Salesforce Communications Industry Framework

Frequently Asked Questions

What is an Industry Framework?

An industry framework is intended to streamline business process fulfillment across business and operations support systems, industry models and enterprise functions. It standardizes how business processes are designed and delivered between the industry core capabilities and its consumers. An industry framework specifically includes:

1. Business process definitions
2. Common data model
3. Data exchange interfaces
4. Integration approaches
5. Pre-integrated solution options in collaboration with partners
6. Best practices
7. Governance model
8. Alignment with accepted industry standards

Salesforce delivers its Communications Industry Framework in alignment with TM Forum Frameworx, a widely accepted set of business process, data model and integration standards for the communications industry. Salesforce, as a cloud computing pioneer, delivers in its Communications Industry Framework not only the basic components of an industry framework but also enhances the overall industry framework concept by offering a cloud middleware infrastructure along with a pre-integrated solution with strategic industry partners. The use of the Salesforce Communications Industry Framework is intended to facilitate communications service provider transformation to a cloud-based business and operations support infrastructure. This is particularly valuable as more and more service providers are opting to move away from on-premise systems deployments in order to add agility to their business processes while significantly cutting cost.

What is the Salesforce Communications Industry Framework?

The Salesforce Communications Industry Framework reimagines the telecoms B/OSS architecture and delivers a simplified, cloud-based instantiation of TM Forum Framworx geared to enable business agility. It includes specifications for business processes, business functions, common data model and an ecosystem integration approach containing API specifications, design tools, integration patterns and best practices.

The Salesforce Communications Industry Framework is a unique innovation in the communications industry as follows:

- Practicable cloud-based instantiation of TM Forum Frameworx
- Reimagining of B/OSS and Frameworx from a customer engagement perspective to enable customer-centric innovations
- Leveraging all four pillars of Frameworx: application, process, information and integration frameworks to construct a standards-based customer engagement ecosystem solution blueprint
- Cloud integration platform to allow CSPs to connect or move B/OSS components to the cloud
- Open community specification to foster feedback, collaboration and innovation by partners as well as CSPs
- Data model and API specifications, toolkits, best practices and integration patterns to the partner and customer communities to help accelerate time to launch systems, products, and services as well as business agility and innovation

Why is the Salesforce Communications Industry Framework needed?

Communications service providers (CSPs) suffering from chronic low net promoter scores (NPS < 10) require a platform of engagement to meet customer expectations, protect existing business, and grow new revenue streams. A customer engagement platform is especially required to provide a consistent customer experience across all interaction channels – a prerequisite for improving net promoter scores. The customer engagement ecosystems solution that Salesforce has realized provides extended capabilities in terms of experience personalization, customer analytics and customer control and tailoring of products and service based on a given customer context. These capabilities are exposed to all ecosystem partners and may be used as is or further extended by leveraging the Salesforce Communications Industry Framework. It provides not only a cloud solution blueprint for CSPs to use as a model, but also enables partners to create a new ecosystem or join an existing one using a much simpler meta-data-driven configuration process. Finally, the Salesforce Communications Industry Framework also provides partners an innovation platform upon which they can build novel capabilities. These include a data model specification, APIs and SDKs for mobile, web and social media apps development.

Which Salesforce partners contributed to the Salesforce Communications Industry Framework?

The following partners are contributors and are currently engaged in delivering additional innovations and integrated ecosystem solutions for communications customers:

1. Vlocity: a Salesforce Strategic ISV partner in the communications industry, providing dozens of pre-built processes for automating B2B and B2C selling and service interactions, CPQ and analytics applications – all build natively <u>and</u> additively on the Salesforce platform.
2. Sigma Systems: providing enterprise product catalog, CPQ, order management and provisioning
3. Comptel: providing order management, network inventory, data refinery, charging and policy.
4. CloudSense: providing CPQ, commercial order management and e-commerce solutions
5. Bit2Win: providing CPQ solutions for B2B business models
6. Apttus: providing contract management capabilities
7. ClickSoftware: providing field service, work order and work force management
8. Accenture: global system integrator specializing in Salesforce deployments in the telecommunications industry

Which customers are using the Salesforce Communications Industry Framework?

