

# Experience the Future of Telecoms



## The Transformation of Telecoms

### Market Situation

Experience the Future of  
Telecoms

Business Priorities

SAP Innovations

The telecommunications industry is in a time of intense transformation. Revenue from core communications services is stagnating, and there is increased pressure to roll out services beyond traditional offerings and deliver an engaging customer experience while continuing to focus on lowering operations costs.

The opportunities are vast for communications service providers (CSPs) that embrace this change. The explosion in devices, increased demands of consumers, and adoption of software-as-a-service (SaaS) models by enterprises represent entirely new potential revenue sources.

With 24 billion devices expected to be connected by 2020, machine-to-machine services such as telematics, smart metering, and telemedicine require core services on which CSPs have built their businesses. These include network infrastructure, complex commerce requirements, large-scale service delivery capabilities, and above all, a focus on the customer – putting the customer at the center of everything.

Consumers and enterprises are now using mobile devices not just for communications but as entertainment portals, productivity tools, and overall life organizers. CSPs' ability to understand their customers and manage them as a "market of one" by leveraging the Big Data available to them dramatically enhances the customer experience. They do this by offering the right app, content, or service for the right user.

Find out how real-time solutions from SAP help CSPs make themselves and the world run better.



# Experience the Future of Telecoms

Market Situation

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Business Priorities

SAP Innovations

SAP solutions help CSPs make the world run better today by:

## **Delivering a Superior Customer Experience**

Customers today expect a seamless customer experience with their CSPs through all touch points, and CSPs need the flexibility to adapt to changing market conditions quickly to create loyalty and increase revenue.

## **Gaining Customer-Centric Insights**

CSPs can leverage the vast amounts of data they have on their customers to deliver highly personalized offers and services in order to create more loyalty, reduce churn, and upsell other services.

## **Innovating on New Services and Business Models**

CSPs can increase revenue by looking at nontraditional, cloud-based services such as managing connected devices, mobile commerce, and data monetization.

### **Best-Run Telecommunications**



Powering new, profitable business models while managing costs and creating efficiencies helps CSPs go beyond traditional services to build revenue and instill customer loyalty and engagement.

## Best-Run Telecommunications Priorities

Market Situation

Experience the Future of  
Telecoms

### Business Priorities

SAP Innovations

Best-run telecommunications companies deliver profitable new services, manage costs, and meet the needs of their customers by focusing on key industry imperatives:

- Customer Experience Management
- Customer-Centric Insights
- Operational Excellence
- Business Model Innovation
- Human Resources
- Finance
- Procurement
- Information Technology
- Technology and Platform



Understanding the value drivers for each of these priorities is key to executing as a best-run telecommunications company.



## SAP Innovations

Market Situation

Experience the Future of  
Telecoms

Business Priorities

**SAP Innovations**

As the adoption of smart devices grows, CSPs can continually provide more value to customers. By leveraging SAP solutions, telecoms can drive profitable new business models, manage costs, and enhance customer loyalty.

Telecoms have the ability to create a superior customer experience by delivering truly seamless omnichannel commerce and building an infrastructure that supports dynamic pricing and service innovation.

Telecoms have access to incredibly large amounts of data about customers, usage, networks, and internal company operations. Breakthrough database and technology solutions such as the SAP HANA platform make information available instantly and at any level of granularity required for any business process enterprise-wide.

Leveraging that data requires flexible, scalable, and cost-effective analytics in order to effectively deliver offers and services to a “market of one.” With targeting and segmentation capabilities, telecoms gain clear and instant visibility into profitability and cost. Companies can deliver new services based on real-time customer usage data.

SAP solutions allow telecoms to deploy a number of cloud-based services to enterprises and consumers, including managed mobility services, machine-to-machine services, mobile commerce, and mobile messaging services.



# Telecommunications Value Map

## SAP Solutions

Experience the future of telecoms.

- Customer Experience
- Customer-Centric Insights
- Operational Excellence
- Business Model Innovation
- Human Resources



- Finance
- Procurement
- Information Technology
- Technology and Platform



## Customer Experience Management

SAP Solutions

### Customer Experience

#### Priorities

SAP Solutions

Customers today are mobile, connected, and informed. They can choose from many operators and can quickly and easily change their minds. To retain this new generation of customers, operators must deliver an optimal customer experience.



