



# 디지털서비스를 위한 차세대 빌링 아키텍처

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Networked Society Day 2017

# DIGITAL TRANSFORMATION DRIVERS



## ACTUAL OPERATOR DRIVERS

- > Digital interactions 30% by 2018 (today 8%)
- > Offer configurations 5-10 days; developments 6–8 weeks
- > BSS costs up to 1% of revenue (today 2.5%)
- > New digital services; monetization

**REDUCE IT COSTS BY \$100M PER YEAR**

Digital Customer Interaction

Instant Time-to-Market

Operational Agility

Real-Time Customer Experience Management

New Business Monetization

Omni-Channel,

# REDEFINING BUSINESS SUPPORT SYSTEMS



## INNOVATION



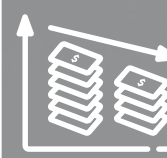
Focus on  
innovation not  
execution

## EXPERIENCE



Integral to the  
customer  
experience

## EFFICIENCY



Streamlines  
processes and  
operations

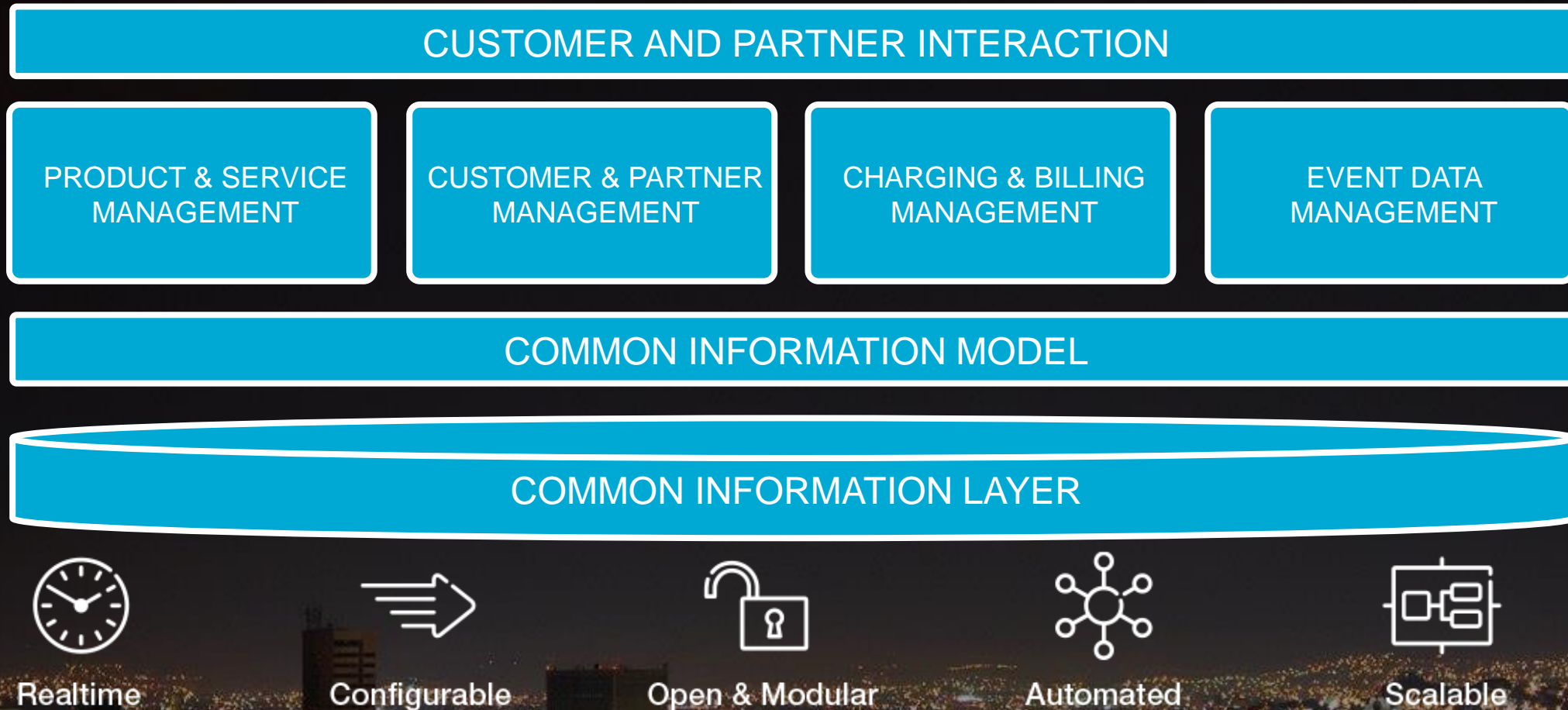


STATE-OF-THE-ART  
ARCHITECTURE





# BILLING ARCHITECTURE OVERVIEW



# 5-MIN PRODUCT CREATION

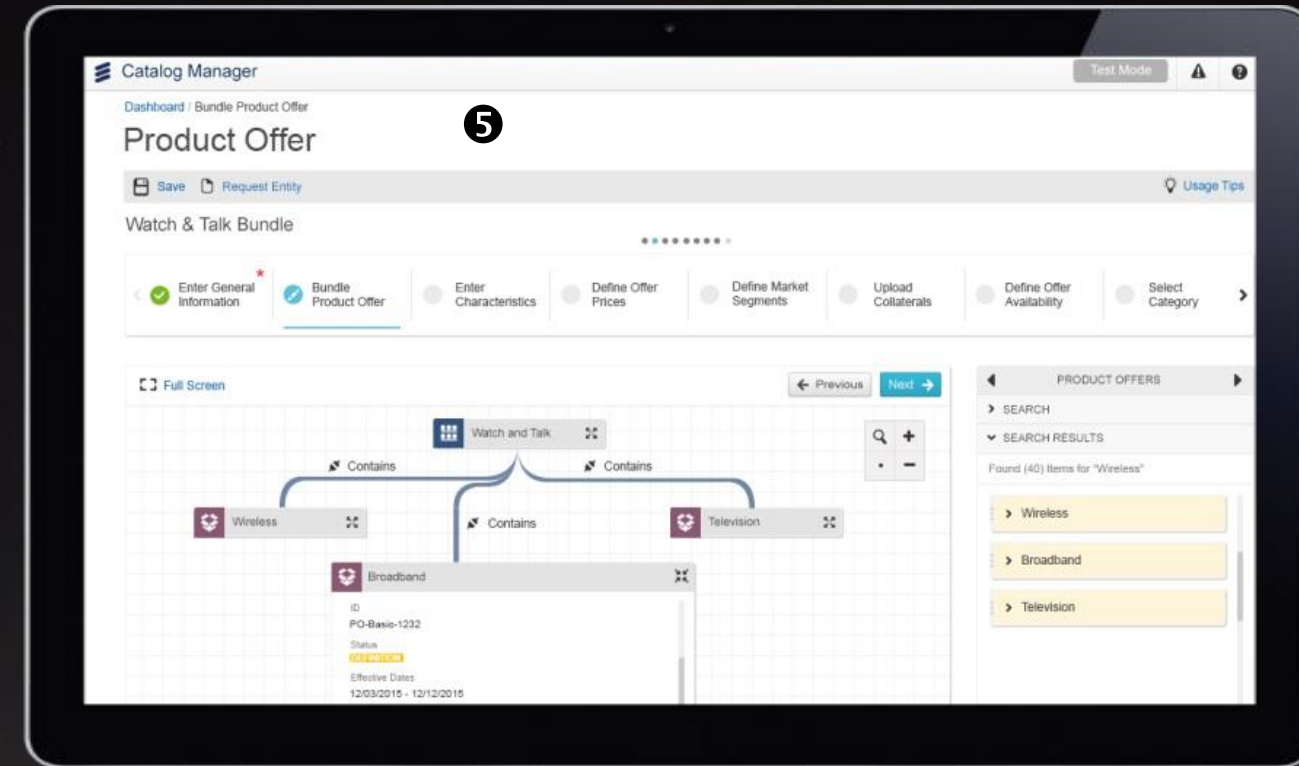


## First Product Creation

- 1 Create and define services
- 2 Create and define specifications
- 3 Create and define pricing logic
- 4 Create, validate and launch Product Offer

