

LIVE REPLY: INNOVATIVE SERVICES IN THE TELCO AND MEDIA SECTOR

Over the last few years Web 2.0 solutions have attracted a growing number of users. The impact of 2.0 services is not limited to the Internet and the Web but also affects Mobile channels and TV, and is impacting corporate services as well. High content availability, interactivity and social networking tools have enthralled new generations, who often prefer these solutions to multimedia products or traditional TV. Today's users have increasingly sophisticated needs and are always searching for solutions geared specifically at their devices.

Reply specializes in the planning, development and distribution of end-to-end solutions for the telecommunication and media market, is a strong and valuable player in this evolving and fast growing scenario. In particular, Live Reply helps companies operating in the Telco, Media & Broadcasting sectors to satisfy the demand for a new generation of services that take full advantage of media convergence trends and maximise the potential of consumer electronics. Live Reply provides business support and innovative solutions in the area of mobile internet, enabling services and offering life cycle management. All services can be provided in a managed service mode, based on different needs and requirements.

SCENARIO: TELCO MARKET EVOLUTION AND 2.0 SERVICES

The Telecommunication market has been synonymous with innovation and technology since the mobile handsets became a reality in mid-80s when some handset manufacturers became worldwide leaders in providing mass market phones.

The Telco market has always been seen, as one of the most innovative markets but, even if this is true, the basic business model used by all Telecom operators around the world is pretty common and not so innovative as could be expected: the 'Telco 1.0' business model has been stable from the inception of the telegraph right through to the mass adoption of mobile telephones.

This model has two pillars:

- *vertical integration*, where the network owner controls the services on the network, and repays the capital investment by billing for them.
- *one-sided market*, where the Telco buys equipment and content from suppliers ('upstream'), integrates them, and bills the end-user for services ('downstream'). The upstream side is cost, and the downstream side is revenue.

This model survived both technological revolutions (e.g. optical fibres, digital switching, microwave radio, and spread wireless spectrum) as well as regulatory change (e.g. divestiture, privatisation, and unbundling). It has been very successful, particularly in emerging markets. All the aspects of a service, from sales to support, are conveniently packaged in a single easy-to-buy proposition to the end user.

The arrival of the Internet access as a mass market consumer product in the 1990s challenges the two pillars above. Users can acquire content and services independently of the network operator — a *horizontal* market structure. Furthermore, the business model of many Internet content companies became a *two-sided market*. They reach a 'downstream' audience using either cheap or free content, while advertising is the primary revenue source, coming from the 'upstream' side of brand owners and merchants.

Also, over the last few years, Web 2.0 solutions have attracted a growing number of users. The impact of 2.0 services is not limited to the Internet and the Web but also affects Mobile channels and TV. High content availability, interactivity and social networking tools have enthralled new generations, who often prefer these solutions to multimedia products or traditional TV. Today's users have increasingly sophisticated needs and are always searching for solutions geared specifically at their devices.

The next key step is to integrate all 2.0 services: Web communities, Mobile devices and interactive TV. This is one of the reasons why the telecommunication world is nowadays one of the most interesting and challenging arenas where new technologies, innovative business models and solid business processes reside.

Reply is addressing these challenges and is taking these new opportunities, bringing to the market a strong competence and a multi-year experience in the telecommunication world, with a team focusing on innovation and on client-driven approaches.

BUSINESS SUPPORT SYSTEMS (BSS)

In the Telecom Industry BSS are the components that a Telco operator uses to run its business operations towards customer. BSS are core, together with Operating Support Systems (OSS), and the most stable and mature sector inside the Telecommunication market.

Business Support Systems cover four main areas of the Telco services:

1. Product management
2. Customer management
3. Revenue management
4. Order management

PRODUCT MANAGEMENT

Product management supports product development, the sales and management of products, offers and bundles to businesses and mass-market customers. Product management includes offering cross-product discounts, appropriate pricing and loyalty programs for customers.

CUSTOMER MANAGEMENT

Service providers require a single view of the customer and need to support complex hierarchies across customer-facing applications (customer relationship management). Customer management also involves requirements for partner management and 24x7 web-based customer self-service. This area is made of a full-fledge customer relationship management systems implemented to help customer care agents deal with the customers at best.

REVENUE MANAGEMENT

Revenue management focuses on billing, charging and settlement, that can handle any combination of OSS services, products and offers. BSS revenue management supports OSS order provisioning and partner settlement.

ORDER MANAGEMENT

Order management helps communication service providers substantially improve efficiencies and is normally associated with Operational Support Systems, though Business Support Systems are often the business driver for fulfillment management and order provisioning.

Reply addresses the whole BSS scenario with a complete offering that is ranging from business architecture design and definition, to process definition and implementation.

