

ConceptWave Order Care®

MANAGING THE LIFECYCLE OF PRODUCTS AND ORDERS, FROM CONCEPT TO REVENUE

ConceptWave Order Care® portfolio is a comprehensive, integrated approach to product and order lifecycle management that enables service providers to accelerate the time from product conception to customer order, to revenue.

Order Care balances out-of-box capabilities with customization and configuration options with record time rollouts — for any service, any network, any market, and any channel. The Order Care suite has been deployed successfully at major service providers worldwide.

When CSPs were asked what they believed would impact their profitability:

- ▶ 47% said it was because of delays in product launches and their inability to provide creative package bundles
- ▶ 37% felt it was because of the inability to provide real-time up-sell of services
- ▶ Order taking times on average were 15-25 minutes with revenue leakage attributed to the ordering process as high as 40%

ConceptWave solutions facilitate and automate product and service lifecycles, from initial product concept, through design and rollout, to eventual retirement. Once the product is created, our out-of-the-box solutions manage individual customer orders, from order entry and validation through to the decomposition of that order as it interacts with downstream systems like inventory, delivery, and billing.

- ▶ Enhanced ability to rapidly launch new services for new revenue streams
- ▶ Utilize a federate > migrate > transform methodology rather than a one-step transformation
- ▶ Improve customer satisfaction with better commercial offers, reduced order errors and quicker delivery; while reducing internal operational costs

Empowering Complete Customer Experience

Proven, high performance customer, order, and product lifecycle solutions

“While CSPs can’t rip and replace older systems, it is now possible to leverage existing investments with more intelligent software that can tap into generations of existing code to create context aware business process that can respond accordingly as conditions change.”

Sheryl Kingstone, Yankee Group

Managing The Lifecycle Of Products And Orders, From Concept To Revenue

ConceptWave Order Care® provides the bridge for orders from CRM to provisioning. The portfolio utilizes an Order Lifecycle Management (OLM) through an integrated approach of order negotiation, order management, and service fulfillment. Customer orders are efficiently orchestrated from entry to delivery to retirement.

Configuration and customization of the Order Care product modules for specific business processes is done in weeks, not months or years. Integrated configuration environment tools are available to manage complex solutions and implement ongoing modifications as it facilitates rapid modification of configuration, rules, and workflows in response to a changing service environment. No advanced “coding” expertise is required to use these tools, just point and click – the flow design is easy to learn, easy to use.

The Order Care portfolio has proven adaptability to data services, internet services, voice services and triple play solutions. It has been integrated with a broad range of incumbent systems such as CRM systems, quotation systems, billing systems, billing, inventory management systems, and more.

ConceptWave Order Care® is based on open telecom and web standards and uses a modular architecture that is real-time; event-driven; context- and location-aware. CSPs can fulfill their vision of end-to-end business processes that are able to adapt dynamically to product and order definitions, demands and behaviors to provide a superior customer experience.

Catalog Management - Consolidates product and service information, while simplifying management of offers, bundles, and discounts. Unifies product manager and sales channel access to CSP product and service assets to provide a consistent and high-quality customer experience. Manage the Catalog using a configurable Product Lifecycle Management process.

Order Negotiations - A fully customizable order entry system that validates every order prior to provisioning and enables Customer Service Representatives (CSRs) to offer pricing, availability, multi-featured bundles, discounts etc.

Order Management - Enables CSPs to track, automate, notify, escalate and manage their orders throughout their life. It includes the ability to decompose, orchestrate, synchronize and route complex multi-part orders while handling order exceptions and jeopardies to ensure order accuracy.

Order Analytics - Provides management dashboards and reporting of order history, delays and escalations, along with in-depth analytics to help CSPs to understand profitability, and which product or service offerings need to be changed, retired or re-introduced.



Catalog Management

Business Challenge: CSPs are facing complex catalog data issues – multiple, discrete product and service repositories that are hindering the time-to-market of new product and services.