## Multiply and Re-Use

- 5 Copy, paste, modify and launch Product Offer



Wizard Driven  
Product Creation

Minimized Test &  
Verification Efforts

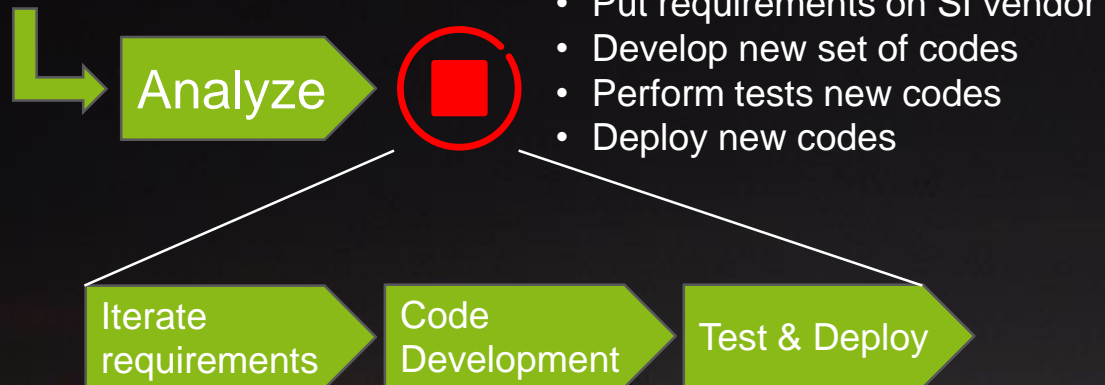
Minimized Complex  
Hands On Work

# ADAPTIVE BUSINESS LOGIC

## Create new products through configuration

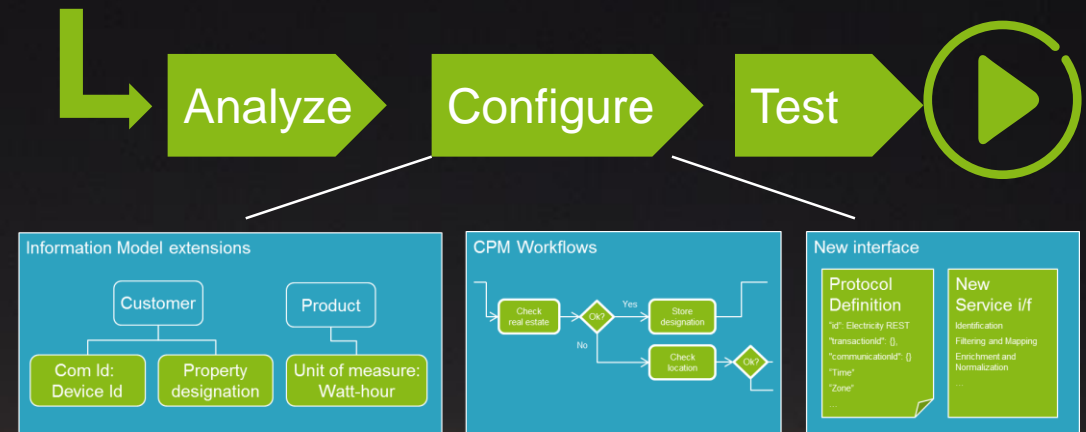
### AS-IS

Operator starts a new project for a new product launch



