



Solution Overview | [Next Generation Cable](#)

Infonova - Next Generation Cable

**BSS/OSS Transformation leveraging
BearingPoint's **Infonova****



Cable companies have to meet a number of challenges following technological and market-related developments. From being focused mainly on providing broadcast services to residential subscribers, cable operators are now characterized by a large range of services, such as IPTV, video, voice and high-speed data services provided to both residential- and business customers. The wide range of services now allows cable operators to compete with other infrastructures.

MARKET TRENDS

To remain successful in today’s demanding environment, cable operators need innovative strategies for retaining customers, increasing their subscriber count and managing daily operations in a streamlined and efficient way. The challenging roadmap of service offering lead to enhanced Interactivity while Bandwidth-Requirements increase in parallel.

Triple Play is already set as minimum standard for churn reduction by the market, whereas market consolidation drives increasing cost pressure. Convergence respective service offering, support systems and 360° client view is key.

Operators and partners develop virtualized business models while content providers merge onto the market.

Quadruple Play – offering shall drive cable operator’s development to the next level generating additional value by enhancing customer experience in parallel with extension of the value chain.

In parallel, the academic approach of TMF with eTOM and TAM needs to be adopted and operations are aligned.

CHALLENGES

Major influences include Service- and Subscriber Management, Revenue Assurance and leveraging of technologies to optimize converged service offering. Operators need to lay the focus on flexibility and decreased time-to-market due to product diversity and unpredictable market conditions and therefore leave silo-operations behind, replace old-fashioned service generation to further streamline resource assignment.

The key challenge for cable operators is in identifying and prioritizing the business and technology issues that need to be addressed to satisfy the customers.

This means that cable operators have to create flexible bundles out of their portfolio of television, wireless service, high-speed Internet access and VoIP to become more attractive to consumers compared to their competitors.

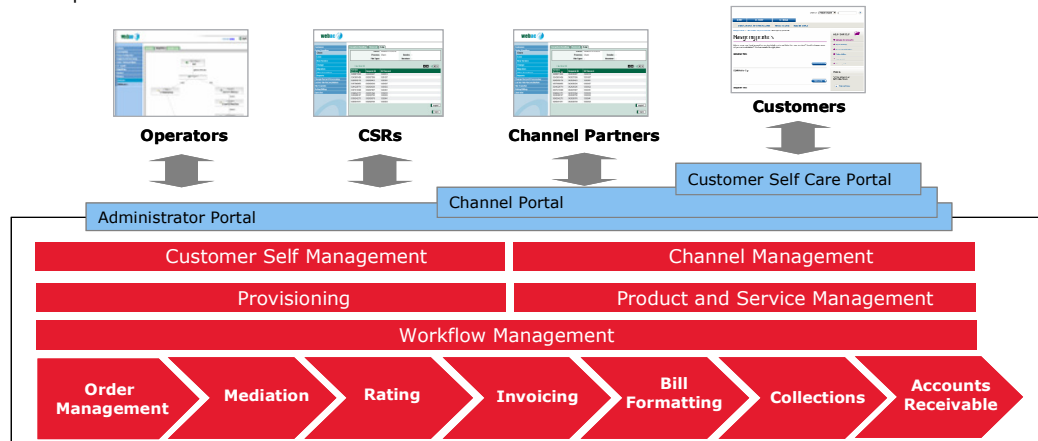


Figure: Infonova Order to Cash Capabilities

INFONOVA – ORDER TO CASH

By leveraging Infonova - our full-service Operations Support Systems (OSS) and Business Support Systems (BSS) solution - our industry-focused professionals can help cable operators focus on quickly launching new services, provisioning new customers and supporting service quality issues.

We support your business in a process of transformation to break-up existing silos and streamline processes in alignment to eTOM, TAM and the demand of lean operations.



BearingPoint's Infonova solution is a highly pre-integrated OSS/BSS solution stack for service providers, searching for Service Oriented Architecture (SOA) integration approaches.

