

**SAP Solution Brief  
SAP for Telecommunications**



## **INTEGRATION AND EVOLUTION OF TELECOM IT RESOURCES AND BUSINESS PROCESSES**

### **Drive Innovation and Differentiation in an Increasingly Complex Business Environment**

As a telecommunications executive, you face serious challenges. Your traditional services are now commodities, but you are constantly finding opportunities to introduce new products and services. Still, your operations infrastructure and supplier and customer value chain are more complex than ever. With the SAP® for Telecommunications solution portfolio – based on the SAP NetWeaver® platform that enables enterprise service architecture – you will increase efficiency, lower total cost of ownership, and capitalize on today's – and tomorrow's – opportunities.

Your customers are asking for new products and services. Your suppliers are ready with new technologies. Your dealers are eager to move their businesses forward. But you are facing major challenges that prevent you from seizing the initiative and moving to the next level of growth and competitiveness.

For example, you are dealing with switching over to an all-IP infrastructure. You need to lower costs to compete in near-saturated markets and a stagnant global economy. But you also want to add third-party content to your new products, speed time to market for new products and services, and keep your customers satisfied – and loyal.

You cannot meet these challenges with incremental adjustments to your core enterprise applications. Instead you can take advantage of the process efficiencies, automation capabilities, and flexibility of the SAP for Telecommunications solution portfolio, along with the SAP NetWeaver® platform and enterprise services architecture (ESA).

### **An Open, Integrated Solution**

SAP for Telecommunications is powered by SAP NetWeaver, which enables ESA – a business-driven, service-oriented architecture in which SAP is a pioneer. SAP for Telecommunications supports IT operations in a number of ways and, through SAP NetWeaver, offers detailed road maps to address specific IT operations such as business information management and end-to-end process integration. Through increased support for ever-changing business processes, this dynamic combination helps you solve today's challenges while preparing for tomorrow's business opportunities.

### **First Steps to a Telecommunications Enterprise Services Architecture**

At a higher level, SAP NetWeaver offers functionality that addresses various IT practices used by telecommunications managers, including user productivity enablement and business information management. One example of a user productivity enablement is the dealer management portal, a key offering of SAP for Telecommunications that enables higher user productivity and accelerates the communication process between dealer and telecommunications provider.

A solution such as the dealer management portal also becomes the first step in moving from today's typical telecommunications architecture, where people are the human integrators of information and process steps, toward the ESA model. The ESA model lets IT incorporate business process management and improvement capabilities into the existing IT architecture, and provides the flexibility to let IT respond to new business requirements.

### **Delivering Business-Driven Solutions**

Because SAP for Telecommunications is built on SAP NetWeaver, you get complete, industry-specific solutions that meet your specific business needs. Key business processes such as network life-cycle management, dealer management, and customer financial management make use of various SAP NetWeaver functionality and components, including the SAP NetWeaver Portal and SAP NetWeaver Business Intelligence components.

### **Developing and Benefiting from Enterprise Services**

Much of ESA's power begins with a basic yet powerful entity: the enterprise service. Simply put, an enterprise service is a self-contained package of functionality that describes a meaningful, business-related task. The enterprise service is implemented as a Web service and lets you initiate queries or requests via open-standard interfaces. It then performs the requested action and responds with a result. An enterprise service can also comprise an aggregation of smaller services, each related to a different underlying application, to support more complex scenarios.

SAP NetWeaver also lets you create composite applications that will consume the enterprise services. Here ESA provides the framework for structuring the individual services that make up each process and for maintaining compatibility with the upgraded, integrated IT infrastructure.

Thanks to SAP NetWeaver and ESA, the telecommunications IT infrastructure now has architecture with the power and flexibility to support the requirements of existing and new business processes. Such requirements might range from more frequent new-product rollouts and greater use of automation to reduced operational costs.

With SAP for Telecommunications, the telecommunication provider can consolidate technologies and business applications, as well as compose innovative and differentiating business processes, by leveraging existing IT investments – all while simultaneously evolving the traditional systems-based IT architecture into a services-based architecture.

### **The ESA Ecosystem: Adding Value Through Partnerships**

SAP offers partnerships for every strategic business area and customer need, and encourages partners to collaborate with SAP in providing new customer solutions. By doing so, customers can look forward to greater market exposure, expanded business opportunities, and access to a broad and growing customer base. Partnerships are now underway with SAP for Telecommunications and will support a growing variety of integrated scenarios in network life-cycle management, customer financial management, and other key areas.

### **Find Out More**

For more information on SAP NetWeaver and ESA for the telecommunications industry, please call your local SAP representative or visit our Web sites at [www.sap.com/netweaver](http://www.sap.com/netweaver) or [www.sap.com/telecom](http://www.sap.com/telecom).

### **Powered by SAP NetWeaver**

SAP for Telecommunications is powered by the SAP NetWeaver platform. SAP NetWeaver unifies technology components into a single platform, allowing organizations to reduce IT complexity and obtain more business value from their IT investments. It provides the best way to integrate all systems running SAP® or non-SAP software.

SAP NetWeaver also helps organizations align IT with their business. With SAP NetWeaver, organizations can compose and enhance business solutions rapidly using enterprise services. As the foundation for enterprise services architecture (ESA), SAP NetWeaver allows organizations to evolve their current IT landscapes into a strategic environment that drives business change.

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