### TO-BE

Operator implements New Revenue Stream Model



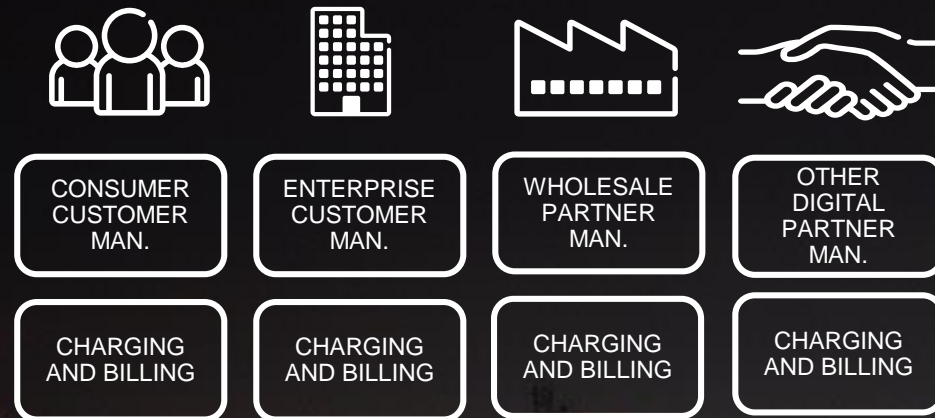


# PARTNER ONBOARDING



AS-IS

TO-BE



Off-line or Near Real-Time

End-to-end Real-Time

# REAL-TIME MONITORING

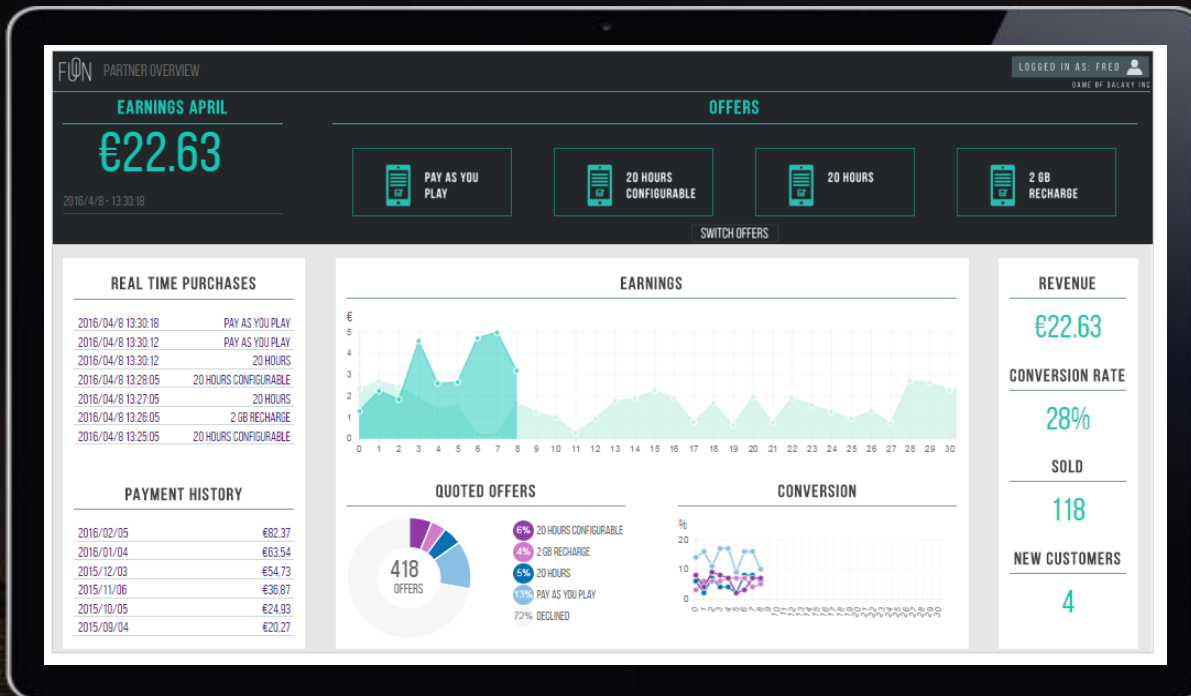
Common view for operator and partner

End-to-end real-time role specific dashboard

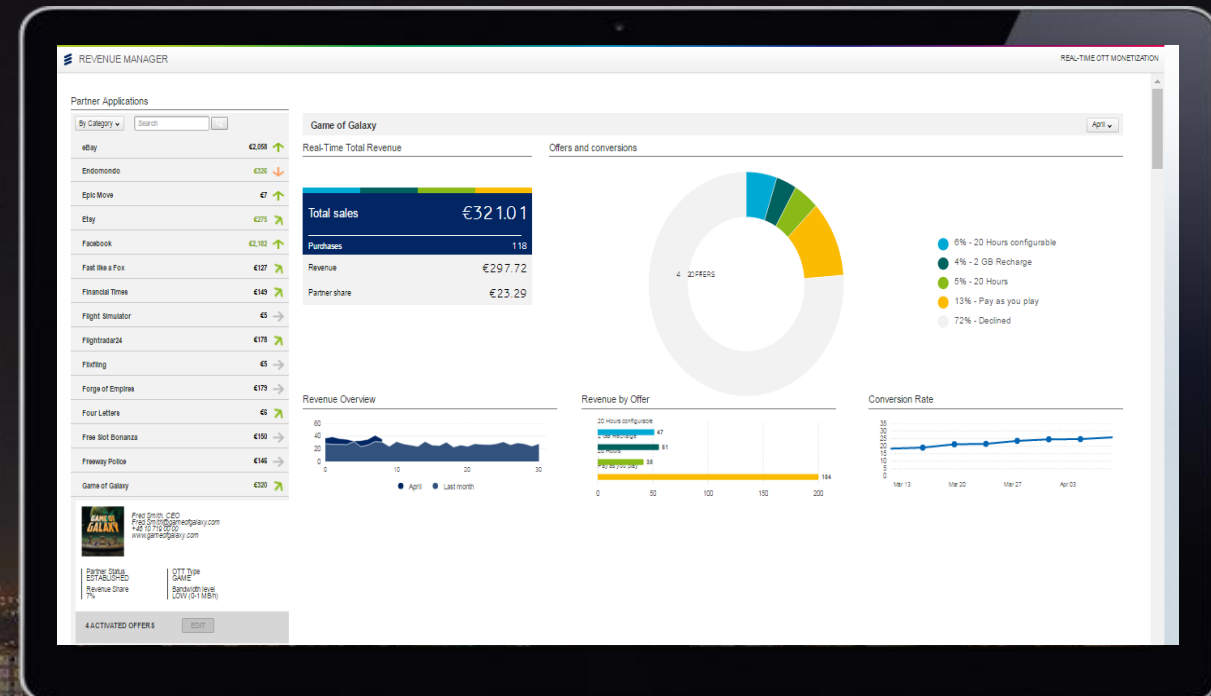
Service specific real-time usage/net revenues and commission

