ENTERPRISE MANAGEMENT AND SUPPORT IN THE TELECOMMUNICATIONS INDUSTRY
The Telecommunications Industry

Companies in the telecommunications industry face a number of challenges as market saturation, slow uptake of new services, and the economic downturn increase pressures to cut costs and improve efficiency. Industry deregulation has led to intense competition and rising customer expectations. In addition, the Internet and technologies such as broadband and mobile communications have transformed the way that telecommunications companies must do business. While these technologies and products offer new opportunities, they require significant investments in terms of licensing and infrastructure.

To succeed in this environment, telecommunications companies require solutions that can help them navigate the deregulation process, automate and streamline business processes to improve quality and increase efficiency, and enhance relationships with customers and partners. Businesses in the telecommunications industry will benefit from technology solutions that help achieve the following:

- Identifying and exploiting new revenue opportunities
- Improving customer satisfaction with reliable delivery and timely, accurate billing
- Adapting and innovating to meet evolving customer expectations
- Achieving compliance with global, federal, state, and local industry regulations
- Optimizing the use of existing assets

As a committed, long-term partner to more than 500 telecommunications enterprises in many countries, SAP has a broad base of experience helping telecommunications companies meet their business goals. Leveraging this expertise, SAP provides comprehensive solutions that can be tailored to address the unique operating requirements of telecommunications businesses. mySAP™ ERP is a key element of SAP® solutions for the telecommunications industry, supporting financials, operations, human capital management, and corporate services as well as all complex business processes associated with receivables and collections management, network asset management, and regulatory compliance and corporate governance.

Enterprise Management and Support in the Telecommunications Industry

For companies in the telecommunications industry, mySAP ERP provides capabilities that support and enhance processes associated with producing and delivering telecommunications products and services. Features tailored to meet these organizations’ unique requirements help these companies efficiently and cost-effectively manage processes, expand opportunities, and maximize the value of customer relationships and existing assets.
Enterprise Asset Management
A clear view of all data across the company is necessary to support sound decision making. By integrating data from heterogeneous sources, mySAP ERP provides details on finances, human resources, operations, and other critical business functions. Enhanced insight into all external and internal processes and operations allows organizations to better track trends, anticipate problems, and identify opportunities. In addition, support for the complete life cycle of critical production and operational assets enables businesses to improve facility and equipment performance and track costs for individual assets and production lines as well as entire facilities. In addition, support for enterprise asset management within mySAP ERP is a key element of network life-cycle management for the telecommunications industry. Overall, businesses in the telecommunications industry will benefit from reduced costs, improved capital expense management, and more efficient resource utilization.

Mobile Asset Management
In conjunction with the SAP Mobile Asset Management application, mySAP ERP helps technicians perform their tasks while they are at remote locations. By using a mobile device such as a laptop computer or PDA, off-site personnel can access the tools and data needed to perform their jobs, including the maintenance of field service information. Support for remote data entry enables cost reductions and streamlines planning regarding the deployment of service personnel.

Financial Management
For effective financial management, mySAP ERP offers capabilities that support financial accounting and financial supply chain management in companies of any size. A comprehensive set of financial accounting functions addresses all accounting-relevant transactions, guarantees complete documentation, supports international operations, and serves as a foundation for company-wide planning and control tasks. Available financial supply chain management functions provide enterprises with greater visibility of working capital, which helps streamline cash flow activities, reduce the costs associated with billing and payment processes, and optimize transactions with customers, vendors, and suppliers. mySAP ERP provides tools that support critical finance-related functions, including the following:

- **Financial analytics** – Web-enabled reporting with predefined content such as cost center and sales planning offers improved financial insight and enables faster, more accurate financial and operational planning.
- **Strategic enterprise management** – Risk management functions include support for identifying, analyzing, and quantifying business risks and administering risk catalogs as well as management cockpits to support fast closings. Business planning and simulation features support strategic planning, while other functions support business consolidation.
- **Contract accounting** – In conjunction with the SAP Revenue Management and Contract Accounting application, mySAP ERP provides receivables and collections capabilities developed to meet the specialized accounting needs of telecommunications companies. Key features include support for large numbers of customer accounts, customer hierarchies, and automation of critical processes. Businesses can tailor the standard functions to match their organizational needs precisely. The solution supports credit scoring, installment plans, interest calculation, deferrals, returned items, third-party revenue handling, and dunning and customer correspondence, including account statements. It also enables electronic data exchange with banks, credit-card companies, and external collections agencies. Through integration with other SAP solutions, organizations can manage a customer’s entire financial life cycle, from credit management and customer care (via an interaction center) to dispute management and electronic bill presentment and payment.

