DEUTSCHE TELEKOM
ACCELERATES B2B PRODUCT LAUNCH EFFICIENCY WITH TMFORUM-BASED END-TO-END DATA MODEL

Capgemini supported Deutsche Telekom in identifying end-to-end data, order-to-cash data flows, creating a data flow inventory, and implementing an Attribute Master Tool (AMT)

As a global leader in integrated telecommunications, Deutsche Telekom provides fixed network, broadband, mobile communications, internet, and IPTV products and services for consumers as well as information and communication technology (ICT) solutions for business and corporate customers in over 50 countries.

Understanding the need for unified data management

Within the B2B Market, telecommunication companies are dependent on launching new products in the shortest period of time. Rapid time-to-market plays a key role in maintaining relevance and growing future business.

Overview

Client: Deutsche Telekom AG

Region: Germany

Industry: Telecommunication

Client Challenge: Deutsche Telekom wanted to improve the overall efficiency of the B2B SD-X product launch by automating and integrating workflows within a complex and evolving IT system landscape.

Solution: Deutsche Telekom and Capgemini introduced an information system based on the TMForum Information Framework (SID) that enabled Deutsche Telekom to identify information flows throughout the SD-X Order-to-Cash system landscape.
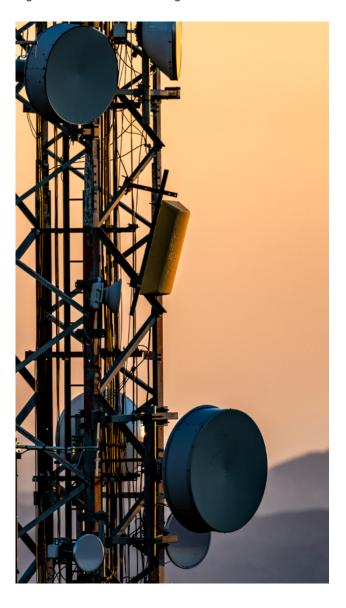
Benefits:

- Faster launches of new customer products
- More effective detection of inconsistencies in data usage and storage
- Reduction of software engineering effort required to cover end-to-end product processing

With the launch of new B2B SD-X products, Deutsche Telekom faced challenges when trying to implement end-to-end order-to-cash (O2C) workflow automation and data integration.

In order to process and deliver the B2B SD-X products end-to-end, the company needed to integrate commercial and technical data from various Business Support Systems (BSS), Operations Support Systems (OSS) and Enterprise Resource Platforms (ERP).

While attempting to implement end-to-end order-to-cash (O2C) workflow automation and data integration, Deutsche Telekom identified that a set of disparate systems presented a complex integration challenge. As the company's Business Support Systems (BSS), Operations Support Systems (OSS), and Enterprise Resource Platforms (ERP) functioned independently, they required careful data mapping to ensure seamless digital coordination and management of data.

Mapping out a future approach

Faced with such a complex system integration, Deutsche Telekom decided to leverage Capgemini's industry and data management expertise to identify different data flows, introduce a standardized naming convention, and create a comprehensive data flow inventory.

To support workflow automation, data transparency, and the data integration for B2B SD-X products, the partners first needed to properly understand the existing systems and processes as well as how a unified approach to data management would function. Using the TMforum framework, created by a committee of 800+ global companies working together to break down technology and cultural barriers between digital service providers, technology suppliers, consultancies and systems integrators, Deutsche Telekom and Capgemini established consistency in the naming, usage, transformation, and storage of data attributes.

The identified data flows were documented to establish a comprehensive inventory of existing systems. To enable continuous usage of the model, Deutsche Telekom and Capgemini applied an Attribute Mapping Tool (AMT), which could visualize how multiple instances and data would fit in a single identifier. Capgemini has developed an Attribute Master Tool (AMT) to list and group data attributes with a unique naming convention.

In this way, the telecommunication service provider gained insight into the significance of precise data management for operational efficiency, more informed decision making, and optimized application development and system integration. Using the AMT as a central repository, over 2.000 data attributes were categorized. The solution provided end-to-end visibility, consistency, and reliable data governance.

Delivering data integrity and consistency

As a result of this effort, Deutsche Telekom recognized inconsistencies in the usage of data attributes, resulting in improved data integrity and accuracy, and benefiting the business' product launch efficiency. The AMT also supported Deutsche Telekom employees by simplifying and facilitating test processes and ultimately improving software engineering quality.

This strategic advantage not only accelerated product launches, but also strengthened the company's competitiveness and innovative capacity while supporting its position as a leading provider of reliable and state-of-the-art B2B SD-X products.

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