Trends and Reporting for sales and service take-up

## PARTNER VIEW (SELF-SERVICE)

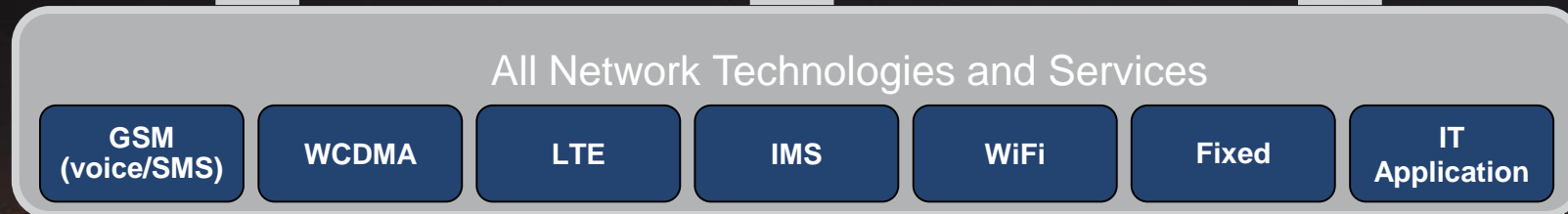
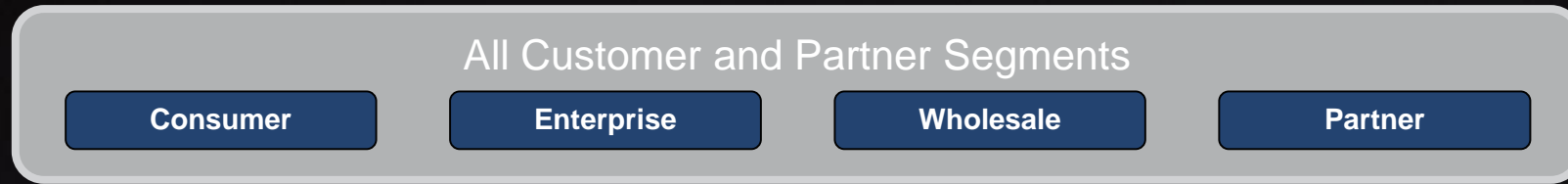
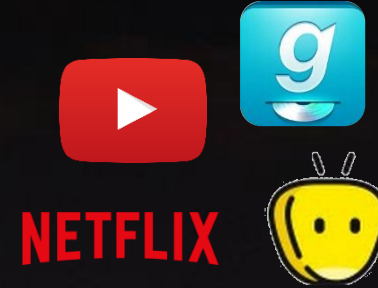
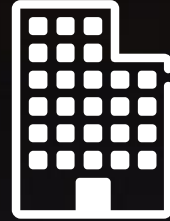