Operators cannot compete on the basis of price and service quality alone. To keep customers, they must also focus on the customer experience. But creating the best customer experience nowadays is not only about providing a variety of channels for interaction. It is also about choice, personalization, relevance, and consistency.

Thanks to social media, it is now easy to find public examples of poor customer experience, such as invoicing errors. Many communications service providers have suffered from this kind of publicity recently. Therefore, it is no surprise that customer experience is one of the top priorities for operators today, subject of course to profitability and sustainability considerations. Getting the customer experience right cannot be at any price.

# 15%

Lower invoice error rate when customers are billed electronically and can view their account/payment status

Source: SAP Performance Benchmarking



# Customer Experience Management

SAP Solutions

## Customer Experience

Priorities

SAP Solutions

**Provide omnichannel commerce functionality and deliver a seamless experience from order to delivery.**

Increase customer satisfaction by putting the customer in the center of all interactions and touch points across the buying lifecycle.

Multichannel  
Commerce  
Management

Create a consistent experience across all channels.

Offer to Fulfill

Target customers the right way with the products and services they want.

Billing and Revenue  
Innovation  
Management

Gain flexible support to enable complex business models to drive service innovation.

Multichannel  
Service Excellence

Achieve excellence in customer service through flexible management.

7%

Higher customer satisfaction when detailed profiles and interaction history for customers are available at the point of interaction

Source: SAP Performance Benchmarking

## Benefits

- Increase customer satisfaction
- Boost average revenue per user
- Reduce churn



## Customer-Centric Insights

SAP Solutions

### Customer-Centric Insights

#### Priorities

SAP Solutions

The war to win customers is becoming ever more furious within the telecom industry. CSPs must play intelligently with their most important assets – their customer base, billing systems, and telecom network – to win in the market.



Market deregulation, new business models, smartphones, and next-generation networks all contribute to the intense competition in the telecom market. In the 3G/4G era, the explosion of mobile broadband data consumption creates serious challenges on CSPs' capacity, but often this consumption doesn't generate as much revenue as it should. Over-the-top services consume large amounts of data without creating significant revenue for CSPs.

On the other hand, the continuously decreasing cost of networks creates more space for CSPs to engage in price wars. But price wars with product offerings like cheap buffet-style mobile data plans can seriously hurt CSPs financially in the end. The sustainable strategy for telecom market leadership is to always compete with innovative services driven by comprehensive and timely visibility of customers as well as products, networks, and mobile devices.

# 12%

More new products meet revenue targets when product requirements are identified and validated from internal and external sources

Source: SAP Performance Benchmarking



## Customer-Centric Insights

SAP Solutions

### Customer-Centric Insights

Priorities

**SAP Solutions**

**Understand customers' needs to deliver the right services at the right time.**

Delivering personalized services requires the ability to gain insight into vast amounts of data in real time.

#### Customer Insight and Segmentation

Gain visibility into massive amounts of customer data in order to segment at granular levels for better targeting.

#### Churn and Retention Management

Improve responsiveness to customer demands and align product strategy planning with them.

#### Network Analytics

Rapidly configure, launch, and monitor new opportunities based on customer profiles and gain feedback.

# 15%

More products meet revenue targets in organizations where dashboards to visualize marketing-related processes are available

Source: SAP Performance Benchmarking

### Benefits

- Better targeting of new offers
- Improved customer satisfaction
- Faster time to market



## Operational Excellence

SAP Solutions

### Operational Excellence

#### Priorities

SAP Solutions

CSPs are the backbone of telecommunications service delivery. Their global communication networks connect people, businesses, and machines. Adopting next-generation network technologies is key to profitability and business sustainability.



Productivity is essential for achieving greater revenue and enhancing market position. Competition will continue to be tied to enhanced efficiency.

Channel management can have a very positive impact on your business. Defining a channel management strategy for each segment allows you to be more effective while gaining efficiency. At the same time, maintaining brand consistency across all channel segments is critical to long-term success.

Revenue management uses data-driven tactics to help decide what to sell when, to whom, and for how much. It combines data mining and operations research with strategy, understanding of customer behavior, and partnering with the sales force.

