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Accelerating retail CSP growth with digital platform solutions

There is a growing sense of urgency for CSPs to re-establish consumer confidence and create new market opportunities by leveraging technology and innovation. CSPs are looking to re-energize the customer relationship, re-establish their market positions, re-imagine their business systems, and accelerate innovation. Adopting a digital platform can be the solution, here is why!

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Digitization is rapidly reshaping the telecommunications industry landscape and consumers are faced with an overwhelming array of communications choices. Short attention spans and eroded loyalty summarizes the new digital-age consumer. Fast, reliable internet equates to oxygen on their hierarchy of needs and demand for data-centric plans is on the rise. In a highly penetrated market, these tech savvy customers expect more innovative service offerings with personalized pricing, coupled with highly tailored and responsive service.

New technologies in adjacent and nonadjacent areas present a golden opportunity for CSP's retail business. Significant revenue growth is forecast for CSPs who leverage digital technologies (e.g. SDN/NFV, Cloud and ICT, 5G, IoT) and expand to new digital services (e.g. media, connected devices, payment, health, etc.). Gartner predicts that "by 2019, CSPs will derive 11% of operating revenue from adjacent market sectors, and leading players will nearly double this proportion into the range of 18% to 20%."[1]

But with the pace of technology disruption accelerating, fragmented and outdated BSS landscapes hamper agile business, ability to react to customers' demand, and speedy innovation. Many BSS suites offer only rudimentary support for new digital services, and with no guarantee that these new services will be a market success CSPs are hesitant to disrupt existing business platforms.

New digital services require a different skill set and competencies compared to traditional communication services. Ideally, an ecosystem of business partners is required to re-energize the business with new ideas that will generate new digital services and new revenue streams. Many new adjacent market opportunities targeted by CSPs such as IoT, media and cloud computing avail themselves readily to technology and service providers adopting digital platforms.

Digital platforms are central to digital business transformation and are how an organization enables a business ecosystem to create value and generate revenue. By moving from fixed and linear value chains to platforms with interchangeable ecosystem partner roles – producers, providers, owners and customers – the interactions between the members in the ecosystem cultivate innovation and drive new ideas and offerings.

Infonova BSS – helping CSPs rapidly meet four key business priorities

With a strong technology background and successful implementations over multiple industries, the BearingPoint//Beyond Infonova BSS is a solid foundation for retail CSPs who wish to capture new digital services opportunities and embrace new platform business models. With a platform designed to start small and scale fast, CSPs can pursue different pathways to realize the growth opportunities offered by digital platforms whilst unlocking synergies with their existing core business.

The BearingPoint//Beyond Digital Platform Solutions, underpinned by the award-winning Infonova software, are designed to help CSPs meet four business priorities.

Bring your organization closer to your customers

Rapidly invent, develop, and monetize digital services

Build and expand the ecosystem to accelerate innovation

Transform to an agile and open environment

1 Bring your organization closer to your customers

- **Re-energize the customer relationship** – truly understand your customer needs, be more responsive to their expectations, improve customer profitability and have full transparency and control over the entire customer lifecycle.

  Infonova BSS offers consolidated 360-degree **Customer Management** spanning product and service inventory, order status, consumption and single-bill invoicing – giving you complete business transparency across the full customer portfolio and control over the entire customer lifecycle. Our API-enabled customer experience layer (TM Forum Open APIs standardized) allows seamless customer-centric business, self-serve capability and analytics-driven interactions.

- **Offer flexibility and choice** – package and bundle new digital services (media, cloud, connected home, security, IoT and 5G enabled services) with traditional connectivity to create compelling, relevant and personalized offerings.

  Infonova BSS supports services from any industry and allows for easy onboarding and management of both telecommunications and new digital services. Our **Service Catalog** manages any type of service, represented in a generic data model based on TM Forum's Information Framework, allowing CSPs to expand fast to new digital services and penetrate new lines of business and industry verticals.

2 Rapidly invent, develop, and monetize digital services

- **Combat commoditization** – generate new revenues with a wider choice of services (media, cloud, connected home, security), value-based pricing, and differentiated service bundling.

  The Infonova BSS **Product and Service Catalog** supports X-Play, "own the home" & smart home solutions, combining services from multiple service providers into attractive, modern offers, thus opening the opportunity to generate new revenues with a wider choice of services and create bundled portfolios of differentiated service packages.

- **Time to market advantage** – empower your business users to quickly onboard, package and sell new products in a matter of days rather than months.

  Our sophisticated **Product Catalog** empowers business users to quickly onboard, package and sell new products in a matter of days rather than months.

3 Build and expand the ecosystem to accelerate innovation

- **Expand your customer reach** – white-label services to play with new brands or big brands in new markets and customer segments, and expand your range of channels to market.

  Leverage Infonova BSS to expand service portfolios with partners who have expertise and experience in adjacent technologies and markets. Our digital platform creates an **ecosystem of supplier partners** supporting complex revenue allocation and revenue management scenarios between the different partners.

