

CASE STUDY

U.S. Cable Giant Saves \$1-Million OPEX Per Month Using ConceptWave to Enable Its Order Management Strategy

Cable Operator Profile

This is the largest cable operator in the U.S. and a leading provider of entertainment, information and communications products and services. With 23.6 million cable customers, 15.9 million high-speed Internet customers, and 7.6 million voice customers, it is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content. In addition to cable television, this operator also provides broadband & wireless Internet and telephony services to both residential and commercial customers. In 2009, its revenue was \$35.8 billion, total assets were \$112.7 billion, and it had about 100,000 employees.

Challenges – Business-Enabled IT Architecture

This cable operator was faced with many similar business challenges that other CSPs are nowadays struggling with. It had to deal with transitioning technology in infrastructure to support it as a converged communications provider. To do that, it must first overcome its own homegrown nature of architecture. On the customer front, it has to deal with the expanding definition of customer and improving customer experience and customer services. The rapid changes in the market demand this operator to be able to enhance existing products with new capabilities and support rapid growth and introduction of current and new product and services.

This operator needs a business-enabled IT architecture and solutions that can support its overall process-oriented business management, provide a business service abstraction layer that complements the Enterprise Service Bus (ESB) and Web-Service (WS) architecture strategy, and provide the ESB/WS benefits. The solutions must be agile and adaptive to business processes. Finally, the solutions must provide customer-centric business view.

Empowering Service Orders:

Proven, high performance order and catalog management solutions.

At the heart interacting and integrating with all the BSS/OSS is an Order Management component that must comply with the Service Oriented Architecture (SOA) that has an Enterprise Service Layer to encapsulate legacy applications. This will provide a single, consistent set of services across BSS/OSS for new applications and allow services and new functionality to be added more quickly – weeks instead of months. Existing business services can be reused across Residential, Commercial, and other support systems and across agent, IVR, PC, STB, and other client domains.

Solution – Order Management Strategy

This operator chose ConceptWave Order Care® to enable its Order Management strategy. The ConceptWave solution would support full-scaled Quote-to-Order Orchestration and Management Process Automation, improve Order accuracy through early validation, reduce and eliminate manual/swivel chair activities through flow-through automation and reduced fallout, and provide proactive exception management and jeopardy handling.

Benefits

This operator's strategic priorities for deploying the Order Management solution from ConceptWave are to improve Customer Experiences, increase Sales and reduce Operating Costs. For customer improvement, the benefits from the ConceptWave solution include visibility on order status, reduction in truck rolls, customer calls, and order fallout. To increase sales, Order Care supports new and emerging services, simplifies order entry and increases lead to order conversion. ConceptWave solution helps to reduce operating costs by increasing operational efficiency, decreasing manual intervention and streamlining error correction. These benefits ultimately drive profitable revenue growth.

About ConceptWave

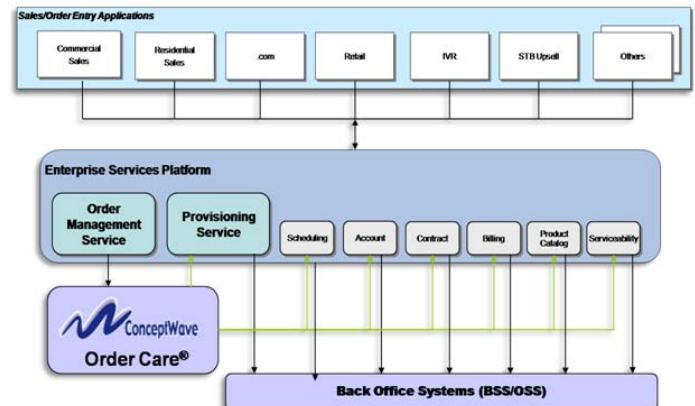
ConceptWave is a leading provider of product and order lifecycle management solutions that enable communications service providers to rapidly introduce new market offers. Our catalog-driven order fulfillment solutions enable customers to immediately change existing offers to meet competitive needs and simplify the management of service orders while ensuring a superb customer experience.

For more information, please visit: www.conceptwave.com.

Why ConceptWave

ConceptWave was chosen because of six key factors:

- ▶ Telecom Focus
- ▶ Track Record
- ▶ Flexible Architecture
- ▶ End-to-End Order Visibility
- ▶ Modularity
- ▶ Transparent Integration



Results – Significant Opex Reduction

The program is closely monitored to ensure its business values are highlighted to support similar programs using the ConceptWave solution. All business values are quantified and tracked based on six categories and two market segments. The average monthly business value brought in by the ConceptWave solution is about \$1 million – operating expense savings per month by this operator using Order Care. Since the initial program, additional programs using ConceptWave Order Care® have been deployed. New initiatives are currently underway with this operator use ConceptWave Order Care®.