In today's business environment it is necessary to understand the profitability of customers and the costs of products and services, including network costs, to manage product lifecycles.

# 63%

Higher operating margin when company leadership has easy access to product metrics and visibility of new-product pipeline status

Source: SAP Performance Benchmarking



## Operational Excellence

SAP Solutions

### Operational Excellence

Priorities

#### SAP Solutions

# 24%

Higher new-product revenue when new-product ideas are captured from all stakeholders through multiple channels such as social media

Source: SAP Performance Benchmarking

### Create an efficient service provider.

Manage revenue leakage and fraud, improve profitability, and create effective multichannel delivery using a 360-degree view of customers, financials, and services.

#### Store Excellence

Effectively manage retail operations.

#### Sales Channel Management

Enable the distribution channel to get products to market more profitably than through a direct approach.

#### Optimized Logistic and Fulfillment Execution

Ensure the right products are in the right retail store at the right time.

#### Network Asset Lifecycle Management

Better monetize your investment in fiber-based and long-term evolution (LTE) networks.

### Benefits

- Improve visibility
- Increase profitability
- Create effective distribution channels
- Prevent fraud and revenue leakage



## Business Model Innovation

SAP Solutions

**Business Model Innovation**

**Priorities**

SAP Solutions

Now that voice and data connectivity are commodities, businesses and consumers are demanding services that go further. CSPs are well positioned to deliver new cloud-based services such as mobile commerce, machine-to-machine communications, and data monetization.



Modern communication technology, especially mobile communications, is having a big impact on our lives. It affects the way we engage people and businesses, the way we consume, and the way we run our businesses.

Consumers use their mobile phones anywhere, any time to receive recommendations, promotions, and coupons and to make purchase decisions.

Businesses use remote machines – think vending machines, sensors in cars, or shipping containers – to talk with one another and share data. CSPs provide the backbone of the machine-to-machine services of the future.

Consumers around the globe use mobile money services. CSPs can help those that lack bank accounts to become viable participants in the global economy.

CSPs are in many ways the drivers of this digital and mobile economy. The investments they make in a next-generation service platform will help drive revenue and a better society in many ways.

## Business Model Innovation

SAP Solutions

**Business Model Innovation**

Priorities

**SAP Solutions**

**Build a next-generation platform to go beyond traditional telecom services, and drive revenue from new business models.**

Increase revenue and enable complex business models by building a service platform powered by flexible, configurable solutions from SAP.

### Internet of Things

Manage an end-to-end, machine-to-machine service for targeted vertical markets to drive additional revenue.

### Mobile Commerce

Enable the mobile economy by allowing anyone with a mobile phone to pay, buy, bank, and remit money.

### Cloud Services

Deliver business-critical enterprise solutions in an SaaS model to business customers.

### Data Monetization

Leverage vast data resources to provide brands and advertisers with a mechanism to target potential buyers with personalized offers.

### Benefits

- Increase revenue
- Improve operational efficiencies
- Deliver service innovation
- Create competitive advantages



## Human Resources

SAP Solutions

### Human Resources

#### Priorities

SAP Solutions

Talent is a true competitive advantage today and critical when aligning business strategy and execution. Best-run organizations achieve profitable growth by leveraging their talent and outinnovating the competition.



For organizational growth and an agile response to business change, organizations must give people the knowledge and technology to facilitate innovation. They must also move into new markets, adapting to local practices and tapping the right local talent.

In addition, they must identify and retain new talent acquired through mergers and acquisitions. Organizations that quickly respond with the right talent in the right places will have a unique advantage in the marketplace.

# 32%

Less employee turnover by using the analysis of workforce data to design, implement, and monitor workforce optimization strategies

Source: SAP Performance Benchmarking



# Human Resources

## Enter the new world of work.

Enable growth and sustainability by providing choice in the delivery of HR processes and services. Couple global capabilities, integration, and real-time insight with mobile-device support to drive greater value, increase employee and customer satisfaction, and improve business performance.

SAP Solutions

### Human Resources

Priorities

#### SAP Solutions

# 38%

Lower costs for HR organizations with a high degree of internal integration compared to organizations with a fragmented HR environment

Source: SAP Performance Benchmarking

Core Human Resources and Payroll

Consolidate HR and payroll processes on common global platform for better workforce data and legal compliance.