Benefits:

- ▶ Manage end-to-end product lifecycles, from definition to retirement to reduce TCO of products & offerings.
- ▶ Federate all data sources to create a single, integrated view of all products and services.
- ▶ Create new services and offers based on unique service bundles to bring differentiated products to market rapidly.

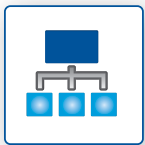


Order Negotiations

Business Challenge: CSPs lack the ability to rapidly create and manage integrated front-end applications that allow products to be presented to customers and manage the complete order lifecycle.

Benefits:

- ▶ Automated GUI-building environment to support highly customizable, high performance, rule-based solutions that can tailor the experience to different customers based on their subscription, location, time and other factors.
- ▶ Use catalog-driven process to ensure flawless customer orders through a highly intuitive GUI.
- ▶ Flexible options for rapid integration with ConceptWave's or third party applications such as Catalog, Order Management, Customer Management, Billing and others.



Order Management

Business Challenge: Customers are demanding complex services along with large array of devices that force CSPs into supporting complex order fulfillment lifecycles well beyond the traditional single-service activation process.

Benefits:

- ▶ Configure and deploy highly customized order management solutions with a high performance workflow engine to optimize order processing.
- ▶ Feature-rich order & service decomposition and orchestration functionality with fully-featured telecom processes built upon the BPML standard to support the most complex orders.
- ▶ Extendable BSS/OSS interface engine with third party components for seamless, rapid integration.



Order Analytics

Business Challenge: CSPs have to proactively identify and mitigate order fulfillment problems, but their traditional reports and dashboards fall short, by providing too little, too generic, too late.

Benefits:

- ▶ Provide a 360° view of order fulfillment lifecycle, such as operational status, KPI metrics, order/transaction volume, order errors, inventory capacity and availability and others, allowing real-time tracking and adjustments.
- ▶ Support order event and service transaction analyses, including historical trending and prediction, to drive more accurate targeting and customer satisfaction and loyalty.
- ▶ Configuration technology that allows for building of custom dashboards, reports and analyses.

ConceptWave Order Care® Portfolio

ConceptWave Order Care® manages the lifetime of an individual customer order, from order entry and validation through to the decomposition of that order as it interacts with many downstream systems like inventory allocation, delivery, and billing.



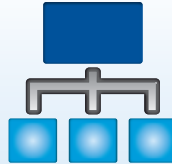
CATALOG MANAGEMENT

- Product and Service Catalog
- Product Maintenance Console
- Distributable Operational Server
- Service availability rules
- Product bundling
- Product translation
- Promotions/Offerings
- Discounts
- Pricing
- Taxation



ORDER NEGOTIATIONS

- Supports CSR/SSR channel
- Proposal/Quote lifecycle
- Multiple services per order
- Full MACD support
- Dynamic forms
- Full business rules
- Dynamic order contents
- Order inquiry
- Internationalization



ORDER MANAGEMENT

- Order decomposition
- Work queue management
- Order tracking and reporting
- Jeopardy, management
- BPM workflow
- Commercial order management
- Technical order management
- 3rd party system flow
- Activation and Inventory



ORDER ANALYTICS

- Real-time operational status
- KPI metrics
- Order volume / transaction
- Order error reporting
- Service inventory availability
- Manual workpool capability and availability
- Historical trending
- Decision support
- Complete report customization

ConceptWave Software Inc. is a leader in the telecommunication market with products for the CRM and B/OSS segments. ConceptWave's unique offer is to provide an end-to-end catalog-driven suite of order fulfillment automation software with ConceptWave Order Care® and Rapid CRM. Employing the Company's long standing vision of providing turnkey lifecycle solutions for CSP's, ConceptWave today is a market leader in delivering applications that span and manage the Customer, Product, and Order lifecycles. Founded in 2000, ConceptWave is headquartered in Toronto with offices in the Americas, Europe and Asia.



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