# Accenture SaaS Reference Architecture for Communications Service Providers

## Bringing operators the power, flexibility and scalability of the cloud

**High performance. Delivered.**

As both providers and consumers of cloud services, communications service providers (CSPs) are in the front line of cloud computing's disruptive impact. Externally, CSPs are facing intensifying competition from over-the-top (OTT) internet players, and from global-scale cloud providers like Amazon. Internally, CSPs are under growing pressure to drive down costs, boost their competitiveness, open up new revenue streams, and respond in rapid and agile ways to fast-changing customer demands.

### Rising to the Business Support System challenge

In trying to meet these imperatives, many CSPs are hampered by legacy business support systems (BSS) that have become costly, unwieldy and inflexible through many years of in-house customization, add-ons and workarounds. Yet there is a solution at hand: all of the requirements faced by CSPs play directly to the benefits that cloud computing and as-a-service (XaaS) delivery models can bring to enterprise IT.

This is why growing numbers of CSPs are opting to move their BSS to the cloud. In doing so, they are targeting a wide range of business goals—including higher speed to market, cost optimization, and faster, more compelling and more personalized customer experiences.

### Higher speed, higher agility, lower cost

In pursuit of these benefits, a growing number of CSPs are adopting agile, lower-cost, cloud-powered operations. As well as delivering against their immediate business goals, these solutions open the way to shorter innovation adoption cycles and more agile business and development models for revenue growth.

Again, these advances are prerequisites for future success. In the cloud-powered industry ecosystem now taking shape, CSPs will no longer have a window of six to 12 months in which to assess, produce and deploy new technology innovations. Product and service development in the cloud will enable CSPs to collapse this lifecycle to a few weeks—helping them to stay in the game against fleet-footed competitors.

### Accenture's SaaS Reference Architecture for Communications Service Providers: a crucial enabler in CSPs' journey to cloud enablement

To guide the migration of their BSS to the cloud, many CSPs reference the industry-standard TM Forum's Telecoms Applications Map (TAM)—a standard framework to define systems supporting all the typical end-to-end processes of the communications industry. However this model reflects more traditional, on-premise technologies and larger scale solution development and integration efforts.

To help organizations overcome these challenges, Accenture has developed a SaaS Reference Architecture for Communications Service Providers that extends the TAM with cloud solutions offerings. This new architecture, a FullForce Certified Salesforce Program industry solution, maps the TAM modules to the newest cloud technologies, paving the way to innovation and acceleration of CSPs' migration to the cloud.

**Solutions from SaaS Reference Architecture Positioned Across the Telecoms Application Map**

| Cross Domain | Strategy, Infrastructure & Product | Operation Support and Readiness | Fullfillment | Assurance | Billing |
|---|---|---|---|---|---|
| | Market Sales Domain | | | 6 | |
| | Product Domain | | | 3 | |
| | Customer Domain | | | 8 | |
| 6 | Service Domain | | | 4 | |
| | Resource Domain | | | 4 | |
| | Supplier Partner Domain | | | 4 | |
| | Enterprise Domain | | | 7 | |

Number of Solutions Mapped to TAM

Accenture worked with a large global telecommunications organization to implement a new digitally-focused, end-to-end marketing, CRM and billing solution. The solution focused on an initial set of baseline digital products and is designed to later support print products as part of the organization's efforts to transform its sales, marketing and service capabilities. Accenture helped the client launch the solution in just 12 weeks—an aggressive timeline that was met in part as a result of using the Accenture SaaS Reference Architecture for Communications Service Providers and Accenture SaaS Quick Start Toolkit.

## Simplifying and accelerating in three dimensions

By simplifying and accelerating solution development, the architecture helps a communications operator to achieve three objectives at once. First, reduce design and development cycles with reference designs and code; second, minimize design and development risks; and third, rapidly design, create and build a well-designed architecture founded on proven cloud concepts and experiences.

The reference architecture provides a blueprint for how operators can best leverage cloud-based platforms to create an agile, nimble BSS that supports rapid service deployment. Accenture has created interfaces and code to integrate some of the leading cloud platforms into the BSS, as well as developing an expanding portfolio of process flows that currently include:

- Market-to-lead
- Lead-to-opportunity
- Configuration/price quote
- Sales/ordering
- Provision
- Create case
- Provide support
- Resolve issues

To enhance the reference architecture, Accenture also has a quick start tool to improve the efficiencies in the design and development of CRM capabilities that enable speed to market. The quick start tool goes one step further than the reference architecture. It provides pre-built processes and code configurations that allow a more detailed view of telco business specific processes, specifically marketing, offering management and CRM. Leveraging the Accenture SaaS Reference Architecture for CSPs coupled with the Accenture SaaS Quick Start Tool provides our clients with industry proven leading practice business processes and software solutions.

## Addressing a key pain-point: subscriber management

One area in which the reference architecture can generate strong business benefits is in subscriber management. This is because legacy approaches in this area are now falling short of communications operators' evolving needs—turning subscriber management into a pain-point that they urgently need to address.

Traditionally, CSPs have relied on direct sales channels to sell their products and services. However, rapid expansion in their product portfolios have seen these channels become increasingly insufficient, requiring an omni-channel approach.

Many CSPs simply don't have enough channel options, and are not equipped to integrate these options seamlessly to optimize an omni-channel experience. The solution lies in building agile subscriber management capabilities that are aligned to the right strategy, delivered via the right channels, enabled by the right technologies, and executed by the right talent. CSPs can help achieve this by leveraging the reference architecture to build out subscriber management solutions on Salesforce.

The reference architecture has been successfully used to carry out the traditional business functions of a CSP and has reduced time to market by reducing the typical 4+ month timeline from concept to launch to nearly instantaneous, restricted only by the enterprise's internal processes. It also demonstrated the most convenient touch points between the new cloud components and the legacy on-premise systems, showing how the flexibly implemented cloud processes can be terminated on the client's on premises network infrastructure.

## Why Accenture?

The long-standing alliance between Accenture and Salesforce provides the ideal partner for CSPs looking to seize the cloud opportunity. Accenture is driving Salesforce's largest transformational projects globally—and is widely regarded as its most strategic and experienced systems integration partner, with a track record of more than 850 Salesforce implementations. Accenture has been named a leader in Salesforce implementation services by Forrester Research, Inc., who specifically noted the size of Accenture's practice and Accenture's experience with larger, more complex projects.[1]

This reflects the depth of Accenture's SaaS resources and experience with a rapidly-growing team of more than 6,000 dedicated Salesforce resources. This capability includes the largest pool of Salesforce-certified professionals anywhere, bringing to bear strong business acumen, deep industry expertise, and customer relationship management leadership for clients that have chosen cloud computing as their route to future success.

To learn more about the Accenture SaaS Reference Architecture for Communications Service Providers, please visit www.accenture.com/salesforce.com or contact:

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## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 336,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

1. Salesforce.com Implementation Services, Q2, 2013. Forrester Research, Inc., June 18, 2013.

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