Talent Management

Improve strategic alignment, increase productivity, and accelerate results by identifying, developing, motivating, and retaining talent.

Time and Attendance Management

Streamline time management processes to enhance resource effectiveness and visibility into and control over labor costs.

Workforce Planning and Analytics

Identify and analyze talent gaps and streamline workforce planning for efficient and effective management of workforce demand and supply.

## Benefits

- Align people to organizational business strategies
- Support global expansion into new markets
- Improve productivity and engagement
- Provide real-time insight into business needs



## Finance

SAP Solutions

**Finance**

**Priorities**

SAP Solutions

CFOs implement best practices to help them walk a fine line, striking a balance between sound stewardship and value creation, entrepreneurship and caution, and the big picture and exacting detail.



Financial organizations are struggling to achieve excellence during one of the most difficult and volatile economies of modern times.

Persistent challenges include ongoing market instability, ever-changing regulations, and increasing pressure on margins. As the speed of finance increases, so does the need for financial insight on the go – any place and any time. At the office, financial executives must cut costs while demonstrating the value of the company.

More than ever, financial organizations need best practices to help them achieve excellence.

With the right solutions for finance, organizations can excel where it is needed most, ensuring regulatory compliance and effective risk management, outperforming financial objectives, creating sustainable value, and delivering superior service.

# 22%

Lower audit costs where organizations use automated rather than manual controls

Source: SAP Performance Benchmarking



# Finance

SAP Solutions

## Finance

Priorities

### SAP Solutions

**Even in the face of sustained market volatility and increasing regulatory demands, best practices help financial organizations excel.**

Organizations that use 360-degree finance processes enable their people to collaborate more efficiently and use business insight more effectively.

Financial Planning and Analysis

Manage financial performance to execute organizational strategies and control costs.

Accounting and Financial Close

Perform a fast, accurate, compliant close with less cost and effort.

Treasury and Financial Risk Management

Gain greater insight and control over complex processes for managing cash, liquidity, and risk.

Collaborative Finance Operations

Automate transactional processes for increased efficiency, effectiveness, collaboration, and service with lower cost.

Enterprise Risk and Compliance Management

Manage risk and compliance to protect revenue and optimize financial performance.

# 60%

Less finance cost as a percentage of revenue for the top percent of organizations than that of average performers

Source: SAP Performance Benchmarking

## Benefits

- Help ensure regulatory compliance and effective risk management
- Outperform financial objectives and create sustainable value
- Deliver superior service at reduced cost



## Procurement

SAP Solutions

**Procurement**

**Priorities**

SAP Solutions

While companies often focus on revenue, procurement savings can increase profits about five times more. The key to maximizing procurement's success in this critical role is to deliver consistent quality, savings, and compliance over time.



Procurement leaders set a baseline for success by implementing best practices, excelling in category expertise, and working with key stakeholders on cost control programs.

While savings are always a priority, new objectives have emerged as well. Procurement must manage supplier risk and performance, improve process efficiency, drive innovation, and ensure sustainability practices.

You need solutions that give you the tools to cut costs as well as add value, supporting processes including spend analysis, sourcing, contract management, operational procurement, supplier information management, and risk and performance management – available both on premise and in the cloud.

These tools, when coupled with an unparalleled collaborative business network, drive real-time insight and efficiency that can only be delivered through the power of “many.”

# 60%

Improvement in annual average savings resulting from leveraging technology for sourcing and procurement processes

Source: SAP Performance Benchmarking



## Procurement

SAP Solutions

### Procurement

Priorities

#### SAP Solutions

### Drive sustainable savings while supporting innovation.

Ensure best practices in the source-to-pay process, on premise or in the cloud, while leveraging the power of network collaboration for efficiency and insights.

#### Strategic Sourcing and Supplier Management

Find new suppliers through Ariba Network, and manage these relationships through supplier management solutions. Identify and act on sourcing opportunities, and create favorable, low-risk supply contracts.

#### Procure to Pay with Business Network Collaboration

Realize savings with compliant, user-friendly self-service procurement, services procurement, and plan-driven procurement. Collaborating on Ariba Network makes catalog management, purchase order collaboration, and invoice-related transactions even more efficient.