- **"Sell to" and "sell through" partnering ecosystem** – collaborative partnering arrangements enable you to tackle resource and skills constraints, expand service portfolios with partners who have expertise and experience in adjacent technologies and markets, and open new go to market relationships in a partnering ecosystem.
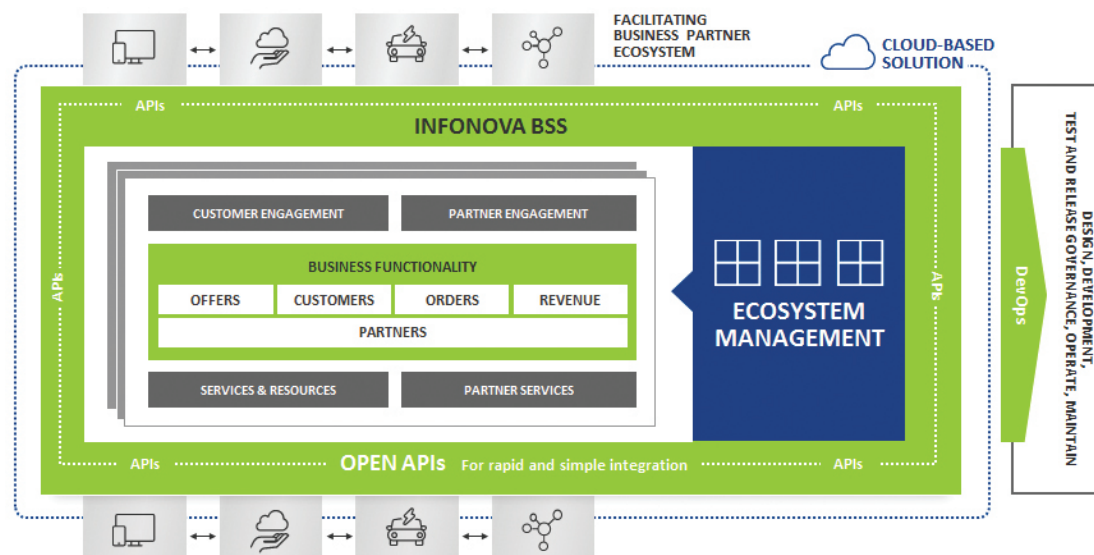
  Infonova BSS is a powerful enabler for B2B, B2C and a wider partner ecosystem supporting **multi-sided and cross-industry business models** where customers, partners and things play a wider role in re-selling services via multi-tenancy, thus creating network effects. Reach out to a wider market by leveraging the partner ecosystem to create new revenue opportunities with 3rd parties.

4 Transform to an agile and open environment

- **Respond to rapidly changing market demands** – fast trial and fast launch innovative offerings to fit market needs, with flexible commercial and business models.

  Refresh your existing business landscape with a fully pre-integrated future-proofed **digital platform** and transform to Agile & Open operations with a platform that supports all models of integration (Overlay, IT consolidation, separate innovation platform).

- **Break down barriers** – Overlay/consolidate highly complex system landscapes that hamper your transformation to cloud based, Agile & Open operations with a digitally enabled platform ecosystem that demolishes silos and consolidates disparate systems.

  Orchestrate streamlined **automated business processes** across diverse IT systems reducing overall operational costs, revenue leakage, processing errors and back office intervention. Lower integration complexity to existing IT landscape and 3rd party systems through our wide set of Industry Standardized (TM Forum) **Open APIs.**

Infonova BSS is a **fully pre-integrated BSS** including product and service management, customer management, order management & fulfilment, billing and collection capabilities. On one platform, operate different brands and business segments, manage diverse customers, partners, products & services.

A powerful enabler for B2B, B2C and a wider partner ecosystem, Infonova BSS supports multi-sided and cross-industry business models where customers, partners and things play a wider role in re-selling services via multi-tenancy, thus creating network effects.

Accelerate retail CSP growth with digital platform adoption

Real success in digital business transformation comes from moving from traditional fixed and linear value chains to digital business platforms. BearingPoint Institute Research has found that companies who diversified and added digital platform-based business models into their mix improved their market valuations by 65% in 2016 when compared to those who maintained a traditional mono-business model. Furthermore, between 2011-2016, companies with hybrid models generated double the rate of growth at 8% versus 4% for traditional.

The BearingPoint//Beyond Digital Platform solutions and Infonova BSS give retail CSPs the start-up advantage to move rapidly from ideas to concept to revenue, with minimum risk and cost. Infonova BSS delivers on the four critical business priorities to help retail CSPs meet these business objectives.

CSPs who embrace digital business platforms can offer significant new value to their customers over and above traditional connectivity, turning challenges into opportunities, and opportunities into growth.

When the world is changing, it's time to change your world.

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BearingPoint//Beyond helps organizations reinvent their business model and grow from efficiency to innovation. Our digital platform solutions give them the start-up advantage, to move rapidly from ideas to concept to revenue, with minimum risk and cost.

This brings our clients closer to their customers, enabling them to build connections between systems and partners, while becoming more agile in face of digital disruption.

BearingPoint//Beyond is part of BearingPoint, an independent management and technology consultancy with European roots and a global reach. A worldwide consulting network with more than 10,000 people, BearingPoint supports the world's leading companies and organizations in over 75 countries, engaging them to achieve measurable and sustainable success.

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