

**What if... you could reduce time to market and lower costs at the same time?**

*" The Cordys BPM platform ensures that we can react efficiently and quickly to the ever-changing needs of our customers."*

Jan Muchez, ex-CIO of KPN



### Challenge

- Better customer service, unified services and faster delivery of new services
- Orchestration of end-to-end customer
- Flexible orchestration solution for the Business Support Systems

### Solution

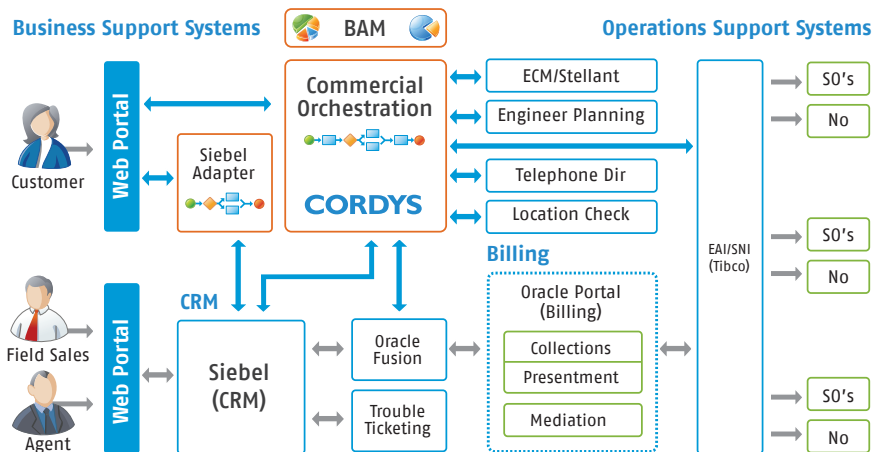
- Orchestration of processes between order entry via Internet and back-end provisioning and billing systems
- Direct provisioning and billing of new voice, internet and multimedia services on new fiber network
- Integration with various systems to create a single customer view

### Benefits

- Shorter time-to-market
- Single view of the customer
- Real-time monitoring
- Improved customer satisfaction
- Reduction of resources



KPN is the leading telecommunications and IT service provider in The Netherlands, offering wireline and wireless telephony, internet and TV to consumers. KPN offers business customers complete telecommunications and IT solutions. KPN Corporate Market (previously known as Getronics) offers global IT services and is the Benelux market leader in the area of infrastructure and network related IT solutions.



Solution architecture diagram (high level view) of Fiber architecture at KPN

## Business case

In order to attract new customers, retain existing customers and remain competitive as a multi-play provider amidst the forces of deregulation, KPN has been focusing on creating a more customer-centric business and on aligning its IT systems to meet this objective. This spurred KPN to initiate a strategic project to:

- Accelerate and increase the scale of new service offerings
- Increase customer service and satisfaction levels
- Reduce overall provisioning costs

KPN has also started a pilot with fiber (FTTH and FTTC) in 5 areas in the Netherlands.

KPN required a platform for commercial order orchestration that could handle the complexity of orchestrating the provisioning of the new fiber-based service offerings, while also integrating with existing legacy systems and its Operational Support Systems service layer.

## The solution

Cordys Business Operations Platform (BOP) was implemented for the commercial orchestration, provisioning, fulfillment of customer orders for KPN's new fiber network product line.

It provides KPN with a flexible BPM solution with rapid modeling capabilities and support for revision of business processes in real-time. The platform assists in orchestrating direct provisioning ("zero touch

activation") of new voice, Internet and multimedia services. Orders entered online are passed immediately through to the Operational Support Systems.

Cordys BOP also provides a real-time, multi-level Business Activity Monitoring (BAM) dashboard for business managers to monitor the progress and performance of the provisioning processes. This has improved the speed and accuracy of provisioning and also lowered the costs.

## Business benefits

With this implementation, KPN is moving towards a customer self-service model, which will provide a higher level of service for customers, thus freeing their employees for higher value customer service exceptions/needs.

From a business process perspective, it is now easier to make changes to the implementation of existing business processes. From a customer service perspective, instead of manually processing orders, customers can now place their orders over the web, with straight-through processing from KPN backend systems. Customers now receive significantly faster (if not immediate) confirmation of orders. Less staff time is now spent servicing customers.

Using the Cordys BOP, KPN has created a highly flexible BPM infrastructure to meet its competitive needs. The project has delivered the technology boost it needs on the service and delivery front to present greater customer value.

# CORDYS

My Business Platform

Cordys is a global provider of software for business process innovation. Global 2000 companies worldwide have selected Cordys to achieve performance improvements in their business operations such as increased productivity, reduced time to market and faster response to ever-changing market demands. Headquartered in the Netherlands, Cordys is a global company with offices in the Americas, EMEA and Asia-Pacific.

Copyright © 2011 Cordys Software B.V. All rights reserved.

Ready to make your business operations smarter? Contact us now at [besmarter@cordys.com](mailto:besmarter@cordys.com)