#### Business Network Extensions for Procure to Pay

Leverage Ariba Network even further to drive advanced invoice automation and exception management. Manage cash by taking advantage of dynamic discounting opportunities.

# 90%

Estimated penetration of cloud-based sourcing and procurement tools

Source: SAP Performance Benchmarking

### Benefits

- Optimize spend under management
- Increase average annual savings
- Decrease in full-time equivalents per billion in spend
- Drive innovation with suppliers
- Reduce cost and risk with faster turnaround



## Information Technology

SAP Solutions

**Information Technology**

**Priorities**

SAP Solutions

Business enterprises should forge a strategic business partnership with their IT organizations by aligning goals. Business-oriented IT management is all about maximizing efficiency and responsiveness by running IT like a business.



A recent study conducted by Gartner shows that lines of business want to ascertain the value of their IT investment. IT organizations no longer decide alone which IT projects to fund.

The challenge is that information technology is often seen as just running the technical landscape. To become more relevant to an enterprise, IT needs to reposition itself to run like a business.

SAP offers an integrated portfolio of solutions to do just that. New technologies like mobile, in-memory, and cloud computing generate value to a business in an unprecedented way.

However, these new technologies also make IT landscapes more complex, requiring more tools to manage them. By leveraging SAP solutions following best practices, CIOs, CEOs, other executives, management, and employees can tap into and help ensure efficiency, continuity, and responsiveness – making IT more strategic to the business.

**2x**

More projects delivered on time or ahead of time by IT manager top performers than their peers

Source: SAP Performance Benchmarking



# Information Technology

SAP Solutions

## Information Technology

Priorities

SAP Solutions

**Evaluate and control risk. Ensure flexibility and scale. Control and optimize costs. Maximize strategic value.**

Help ensure business continuity, drive efficiency, and increase IT responsiveness to business objectives – with IT management solutions designed for businesses of any size.

Application Lifecycle Management

Use application lifecycle management (ALM) best practices, methods, and services based on Information Technology Infrastructure Library (ITIL).

IT Infrastructure Management

Monitor all network assets to drive integrated infrastructure and application lifecycle.

IT Portfolio and Project Management

Manage projects and align the portfolio to drive innovation efficiency.

IT Service Management

Align service-desk operations with service-level agreements (SLAs), resolve SLA incidents fast, and adopt ITIL best practices to meet evolving goals.

IT Strategy and Governance

Track IT costs and risk, and map risks and compliance activities to business impact.

# 1.9x

More projects delivered on or below budget by IT management top performers than their peers

Source: SAP Performance Benchmarking

## Benefits

- Better alignment of IT to business strategy
- Shorter IT delivery and business cycles
- Higher ratio of profits to IT upkeep in budget
- Reduced system upgrade and operation costs
- Lower cost of risk mitigation/revenue loss
- Less downtime of critical business systems



## Technology and Platform

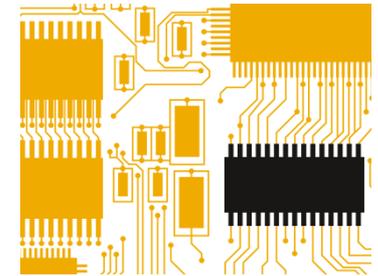
SAP Solutions

### Technology and Platform

#### Priorities

SAP Solutions

Businesses must drive transformation through technology innovation. Organizations that thrive will improve the value of information, empower new developer and user experiences, and unwire their businesses to innovate engagement.



As users become savvier, they expect real-time insights, predictive analysis, and access to applications from the latest mobile devices. They expect all of these capabilities will seamlessly integrate with their favorite social platforms.

At the same time, data volumes are exploding, while the window to capitalize on opportunities is shrinking. Users must be empowered with information available in an entirely new class of real-time applications.

Today's challenges are more complex than ever. Technology solutions can make the difference – the difference between surviving and thriving. Businesses must drive transformation through the innovative use of technology. Organizations that thrive will enable the real-time enterprise to improve the value of information, empower new developer and user experiences, and unwire their businesses.

## Technology and Platform

SAP Solutions

### Technology and Platform

Priorities

**SAP Solutions**

### Use technologies to drive change and help your business thrive.

SAP software enables the real-time enterprise, empowers new experiences, and unwires the business.