## OPERATOR PARTNER MAN. DASHBOARD





# REAL-TIME ANALYTICS

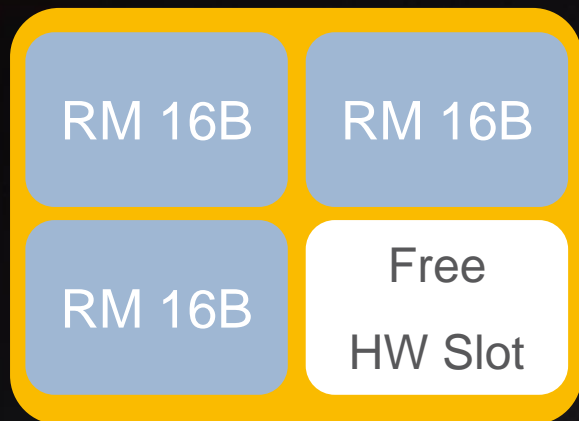


# DISRUPTION-LESS UPGRADES IMPROVES USER EXPERIENCE



15-MIN SOFTWARE UPDATE; ZERO DOWNTIME

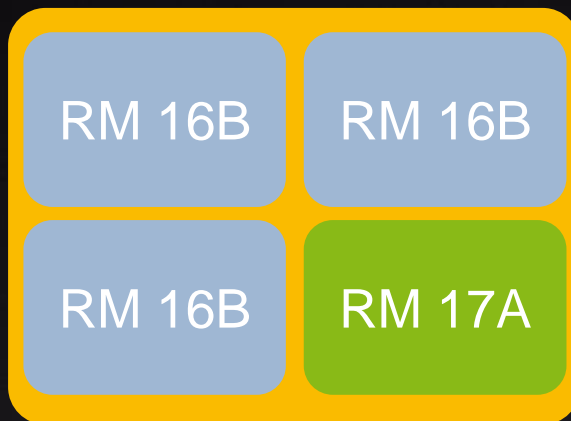
1



**Start**

- > Self-Registering Instance
- > 16B Taking Traffic

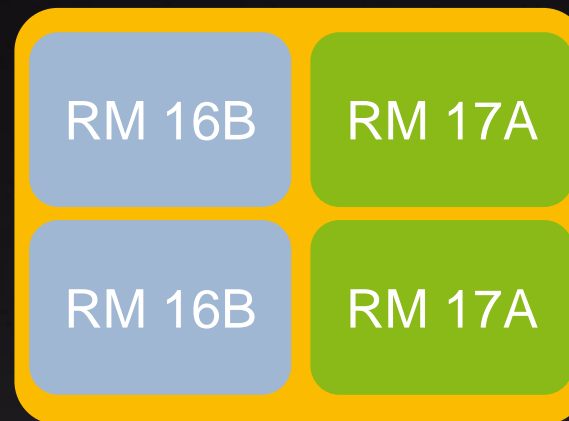
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**Add New SW Level**

- > New 17A Instance Ready to Register

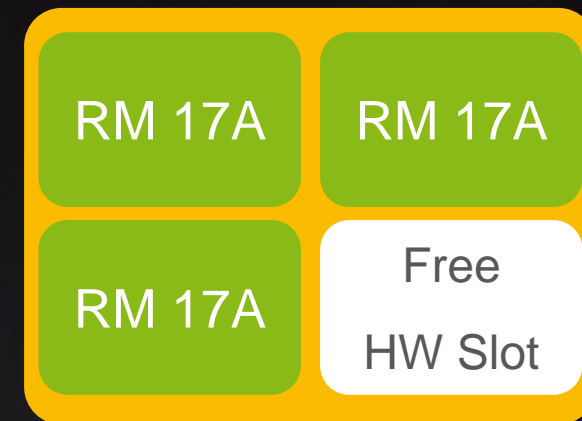
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**New SW Takes Live Traffic**

- > Traffic Automatically Routed
- > Functionality Still 16B
- > All Instances on 17B – Activate New Functionality
- > Retire 16B

4



# USE CASE : AIRPORT

## AIRPORT SERVICES MONETIZED



### AVIATION

Easy configuration supports:

- › Landings/departures
- › Aircraft fueling & parking
- › Hangar rental
- › Land rental
- › Building use & utilities
- › Noise charges
- › Emissions



### CONCESSIONS

Billing for unique revenue streams:

- › Food & beverage
- › Shopping malls
- › Hotels
- › Parking
- › Taxi permits & surcharges



### CARGO

Addresses:

- › Cargo handling
- › Storage
- › Tariffs
- › Import, transfer, fixed & special handling fees
- › Security



# USE CASE : UTILITY METER TO CASH USE CASE

## CHALLENGE

HIGH COST WITH POOR  
CUSTOMER EXPERIENCE



## SOLUTION

SMAAS SMART BILLING



## RESULT

LOWER COST WITH BETTER  
CUSTOMER EXPERIENCE