- **Collections management** – In conjunction with the collections management capabilities within the SAP for Telecommunications set of solutions, mySAP ERP helps telecommunications companies proactively handle receivables and prioritize accounts by risk. Collections agents and accounts receivables analysts can organize tasks with sort-and-search tools, while a collections work list provides insight into open invoices and promises to pay and provides all information needed when contacting the customer. Agents can record the results of customer contacts, create dispute cases, and update the status of existing cases.

- **Dispute management** – mySAP ERP and the dispute management capabilities of SAP for Telecommunications together enable enterprises to process receivables-related disputes. Organizations can structure and streamline the process of dispute resolution and reduce processing time through a fully electronic communications process. Dispute management capabilities are integrated into accounts receivables, sales and distribution, and the mySAP Customer Relationship Management (mySAP CRM) solution and the SAP Business Workflow tool (including e-mail notification). Users can also automatically create dispute cases for underpayments generated by the electronic account statement. The correspondence function enables companies to send standard letters, faxes, and e-mails automatically for improved customer interaction. Finally, customers can create dispute cases directly in the application and monitor the status of their dispute.
Human Capital Management and Workforce Deployment
Personnel are valuable assets, and empowering and supporting them is key to their success and retention. At the same time, managing personnel issues can be complex and time-consuming. mySAP ERP provides human capital management (HCM) capabilities that simplify and streamline workforce-related processes, while ensuring that employees’ needs are addressed. Employee life-cycle management helps organizations identify and retain top performers, leverage their talents, align employee goals with organizational goals, and maximize the impact of training. And to help organizations lower costs, employee transaction management features within mySAP ERP streamline and integrate essential HCM processes, including administration, payroll, time management, and legal reporting. In addition, the solution provides flexibility to support unique payroll requirements such as deferred pay. mySAP ERP supports workforce deployment by allowing organizations to create project teams based on skills and availability, monitor project progress, track time, and analyze results. To promote efficient workforce management, the solution also helps organizations ensure that resources are not wasted on ineffective projects.

Operations Management
The profitability of telecommunications companies often hinges on their ability to improve operational efficiencies. mySAP ERP provides comprehensive capabilities that support critical operations functions, including the following:

- **Procurement** – mySAP ERP supports traditional procurement processes such as requisitioning and purchase order management. By automating routine tasks, mySAP ERP helps improve procurement activities and increase productivity.

- **Logistics and distribution** – mySAP ERP helps create accurate forecasts to ensure product availability and reduce inventory levels. By integrating logistics management with procurement functionality, organizations can ensure prompt purchasing and on-time delivery to customers.

- **Asset management** – Efficient operations require appropriate maintenance and strategic deployment of all equipment and facilities. Support for enterprise asset management covers the complete asset life cycle including specification and design, development and procurement, operations and maintenance, and disposal. As a result, businesses can minimize downtime and reduce costs.

- **Order cycle management** – In conjunction with SAP for Telecommunications, mySAP ERP helps telecommunications companies automate the customer order fulfillment process, including decomposing, service provisioning, work and installation management, and billing initiation. This automation improves accuracy and shortens the order cycle with seamless integration through all downstream systems.

Supply Chain Planning
As product development processes are increasingly outsourced, accurate demand planning and signaling become even more important. mySAP ERP supports planning and strategic asset deployment that frees resources and reduces order cycle times. Support for full integration of supply chain management and customer relationship management solutions ensures accurate demand forecasts and a comprehensive view of the manufacturing process. As a result, businesses can improve manufacturing resource utilization, reduce excess inventories, and better meet shifts in customer demand.
Partner and Dealer Management
In conjunction with mySAP CRM, mySAP ERP provides a full range of capabilities that help companies manage relationships with dealers. Life-cycle management support helps improve dealer recruiting, profiling, and training. Operations management covers areas such as personalized product recommendations and catalog and collateral content, and helps manage the planning, execution, monitoring, and analytics of trade promotions. Dealer relationships and processes are enhanced by sales and service support, including pricing and contracts, interactive selling and configuration, live support, knowledge management, request management, and complaint and return management. Incentive and commission management features help process and calculate variable compensations, monitor commissions and payments, and track changes via a clear audit trail. Forecasting and replenishment tools help create detailed plans for supply and demand, distribution, production, and transportation.