#### Big Data

Zero in on the right information at every level of your enterprise. Manage your critical data with scalability, trust, and unmatched performance.

#### Real-Time Enterprise

Use real-time, consumer-grade software to increase productivity and competitiveness that results in innovative consumer applications.

#### Real-Time Analytics

Increase the value of data with the latest technologies from SAP.

#### Enterprise Mobility

Unwire your employees, customers, and partners with proven, highly rated, mobile solutions.

#### Enterprise Information Management

Manage data from many sources for smarter decision making, streamlined operations, and increased productivity.

#### Application Integration

Develop applications and innovation rapidly in a mobile, always-on world of collaborative business networks for secure, cloud-scale applications.

#### Cloud Solutions

Streamline applications, analytics, planning, and predictive and sentiment analysis on a single platform based on in-memory technology.

### Benefits

- Operate your business in real time
- Reduce time to value and speed up innovation
- Turn data into an enterprise asset
- Unwire the business to innovate engagement



## SAP Innovations

### SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

# 24%

Higher operating margins  
where enterprise mobility is  
embedded in all business  
processes

Source: SAP Performance  
Benchmarking

Sophisticated consumers and businesses rely on their service providers to get their content and mobile services when and where they want them. This provides the industry with the opportunity to continually innovate and deliver new value-added services that go way beyond simple communications.



People and businesses rely on CSPs to deliver highly reliable network services at all times. This level of trust that CSPs have built with their customers means that they can leverage new opportunities. These opportunities include enterprise mobility, Big Data, and cloud services, which can deliver more value-added services, satisfy consumer desires, and drive new revenue. Mobile commerce, mobile apps, and mobile marketing services are just a few ways that CSPs can deliver new services to consumers. And, on the enterprise side, managed enterprise mobility services, machine-to-machine services, and SaaS services are ways that they can provide higher value to their corporate customers. CSPs can also take the vast amounts of usage and customer data that is available to them and provide insights in real time gleaned from that data. All of these are tremendous opportunities for today's service providers.

## SAP Business Suite powered by SAP HANA

SAP Innovations

### Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

SAP Business Suite powered by SAP HANA enables CSPs to deliver a better customer experience, operate their supply chain more efficiently, and better manage their network assets and their sales channels.



### Customer Experience Management

Have full customer management capabilities integrated with telecom commerce functionality.

Use complete visibility into usage and historical data for superior customer service.

### Operational Excellence

Enhance management of network asset deployment projects.

Monitor actual demand in real time to assess inventory and help ensure devices and accessories availability in sales channels.

Align cross-functional forecast for fast response to demand fluctuations.

Optimize direct sales channel activities.

## The SAP HANA Platform

SAP Innovations

Applications

**The SAP HANA Platform**

Mobile

Analytics

Cloud

# 68%

Greater ability to use Big Data for organizations with a well-defined, enterprise-wide, high-performance analytics strategy

Source: SAP Performance Benchmarking

The telecommunications industry is overloaded with rich data – data about customers, locations, usage, and more. For the company that can leverage this data, the opportunities are nearly endless. With the SAP HANA platform, best-run CSPs can benefit from using this data to drive revenue and competitive advantage.



### **Business Model Innovation**

Leverage the SAP HANA Enterprise Cloud service to run business-critical applications as a hosted service model for downstream business customers.

### **Customer Experience Management**

Create added value for customers and instill loyalty by achieving true visibility into their complete relationship with you. Provide a more customized, holistic experience and engagement model for customers that interact with your services and true omnichannel commerce functionality for a seamless purchasing and service experience across all channels.

### **Customer-Centric Insights**

Gain instant access into how customer segments are reacting to marketing programs and offers in order to make real-time business decisions that impact the overall effectiveness of campaigns. Leverage vast data resources to manage churn, create loyalty, and upsell with predictive analytics functionality.

## Mobile

SAP Innovations

Applications

The SAP HANA Platform

**Mobile**

Analytics

Cloud

# 40%

Higher employee productivity where mobile access is provided to employees across all levels

Source: SAP Performance Benchmarking

Whether delivering mobile communications services to customers or enabling employees to work on the go, enterprise mobility is your business. SAP provides solutions needed to deliver new mobile services and apps to boost sales, increase loyalty, and create operational efficiencies like never before.



