



MEETING THE CHALLENGES OF CONVERGENCE IN THE COMMUNICATIONS INDUSTRY

Maximize Opportunity and Minimize the Danger of Change

Convergence is creating dramatic change in the communications landscape. To survive in this new environment, service providers must embrace innovative business models that can offset the increasing commoditization of IP broadband-based connectivity as well as drive revenue growth. The SAP for Telecommunications solution portfolio provides the dynamic infrastructure that allows providers to seize new opportunities and adapt effectively to ongoing business changes.

The communications industry is undergoing unprecedented change as a result of the convergence enabled by IP broadband. Products, applications, and services that were previously disconnected are being consolidated onto a single delivery platform. Content-based services are growing exponentially, with digital content distribution delivering data, voice, video, software, and services to customers around the world, quickly and affordably.

Convergence is forcing providers in formerly discrete niche markets – such as telecommunications, media, and entertainment – to become connected business partners. Together, these players are creating new marketplaces, services, and revenue models within the communications industry. In this new world, where content distribution is paramount, new business models are emerging.

To succeed in a converged industry, communications service providers (CSPs) must evolve and adapt to meet the content-centric needs of customers. They must shrink time to market from weeks to hours, activate service in real time, and shift pricing schemes from fixed-fee subscriptions to real-time ratings. They must also monetize their customer interactions in varied ways, adding on-demand consumption and real-time contextual advertising to subscriptions.

Service offers, once owned exclusively by providers, must now be driven by the CSP's ecosystem, which may include thousands of partners. That's why CSPs need a technology infrastructure that helps them deliver mass customization and dynamic bundled services for businesses, mass-market consumers, and discrete customers in real time via automated interactions and self-service functions.

Enabling the Adaptive CSP

The SAP for Telecommunications solution portfolio provides the business infrastructure you need to deliver on the changing expectations of customers and consumers. It also enables the functionality you need to grow and strengthen your business ecosystem and seize new marketplace opportunities as they develop.

At the foundation of SAP for Telecommunications is industry-standard SAP® software you can use to create an adaptive infrastructure – one that will help you evolve your current IT landscape into a strategic environment that drives business change. Built on the SAP NetWeaver® platform, this flexible, service-oriented software enables infinite configurability and extensibility, allowing you to model customized, dynamic business processes and provide the unique solutions your business requires.

The general and industry-specific applications offered in the comprehensive SAP for Telecommunications solution portfolio help you collect and analyze information about consumer behavior, preferences, and business transactions. They also enable you to streamline the order-to-cash cycle, enhance customer relationships, accurately anticipate demand, plan supply networks, manage assets, extend collaborative processes, plan and distribute content, and optimize the network life cycle.

The Business Value of SAP Solutions

SAP for Telecommunications contains all the software, best-practice guidelines, and support you need to make the most of convergence opportunities. You can combine these offerings into solutions that let you identify and maximize operating efficiencies, boosting bottom-line growth. Or you can use them to create solutions that reduce capital investment expenditures through network life-cycle management and asset management functions.

The portfolio's state-of-the-art software applications help you differentiate and innovate your services – enabling you to adjust easily to divergent and fast-changing customer behaviors as well as enhance profitability. By supporting the management of intellectual property, advertising, and partners, these SAP applications can help you drive new business models and realize the synergies offered by convergence.

SAP for Telecommunications combines cutting-edge solutions for the communications markets of today and tomorrow with SAP's solid industry-specific and general business expertise. Today SAP for Telecommunications is helping more than 1,200 telecom and media companies worldwide grow their markets and succeed in a dynamic industry.

Seize the Opportunity

For more information on how SAP solutions can help you become an adaptive CSP, call your SAP representative today or visit us at this Web site: www.sap.com/telecommunications.

Powered by SAP NetWeaver

The applications in SAP for Telecommunications are powered by the SAP NetWeaver platform. SAP NetWeaver unifies technology components into a single platform, providing the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver also helps organizations align IT with their business. As the foundation for enterprise service-oriented architecture (enterprise SOA), SAP NetWeaver allows organizations to compose and enhance business applications rapidly to drive business change.