Regulatory Compliance and Corporate Governance
Telecommunications companies face close scrutiny of financial records, safety precautions, labor law compliance, performance ratings, and supply security. Management must be able to demonstrate compliance and good faith through accurate and detailed records. mySAP ERP improves corporate governance by providing functions that centralize the documentation of internal controls to help manage compliance. These include online controls for internal and external auditors and the ability to export data to auditing software, enabling detailed insight into various audit functions and supporting faster, more accurate reporting.

Data and Application Integration
mySAP ERP is powered by the SAP NetWeaver™ platform, an open application and integration framework that enables companies to change business processes and strategies flexibly and quickly. SAP NetWeaver helps telecommunications companies capture end-to-end business processes and, at the same time, decouple those processes from underlying IT systems, so they can dynamically add, remove, or change steps in a business process. By enabling rapid integration of heterogeneous environments, SAP NetWeaver supports outsourcing strategies and arrangements while allowing companies to retain control of overall business processes.

New and Enhanced Capabilities for the Telecommunications Industry
mySAP ERP offers several new and enhanced capabilities designed to improve processes for businesses in the telecommunications industry.

Convergent Invoicing
mySAP ERP offers support for convergent invoicing that helps telecommunications companies reduce costs and improve customer service. By combining several billing streams (such as charges for hardware sales, network services, and installation and maintenance services as well as invoicing for services delivered by third-party providers) into a single document, businesses can significantly reduce the costs associated with billing as well as gain a single unified view of customer activities, while customers benefit from a better understanding of telecommunications charges. The solution also helps businesses identify opportunities to better serve customers, such as offering discounts when the unified bill exceeds a certain amount during a billing period.
Seamless integration with SAP Revenue Management and Contract Accounting ensures that customers receive accurate, consistent invoices that integrate both new charges and historical charges such as overdue open items, disputed items, and payments. In addition, receivables management processes (such as interest calculation) can be triggered by the invoicing run, and the results (such as dunning charges or interest) can be included on the invoice. Integrated posting, account maintenance, and profitability analysis are also supported.

**Usability Enhancements**

mySAP ERP includes several features that enhance usability and reduce administrative burden, including the following:

- **Role-based access** – New role-based access provides employees with the information and tools they need to perform their jobs efficiently. For example, a new purchasing agent role helps to handle routine functions such as converting requisitions to orders so that personnel can focus on strategic activities such as improving supplier relationships.

- **Employee and manager self-services** – mySAP ERP supports a range of employee and manager self-services that enable personnel to carry out a variety of tasks that would otherwise be handled by others. Employee self-service includes support for routine purchases as well as for managing time, travel expenses, and training. Manager self-services help managers throughout the enterprise accomplish their budgeting and personnel-related goals. Overall, self-services within mySAP ERP help improve efficiency and reduce administrative burden throughout the enterprise.

- **Guided procedures and interactive forms** – mySAP ERP supports the replacement of traditional paper forms with customized electronic forms that can be easily completed and submitted online. As a result, administrative burden is reduced, and accurate information flows more freely through the enterprise.

**Collaboration with Partners and Suppliers**

The Collaboration Folders application enables employees to work on product design and development data in virtual teams with external partners and suppliers. Additional features include support for sharing and viewing two- and three-dimensional objects; secure collaboration through data encryption; and integration with other applications and collaboration tools.

**Why mySAP ERP in the Telecommunications Industry?**

The success of today’s telecommunications companies depends on efficient operational processes, wise investments in technologies that enhance internal efficiencies, and the ability to respond rapidly to dynamic market conditions. mySAP ERP helps telecommunications organizations address these challenges, while enabling rapid business growth. By maximizing the value of existing assets and customer relationships, reducing paperwork, and more tightly managing processes, telecommunications companies can reduce costs and realize new revenues.
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