The following CSPs are a few examples of Salesforce customers benefiting from the framework:

1. LGI: leveraging the Salesforce ecosystem to reimagine the B2B quote-to-cash business process on a new customer engagement platform
2. Sky Italia: solution used for the B2C concept-to-cash-to-care business process, while leveraging multi-channel customer engagement capabilities
3. Fastweb: B2B and B2C concept-to-cash-to-care solution deployment
4. Telus: using the Salesforce customer engagement ecosystem solution precisely to improve NPS for its B2B and B2C lines of business.
5. Time Warner Cable: leveraging the Salesforce ecosystems solution to consolidate multiple legacy B/OSS stacks onto a single Salesforce customer engagement ecosystem solution
6. Telstra: using Salesforce Communications Industry Framework to transform customer engagements across B2B and B2C lines of business

What benefits are customers realizing by using the Salesforce Communications Industry Framework?

Telecommunications business processes are typically delivered via complex integrations between systems, processes, and data models. Traditional integration approaches, focused

on systems rather than customer-facing business processes, tend to be rigid, require custom development, and generally lack flexibility for enabling customer-centric innovations. Salesforce has reimagined the communications B/OSS architecture from a customer engagement perspective aiming to:

- Accelerate availability of B/OSS solutions on the cloud for customer-centric innovations, including knowledge of customer personas, preferences and expectations, personalization options, customer control and tailoring of services and offers to customer situations.
- Launch an open B/OSS ecosystem on the cloud enabling the concept-to-cash-to-care business process.
- Simplify B/OSS integrations through a common data model and a cloud-based configuration mechanism.

The Salesforce platform has long been used by the largest partner ecosystem in the communications industry to deliver critical solutions ranging from customer care to CPQ, charging, order management and provisioning among many other. These solutions are either natively built on the Salesforce platform or provide a cloud-based connector to Salesforce. The integration of these solutions, while greatly simplified given the commonality of the Salesforce platform, is further simplified with the Salesforce Communications Industry Framework, a framework providing a common data model, APIs, toolkits and best practices to enable partner solutions plug into a customer engagement ecosystem and seamlessly exchange data with various components within it.

What are some of the quantifiable benefits of the Salesforce Communications Industry Framework?

The key quantifiable benefits of the Salesforce Communications Industry Framework are summarized as follows:

- The Salesforce customer engagement platform spanning B/OSS systems, business processes and customer interaction channels has produced results in terms of NPS by a factor ranging between 1.5x to 2.5x
- Reduction in solution implementation time has been experienced by as much as 3x
- Integration cost savings of as much as 5x has been observed
- A reduction in time of launching new offers from months and weeks to days and hours including testing across multiple ecosystem solution components
- Dramatic reduction (in some cases complete elimination) of CAPEX
- Operational efficiency gains by a factor ranging between 1.5x and 2x
- Average revenue increase per customer as high as 23% reported
- Customer engagement increase by a factor of 2x to 3x based on deployment of community, mobile, social media and e-commerce solution components.

- New component-level software updates deployed in days and hours versus weeks and months.
- Massive reduction in internal IT costs –Telefonica Latin America saw a 38% decrease in development and deployment costs compared to traditional on-premise BSS/OSS software.
- Massive increase in collaboration between business user, customer, partner, and employee communities.

What are some example reference implementations?

