



**SAP Solution Brief**  
**SAP for Telecommunications**

## **NETWORK LIFE-CYCLE MANAGEMENT**

The network life-cycle management capabilities of the SAP for Telecommunications solution portfolio meet a key need of telecommunications enterprises of all kinds. The solutions integrate the entire spectrum of network planning and realization tasks – from supply and demand planning to project management, cost and revenue planning, and asset accounting. By enabling effective collaboration within and beyond your organization, SAP for Telecommunications optimizes the way you manage your network infrastructures, streamlining a cost-critical part of your business.

### **Ringling in the Changes**

Like all telecommunications companies, you currently face a growing range of ever tougher challenges. That's true whether you are an established telecommunications player or a rising star; a wire-line or mobile operator; or a specialist in voice, data, or broadband services. Increasing competition and shrinking margins are putting pressure on you to cut costs and increase efficiency. At the same time, new technologies and services – such as next-generation networks, VoIP, broadband access, and UMTS – mean significant investments in licenses and infrastructure. As a result, you need to optimize your use of existing assets, and you need to plan new infrastructure investments very carefully.

To help you meet these challenges and prepare for those yet to come, SAP has put together a comprehensive set of solutions – the first of its kind for companies like yours. By integrating all aspects of network planning, deployment, and management, the SAP for Telecommunications solution portfolio helps you cut costs and optimize your investments at a crucial stage in the development of your telecommunications markets.

### **Solutions Tailor-Made for Telecommunications Companies**

SAP for Telecommunications leverages proven SAP® solutions for asset life-cycle management, supply chain management, and financials, adapted to the needs of telecommunications network operators. Comprehensive capabilities enable you to manage your existing infrastructure more effectively, to deliver the services your customers want, and to make profitable, demand-driven investments for the future.

The solutions add value to your business by integrating your network life-cycle management in two dimensions: supporting network projects from planning to execution and creating close links between the logistics and financial sides of your operations. By seamlessly connecting functions for supply chain management, asset life-cycle management, and financials, the solutions create integrated, coherent business processes.

### **End-to-End Network Life-Cycle Management**

SAP for Telecommunications delivers powerful, dedicated functions for each stage in the network life cycle.

The solutions' investment planning capabilities assist you in making key strategic decisions about infrastructure projects. At the same time, demand planning capabilities draw on historical data and marketing forecasts to predict in detail how your markets will develop. Material demand planning uses historical data to predict future material requirements, letting you place large orders in plenty of time.

The results of investment planning and demand planning are fed into your non-SAP network planning system. This, in turn, supplies the SAP software with the data used for planning network implementation projects. Logistics and financials capabilities go hand in hand: project planning features are closely linked to cost and revenue planning capabilities. Supply planning capabilities let you fine-tune the orders made during material planning.

After the planning stage, the solutions support you for the duration of your infrastructure deployment projects. Project management capabilities enable you to deploy the necessary network components effectively. At the same time, comprehensive cost-controlling features help you keep a tight rein on your projects.

### **Collaborate for Better Results**

You can benefit from interenterprise cooperation in various ways. With SAP for Telecommunications, you can forge close links with your business partners to streamline network management processes. You can carry out demand planning jointly with your internal sales organizations, sales partners, and major customers, for example. And you can perform material demand planning in collaboration with suppliers – benefiting from their expertise.

### **Unique Solutions for Your Unique Needs**

SAP for Telecommunications is an all-around set of solutions for network life-cycle management that brings you a host of benefits. You can reap the fruits of demand-driven network development, manage your highly complex network assets effectively, and introduce new services – from VoIP to 3G and triple play – rapidly and profitably.

### **Cut Costs While You Increase Revenue**

SAP for Telecommunications helps you achieve the often elusive goal of cutting costs while increasing revenue. Demand-oriented network development lets you tailor your infrastructure to needs, avoiding both overcapacity and the need to play catch-up in response to unanticipated customer demand. Integrated material demand planning means you enjoy the advantages of an early tune-up when planning with suppliers.

In addition, cost and revenue planning helps ensure that your investments are focused on profitable market segments, minimizing uneconomical investments. Cooperating with customers and sales partners on demand planning increases your ability to deliver exactly what's needed.

### **Get More from Your Networks**

Network life-cycle management with SAP for Telecommunications is the truly comprehensive approach you need to make the most of your assets. To learn more about SAP for Telecommunications or other SAP business solutions, contact your local SAP office, or visit

[www.sap.com/telecommunications](http://www.sap.com/telecommunications).