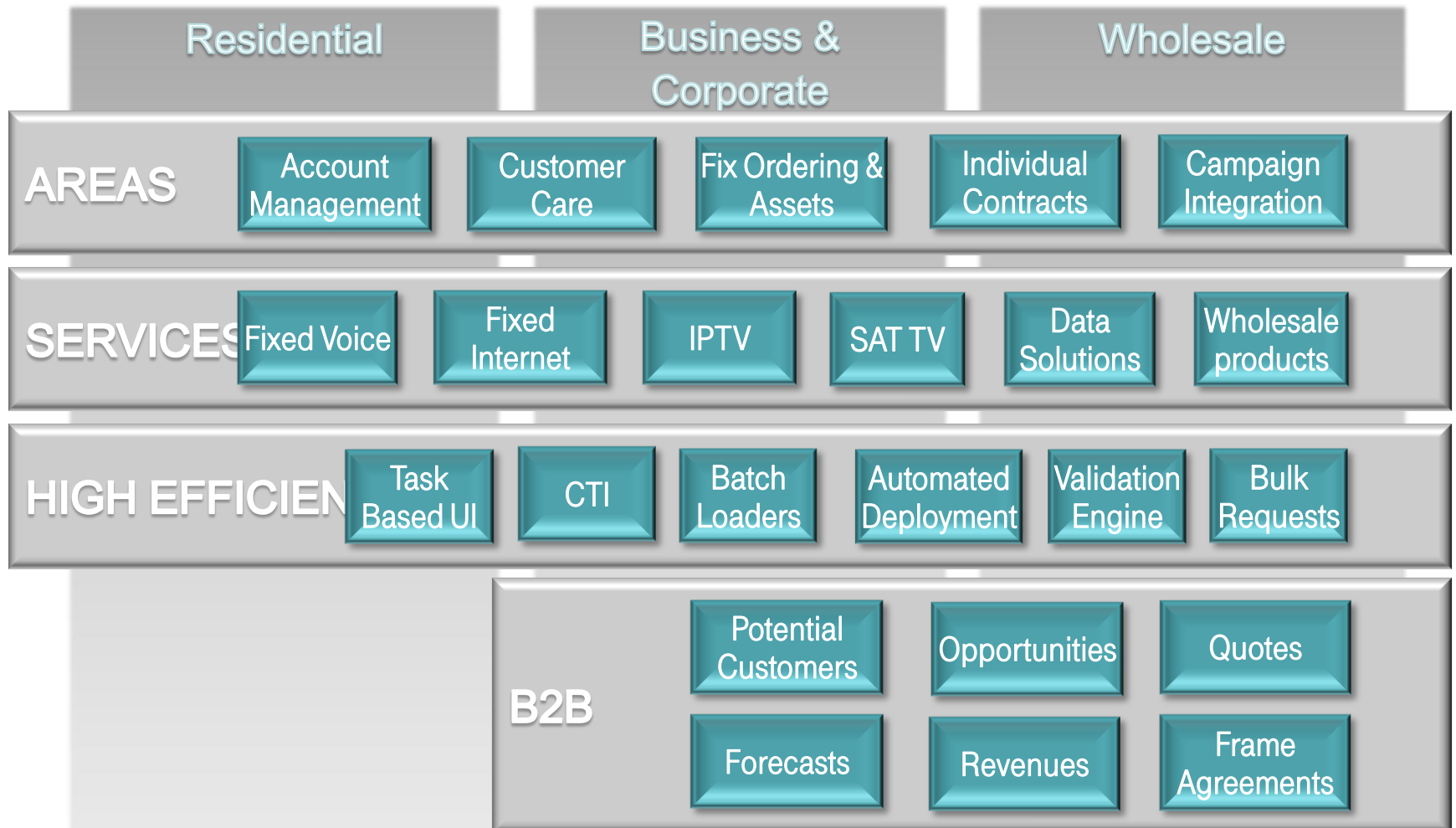
3) NG CRM in ST – R1 Organization



4) Delivery - Overview

- Implementation of **new CRM and Integration/Order Execution** replacing legacy CRM and Integration:
 - **Full Operational CRM** with Customer Management, Contact Management, Service Management, Product Catalogue and Order Management functionalities
 - **All fix line customers** (residential, business and wholesale)
 - **All fixe line products** (incl. DSL, IPTV, data services and wholesale)
 - **All channels** (shops, call centers, back office, external dealers, web, wholesale/ISPs)
 - **Enablement of new products (VDSL, VoBB)**, launched together with NGCRM
- **Functional enhancements** compared to legacy processes/functionalities (e.g. product catalogue rules, processing automation)
- In addition **major functional and technical changes** executed in **OSS** domain beyond NG CRM adaptation (Service provisioning, Trouble Tickets Management, Mobile Workforce) - Complete change of BSS/OSS data model to be aligned with Siebel 8.1
- **Big bang approach:**
 - Full migration including remigration in all related legacy systems and history migration
 - Seamless cutover required incl. execution of end user trainings