In the BSS area Reply proves to be an innovative partner. Next to the standard services required to support and drive the business of traditional Telco operators, Reply behaves like a trusted advisor to address exciting new topics like *Telco 2.0*, *Master Data Catalog* and *Social CRM*, *Enterprise Social Network* and *Enterprise Microblogging*.

Reply, with his extensive experience in social media and 2.0 environments, supports Telco operators in setting up new strategies in a market which is twofold, where suppliers and competitors can become clients as well, an evolving ecosystem where revenues come both from end-users and from partners. In case of Telco-end users a traditional CRM approach is required, but not exhaustive. Customers have new needs: twitter, Facebook and other social networks drive the customer experience and generate new expectations. A Telco operator cannot avoid being present on these Medias, and driving the innovation itself. Reply masters the BSS environment both in terms of core business and more advanced and innovative solutions, opening new scenarios for the Telco operator.

MOBILE & WEB VALUE ADDED SERVICES (VAS)

The whole telecommunication world is evolving and building new strategies to invent and sell new services. Also known as *enhanced services*, VAS are the services that alter the form, content, or nature of the information, thereby adding value to it. Enhanced services range goes from Ring Back Tones (RBT) solutions to location based services, from music and video streaming to the Over The Top (OTT) Television.

VAS is related to the channel (radio, fixed line, convergent networks), to the delivery device (handset, set top box, tablet, GPS, eBook readers ...), to the media (video, music, images, and augmented reality-based data), to the fruition model (mobile apps, online stores, widgets, and mesh up services).

A wide range of technologies are rising to reply to new customers' needs. Mobile internet is already there, location based services (LBS) are extremely common and used, social networking (Facebook, StudiVZ, LinkedIn) and User-generated contents (UGC) are hyping.

Reply offering covers the whole value chain:

- Service Definition, Concept design
- Technical feasibility, prototyping
- Solution design and realization
- Standardization and productization
- Post-go live support and maintenance

The whole Reply's VAS portfolio is focused on innovation, technology, process. The process management approach (based on PMI, CMMI and SIX SIGMA) together with the flexibility generated by lean and agile approaches and methodologies, drive the continuous evolution of services, ideas and products.

Following a sort of perpetual beta path toward innovation and efficiency, Reply provides VAS for:

- Mobile Internet: via mobile applications (iPad, Android, Windows Mobile, ...), service idea generation, mobile widgets, service mesh up, ...
- Audio and Video: IPTV, OTT TV, MAM solutions, content management, channel integration
- Ubiquitous services: location-based services, presence, instant messaging
- M2M
- Digital Content Management
- Enterprise Mobilization
- Service Enablers: Service Delivery Platforms/Frameworks, Device Management
- Cloud solutions

LIFECYCLE MANAGEMENT

The so called Telecom Lifecycle Management enables companies to systematically improve the efficiency of all of their telecom spending for services and equipment. It allows them to build a comprehensive telecom plan, optimize telecom spending by centralizing contracts, monitor billing and analyze spending to ensure accuracy.

In the last few years, the Life Cycle Management context moved from hosted and housed solutions, to virtualization and cloud services. The IT world has to face a dichotomy: the need of reducing operational expenditures (OpEx) on one side and the increase of workload (more services, more integration between networks, more complex and distributed solutions, more complex and heavy data like video and multimedia information) on the other side.

In the ever-increasing complexities of telecom services, Application Management is evolving and is under high cost pressure, driven by the need of increasing productivity while decreasing costs, maintaining a strategic focus not to lose core competencies, and guaranteeing the respect of Service Level Agreements (SLA).

Reply, armed with vast experience and high professionalism, can provide consultancy in service management and solutions for the whole product life cycle management:

- Testing Beds, Production environments, Staging Productions
- Virtual Environments and Cloud-based solutions (both public or private networks)
- Incident management, change management, configuration management
- Defect tracking
- Monitoring and troubleshooting
- 2nd and 3rd level support and SLA management

Reply offers tailored solutions in the field of product lifecycle management, from device management to deployment and operation of live production systems, mastering the whole ITL processes. Reply can rely on solid competences in testing, assurance, troubleshooting and validation of solutions and services, proving complete managed services for mobile or fixed lines, managing solutions in hosting centers or in public and private clouds.

Reply is a valuable partner to implement a concrete and cost efficient approach to service management and outsourcing.



Live Reply is part of the Reply Group and is dedicated to providing advanced services and digital contents in the Telco & Media ecosystem.

Live Reply provides Telecommunications and Media companies with solutions tailored for their needs. Live Reply is able to create services that can take advantage of media convergence by maximising the potential of the new generation of consumer electronics and the ever growing user experience customisation options available on the web today.

Live Reply
www.reply.eu