### Business Model Innovation

Enable your mobile wallet and mobile payment services with SAP software. Deliver mobile-to-mobile (M2M) services to manage the millions of connected devices managed by enterprise customers.

### Customer Experience Management

Provide a consistent and seamless purchasing experience whether on mobile devices or in a retail store. Bring customers closer and empower them with more opportunities, offerings, and interactions anytime, anywhere. Deliver real-time, targeted, personalized recommendations to improve services, build loyalty, and boost sales.

### Human Resources

Improve workforce safety, productivity, and loyalty. Respond faster and better to issues and requests. Produce more and improve quality.

### Technology and Platform

Deliver managed mobile services to customers. Partner with SAP to deliver enterprise mobility with SAP Mobile Platform, in a hosted environment.



## Analytics

SAP Innovations

Applications

SAP The SAP HANA Platform

Mobile

**Analytics**

Cloud

# 20%

Higher revenue per employee in organizations that are using information to identify strategic and competitive advantages

Source: SAP Performance Benchmarking

Service differentiation, customer satisfaction, and profitability are more important than ever and critical to survival. By using powerful intelligence tools, telcos can deliver the right service to the right customer at the right price, helping ensure a higher retention rate and additional revenue.



### Customer-Centric Insights

Leverage analytical functionality to fully understand customer and usage data to:

- Increase retail customer satisfaction and reduce churn
- Create greater loyalty in a very competitive market
- Predict customer activity to better upsell and cross-sell

### Operational Excellence

- Maximize profits by pricing products and bundled plans accurately
- Boost revenues by allocating network costs accurately
- Set the right tariffs and justify rate increases with insight into costs associated with products, customers, third-party services, and networks
- Improve vendor management and channel profitability by analyzing profitability data on individual suppliers, retailers, online stores, and other third-party partners
- Reduce the impact of churn by focusing on retaining profitable customers

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

**Cloud**

**66%**

Of companies expect greater flexibility and agility to be a source of business advantage from cloud computing

Source: SAP Performance Benchmarking

## Cloud

The speed and flexibility offered by cloud computing is creating new opportunities for best-run telecoms. Cloud applications from SAP and the open SAP HANA Cloud Platform allow CSPs to drive revenue from new, cloud-based services to enterprise customers.



### Business Model Innovation

At the heart of a service platform is a telecom's ability to host and run services and applications for businesses and consumers. Leveraging their reputation for successfully managing large-scale service delivery, having a trusted billing relationship, and supporting a robust network, telecoms can take advantage of the ability to deliver innovative business models through the cloud.

### Customer Experience Management

Whether managing their own sales forces or those of their business customers, telecoms can use cloud solutions to provide information when and where it is needed.

## Best-Run Customers

### Best-Run Customers

Rogers

T-Systems

UNE EPM

Vodafone

Why SAP?

Ten of the top 10 telecom operators worldwide run SAP software.

The top 3 European telecom operators use SAP software.

Mobile services from SAP reliably deliver 1.8 billion text messages worldwide every day.

Cloud solutions from SAP provides the freedom for 17 million people to work from anywhere.

TeliaSonera

Deutsche  
Telekom

T-Systems

swisscom

vodafone

une  
EPM Telecomunicaciones

## Customer Co-Innovation

### Best-Run Customers

Rogers

SAP co-innovates with leading telco operators using the Telco Advisory Council to drive priorities. Its member companies lead co-innovation and continuous incremental enhancements right across the value chain.

T-Systems

UNE EPM

The Telco Executive Advisory Council (TEAC) is comprised of executives from our most important customers. It works with SAP to share best practices and drive joint innovation.

Vodafone

Why SAP?

### Co-Innovation Customers

Deutsche Telekom uses cloud technology and concepts for Web-based service marketplaces. T-Mobile performs customer analytics management on the SAP HANA platform. TELUS runs price simulation on SAP HANA.



Best-Run Customers

**Rogers**

T-Systems

UNE EPM

Vodafone

Why SAP?

Canada's Rogers Communications Inc. provides wireless voice and data communications services, cable services, and media assets. After migrating to SAP Business Objects business intelligence (BI) solutions and SAP IQ software, the company increased self-service access and insight into network performance and reduced query and report time to support operational decision making.