- TELUS (Canada) with 6,000 Salesforce users has deployed an integrated platform (Salesforce + Vlocity) for sales, customer service and order management operations. The platform has delivered significant business results including a 12% reduction in call transfers and repeat calls, a 4% improvement in first call resolution, a 24% improvement in order accuracy and a 10% improvement in "likelihood to recommend".
- Sky Italia with 4,000 Salesforce users has deployed an integrated platform (Salesforce + ISV partners such as Vlocity and Sigma) for sales, service, ordering, retail and more. The platform has reduced average order entry time by 55%, has yielded 230,000 new subscriptions (over 3,600 of them generated from mobile devices) and over 26,000 Leads; it has enabled over 300 new points of sale in less than a year; it has also enabled over 1,000 chat sessions with customers per day for upselling and retention.
- Time Warner Cable (US) with 8,000 Salesforce users has integrated the Salesforce platform for sales, ordering and customer service users across 30+ existing systems. The integrated platform has already delivered significant business results with a 50% lower time to fulfill orders.
- Virgin Media (UK) with 3,000 Salesforce users has deployed the integrated Salesforce architecture across telesales and retail outlets. Virgin Media has already seen a 5% increase in lead conversion rates, translating into over 50,000 new subscribers.
- AT&T (US) has integrated the Salesforce Platform of Engagement with its campaign management systems to handle over 1M social shouts a month, translating into over 100K "actionable" shouts. The platform has lowered AT&T's response time to social shouts by 70%, reduced the cost of customer service over social media by 35% and increased customer satisfaction by 5%.
- DIRECTV (US) has leveraged the Salesforce Communications Industry Framework to integrate its B2C contact center (23,000 users) with the DIRECTV field service organization (18,000 users). The Salesforce platform has helped DIRECTV to reduce its contact center average call handling times by eliminating 14 "swivel chairs". The Field Service organization has achieved 98% on-time arrival and has reduced 85,000 truck rolls within first 90 days. Using Salesforce in the call center and field service has helped DIRECTV substantially increase their NPS.
- Vodafone (UK) with Salesforce 1,400 users has implemented Salesforce as a common platform of customer engagement for 1,400 sales reps. The mobile-enabled,

standardized platform was deployed in just 4 months, replacing 12+ legacy systems that Vodafone used before. The solution has improved sales effectiveness and provides better pipeline and forecasting visibility to management.
- Verizon (US) with Salesforce 13,000 users has deployed the integrated platform, replacing six legacy customer management systems across 90 countries with one consolidated Salesforce Platform of Engagement. The solution has improved productivity, collaboration, and management visibility. It has also provided a single view of customer data between sales, service, and partners. In addition, the platform has enabled collaboration of over 80,000 employees, customers and partners.

How is the Salesforce Communications Industry Framework leveraging key industry standards?

The Salesforce Communications Industry Framework leverages all components of TM Forum Frameworx: business process framework (eTOM), information framework (SID), application framework (TAM), and integration framework. It is in fact a simplified instantiation of Frameworx for the purpose of specifying a blueprint for a customer engagement ecosystem solution, delivered by Salesforce and best-in-class innovation partners such as Sigma Systems, CloudSense, Vlocity, Comptel, Apttus, and Matrixx Software.

The Salesforce Communications Industry Framework is closely aligned with the technical and philosophical intents of Frameworx. The technical alignment was achieved through delivering the Salesforce Communications Industry Framework in terms of four components all focused on customer engagement: business process specification aligned with eTOM, enterprise functions specification for customer engagement aligned with TAM, Salesforce for communications data model specification aligned with SID and ecosystem integration specification based on Frameworx integration framework, including API specification, design tools, integration patterns and best practices.

The philosophical alignment with Frameworx was achieved as follows:

- All specifications were developed in collaboration with many TM Forum members that also happen to be Salesforce partners and customers.
- Feedback and enhancements to the specifications were reviewed by the community and incorporated into final releases following a community approval process.
- Final results were shared with all contributors in a public forum with opportunities to provide real-time feedback.
- Enhancements are incorporated in a regular cadence.
- The currently published specification is in its forth iteration (Rel. 4)
- Salesforce manages, maintains and publishes requirements, approved enhancements and final releases.