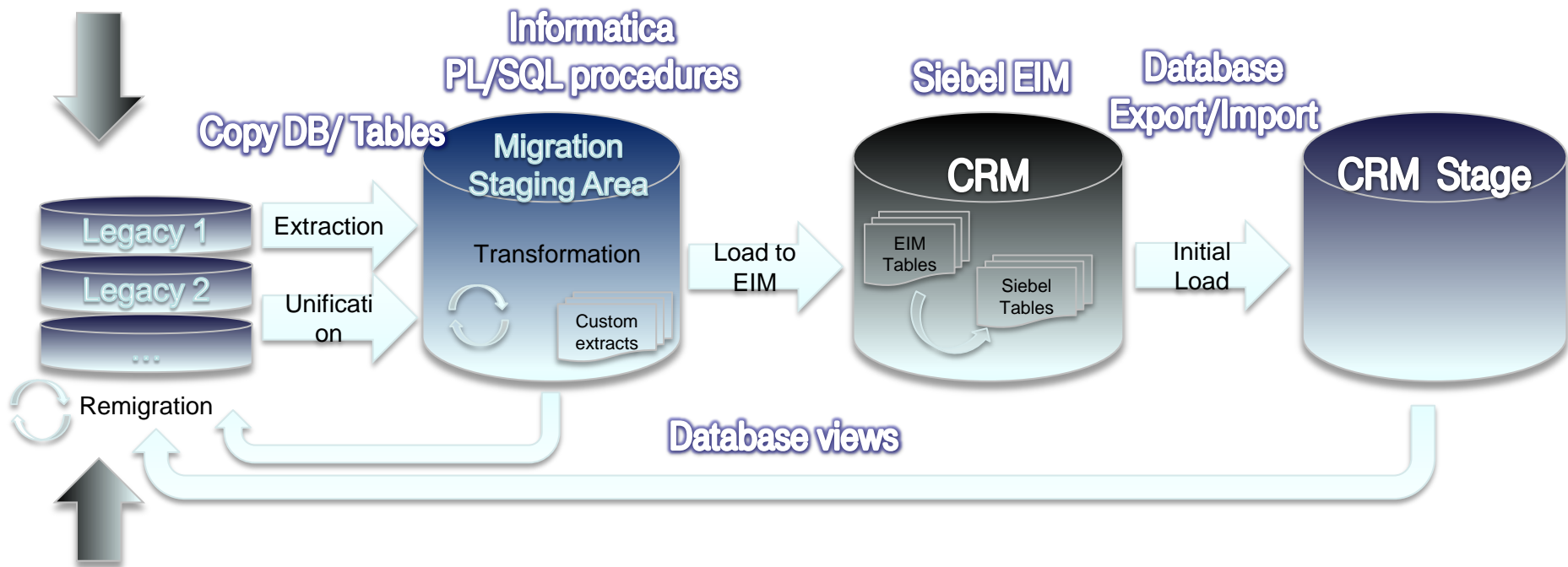
4) Solution Overview



4) Data Migration - Overview

Objective was to migrate unified and consistent data from legacy systems to the newly implemented ones.

9 source systems



Remigration in 14 systems

most complex in: OSS – transformation to CFS structures, DWH, billing, SAP RMCA

4) Data Migration - Overview

1.8 MIL customers,

10.5 MIL services (~30mil assets)

Main challenges:

1. Number of impacted systems and their dependencies
2. Extend of data to be migrated
3. Time – big bang migration within cutover weekend
4. Complexity of IT transformation - existing services to the new hierarchical Product Catalogue

5) What we have learned...

SIMPLIFY

Functionalities, product portfolio, processes...
Everything. Life will be easier.



Prepare data

Cleanse the data, align it among systems,
choose what is really needed in the new world.

Involve SW Vendors

They have knowledge and can help.



Performance is important

Performance test is essential. Tuning?
Hardware? Less functionalities? Change
processes? Each improvement takes a long
time.



THERE IS THE DAY AFTER...



And we need to operate
business as usual. Towards
our customers and also our
company. Be prepared.



Ďakujeme za pozornost'



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