### Key Benefits

- Improved insight into data to inform operational and service-related decisions
- Achieved a unified vision of operations support system (OSS) data for better report accuracy and security
- Realized greater agility in managing and analyzing data
- Reduced licensing fees and IT support requirements

**3,000%**

Reduction in query processing time

**0%**

Increase in IT staff after 20x growth of data

**100%**

End-user reporting autonomy

“SAP Business Objects BI solutions provide an environment that empowers our business units to do their own reporting and analysis, and we're able to control access to uphold our security policies.”

Greg Kohli, Manager, Network Quality and Performance, Rogers Communications Inc.





Best-Run Customers

Rogers

**T-Systems**

UNE EPM

Vodafone

Why SAP?

With the implementation of the SAP Customer Relationship Management application, T-Systems wanted to establish a cross-segment, cross-national process that spanned the entire sales process, from receiving a request to performing after-sales activities.

**Key Benefits**

- 15% less overhead per year
- Internationally optimized opportunity management
- 360-degree view on customers
- Lower administration expenses
- Full concentration to deal with prospect of success
- Faster time to market
- Higher data quality and consistency
- Integration from lead to after-sales processes
- Streamlined workflow processes

**15%**

Annual total cost of ownership

**360°**

View on customers

“Every change to our own processes costs time and money. With parameterization, our business requirements and processes are covered in the best way possible because the SAP software can be customized to a great extent.”

Peter Detsch, Project Management for CRM and Offer Support Solutions,  
T-Systems International GmbH





## Best-Run Customers

Rogers

T-Systems

**UNE EPM**

Vodafone

Why SAP?

The SAP Profitability and Cost Management application provides this telecommunications company with an intuitive tool for releasing timely operating, analytical, and managerial reports at less cost – giving it improved cost management and profitability analysis.

### Key Benefits

- Administrative and financial analytic platform for managerial reporting, maximizing the value of SAP ERP application licenses
- An intuitive tool for releasing timely operating, analytical, and managerial reports without incurring development costs
- Removal of new ABAP programming language–based reports
- More agility in information analyses with multiple views

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“The project was conceived as a great opportunity to improve the company’s information about product profitability and assess process cost. This is the first phase of a large project, which will be followed by the deployment of the SAP Business Planning and Consolidation application.”

Andrés Vélez Vieira, Corporate Finance Director, UNE EPM  
Telecomunicaciones S.A.





**vodafone**

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**Vodafone**

Why SAP?

Vodafone is currently in the process of transforming its entire business through its global rollout of the SAP ERP application and the new mobile applications that will integrate directly with this system. Vodafone has selected employee lookup, leave request, travel receipt capture, timesheet, and HR approvals. These applications will allow users to access any employee's details and organizational information residing in the back-end human capital management solution, allow employees to create and review leave requests and travel expense entries, enable time entry to be captured immediately as work is performed, and approve HR-related requests.

### Key Benefits

- Smartphones and tablet devices mean that employees can be anywhere in the world to continue to be productive, as long as they are armed with the right tools.
- The HR applications will mean that the workforce can handle HR tasks on the go, thus improving both their productivity and that of the wider team as the approvals process will now be much quicker.

**10,000%**  
Employees will be using  
these applications

## Why SAP?

Best-Run Customers

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**Why SAP?**

SAP enables the transformation happening in the telecom industry by enabling a superior customer experience, providing customer-centric insights, and delivering new revenue-generating services all while keeping an eye on costs.

### **Tightly Integrated, Complete Solutions**

SAP offers the most comprehensive portfolio for telecoms, an industry-specific commerce suite, and a complete solution encompassing the offer to monetization of any transaction – integrated, yet modular by design.

### **Key Breakthrough Innovations**

SAP software is based on the industry's most innovative technology foundation, which combines solutions for database and technology, mobility, analytics, and cloud-based deployment options to enable supply chain optimization and efficiency at the lowest possible cost.

### **Proven Time to Value in Large-Scale Implementations**

The world's leading telecommunications companies, across every major segment of the industry throughout the world, continue to rely on SAP to enable them to offer a comprehensive customer experience.



# Find Out More About How Your Organization Can Become Best-Run

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