ZERO-TOUCH PROVISIONING

The solution provides features combining customer self-ordering and related zero-touch provisioning tools. Customers can allocate additional bandwidth by clicking through Customer Self Management Interface whereas the provisioning workflow automatically generates the requested settings and changes immediately take effect without any manual interaction from administrator.

INFRASTRUCTURE, TV

Increased Bandwidth demand paired with enhanced interactivity requirements claim network extension, upgrade and availability of backchannels. The postulate of "quick network response for fast provisioning" reflects optimized infrastructure management and modem administration.

BearingPoint's Infonova offers open interfaces into legacy systems and preconfigured standard process maps. Through the evolution of TV, content is digitized and enhanced interactive services need to be offered. Through the platform, cable operators can make use of their two-way broadband networks to provide HDTV, VOD, interactive TV, instant channel changing, multiple picture-in-picture mode and a rich multimedia program guide.

IP TELEPHONY

In preparation for delivering VoIP services, cable operators have to address multiple technological challenges. Decisions regarding pricing, billing, packaging and customer/service management have long term effects on the success of an operator's VoIP offering. Delivering the right set of products quickly to market and supporting these offerings with efficient customer service is essential.

BearingPoint has significant knowledge and experience acting as an advisor and system integrator in the IP Telephony area.

In addition to the professional background, incorporating a Class V Softswitch into the product-portfolio, multiple accomplishments have been generated as unbiased System Integrator respective best-of-breed products.

Considering the strategy of full-service offering, Quadruple-Play cable operators need to align to market demands. Smooth SIP/SIM transition is technological postulate, whereas business cases need to be elaborated considering all relevant market conditions. The portfolio ranges from collection and mediation of classical switches up to application integration for Next Generation Business Models including strategic definition and innovative offering-composition. BearingPoint has professional background, supporting such effort and has helped many cable operators in justification of certain approaches.

In response to the industry challenges, BearingPoint developed Infonova as integration platform for VoIP solutions. It enables operators to implement comprehensive business support and reduces time to market for advanced IP services through its flexibility and true convergence capabilities.

Moreover, BearingPoint's Infonova VoIP solution family reassures the alignment to market conditions and proves our understanding including additional vendor choice.

INTERNET / DATA

To get into the high-speed Internet services business, cable operators must do more than simply install cable modem gear. Due to the increasing demand for broadband supply, cable operators need to adapt to the changing environment and offer attractive bundles.

Speed-to-market is key and requires streamlined processes and effective work streams.

BearingPoint's Infonova consists of a valuable data module - leveraging the inherent workflow engine. The central component allows operators to optimize provisioning-workflows and guarantee service activation, product billing and quality fulfillment in time.

Flexible product bundling, efficient customization options and transparent customer self-care provisioning at zero touch generate operator's advantage under today's fast moving conditions.

Accelerated order processes paired with increased customer satisfaction and loyalty supports future proof market position.

Infonova delivers order-to-cash capabilities that help cable operators to:

- define, configure, launch and provision new products and services
- improve customer satisfaction, retention, and customer growth by rapid time-to-market cycles for new products and services
- bill and invoice for products and services
- significantly decrease operating expenditures
- deliver robust customer self-service capabilities
- streamline business processes



Delivering Sustainable, Measurable Results

BearingPoint is a leading management and technology consulting company serving the Forbes Global 2000 and many of the world's largest public services organizations. Our more than 17,000 passionate, experienced consultants help organizations around the world solve their most pressing challenges, day in and day out. Through our collaborative and flexible approach, we deliver practical, sustainable, measurable results that help our clients make the right strategic decisions and implement the right solutions.

To learn more, visit our Web site at <http://infonova.bearingpoint.com> .

We are BearingPoint, management and technology consultants.

Contact

For more information on how BearingPoint featuring Infonova can lead to high performance, contact infonova@bearingpoint.com.