

# Improving Comarch's Telecommunications Software (OSS v4)

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**“700 million telephone lines were installed in the first 100 years of telecoms;**

**700 million more will be installed over the next 15-20 years.”**

*- Ben Verwayen, Lucent Technologies, 1998*

# Agenda

- Introduction to
  - Telecommunications Industry
  - Operations Support Systems
- The Opportunity: our problem
- What it means to Comarch
  - Project's goals
- Methods
- Findings
- Future

# The Telecommunications (Telecom) Industry

- More than 2.7 billion mobile phone users

- More services + more customers = complexity

- Annual revenue?

\$1.2 trillion<sup>1</sup>

with a 5.9% annual growth<sup>2</sup>



Source: [btaccess.com](http://btaccess.com)

# How do Telcos manage that complexity?

- Operations Support System (OSS)
  - Manage and control *networks*
- How much are Telcos willing to pay?
  - \$21.5 billion in 2006<sup>3</sup>
  - grows at 6.8% per year<sup>4</sup>
- Comarch's pie share:
  - \$20 million, 0.001%



Gareth Courage, flickr.com

# The Opportunity: our problem, our project

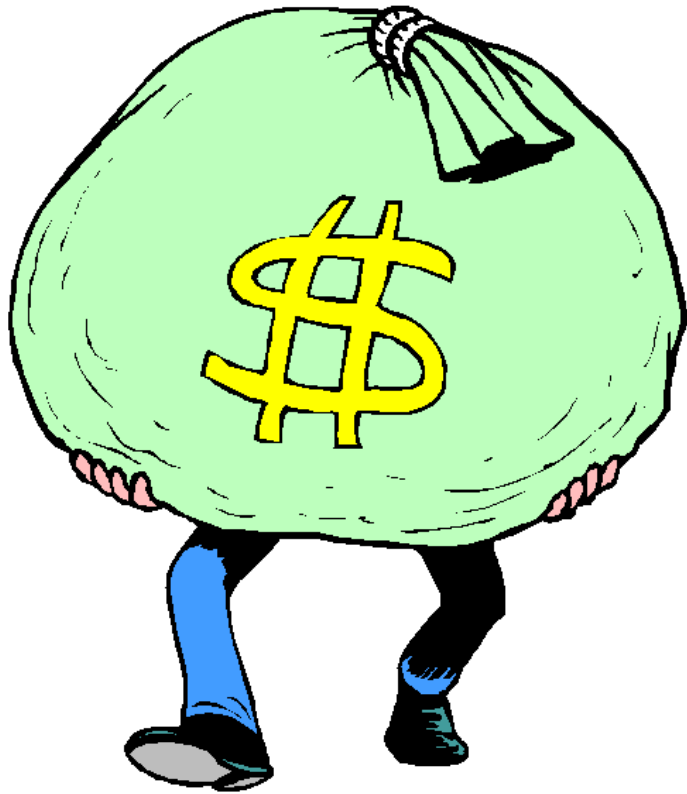
- Telcos want a solution (OSS) that supports:
  - Adaptability,
  - Compatibility, and
  - Law Compliance
- 3 approaches to getting a greater share
- How to give them what they want?



We looked  
and we found



# What does this mean to Comarch?



- Adaptability- enhanced Telecommunications Map (eTOM)
  - Standard processes
  - Every Telco wants them
- Compatibility- Enterprise Service Bus (ESB)
  - \$114.8 million in 2005
  - Growth of 160.7%<sup>5</sup>
- Law Compliance- Sarbanes & Oxley Act (SOX)
  - \$6.1 billion spent in 2005 in the US<sup>6</sup>

# Our Project's Objective

- Develop recommendations to approach the profitable market of Operations Support Systems in terms of:

Adaptability-eTOM

Compatibility-ESB

Law Compliance –SOX



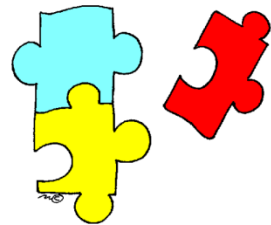
# Methodology

- Scan horizon
- Analyze
- Identify opportunities
- Recommend



# Findings

Adaptability-eTOM



Compatibility-ESB

Law Compliance –SOX



# Adaptability –eTOM

(enhanced Telecommunications Operations Map)

“eTOM has evolved into a de facto standard for telecom service delivery.” (Forrester, 2007)

## Findings

- Improves Business Processes
- Comarch's OSS fully supports eTOM processes

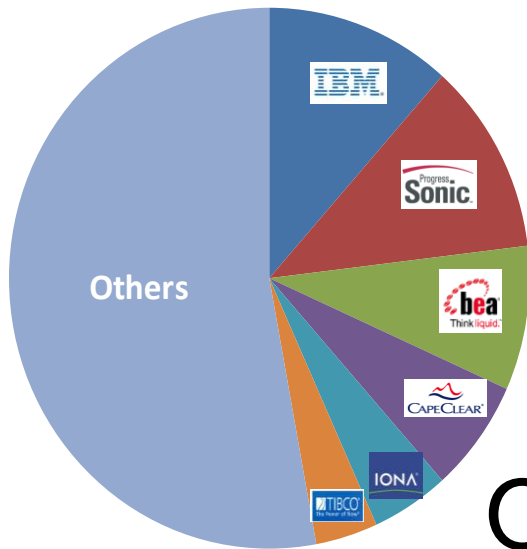
## Opportunities

- Generic processes reduce costs of integration
- Access Key to Telcos



# Compatibility -ESB

Market Shares of ESB Providers



## Findings

- Integration tool
- Revenue of \$114.8 million
  - Grows at 160.7% per year<sup>7</sup>

## Opportunities

- New, small, and rapid growing
- Two approaches
  - Create an ESB
  - Use standards of other ESBs

# Law Compliance –SOX in the US

„It's all about internal controls”



## Findings

- Good news!
  - Comarch OSS supports it
- Biggest competitors offer consulting services
- More than just the technology

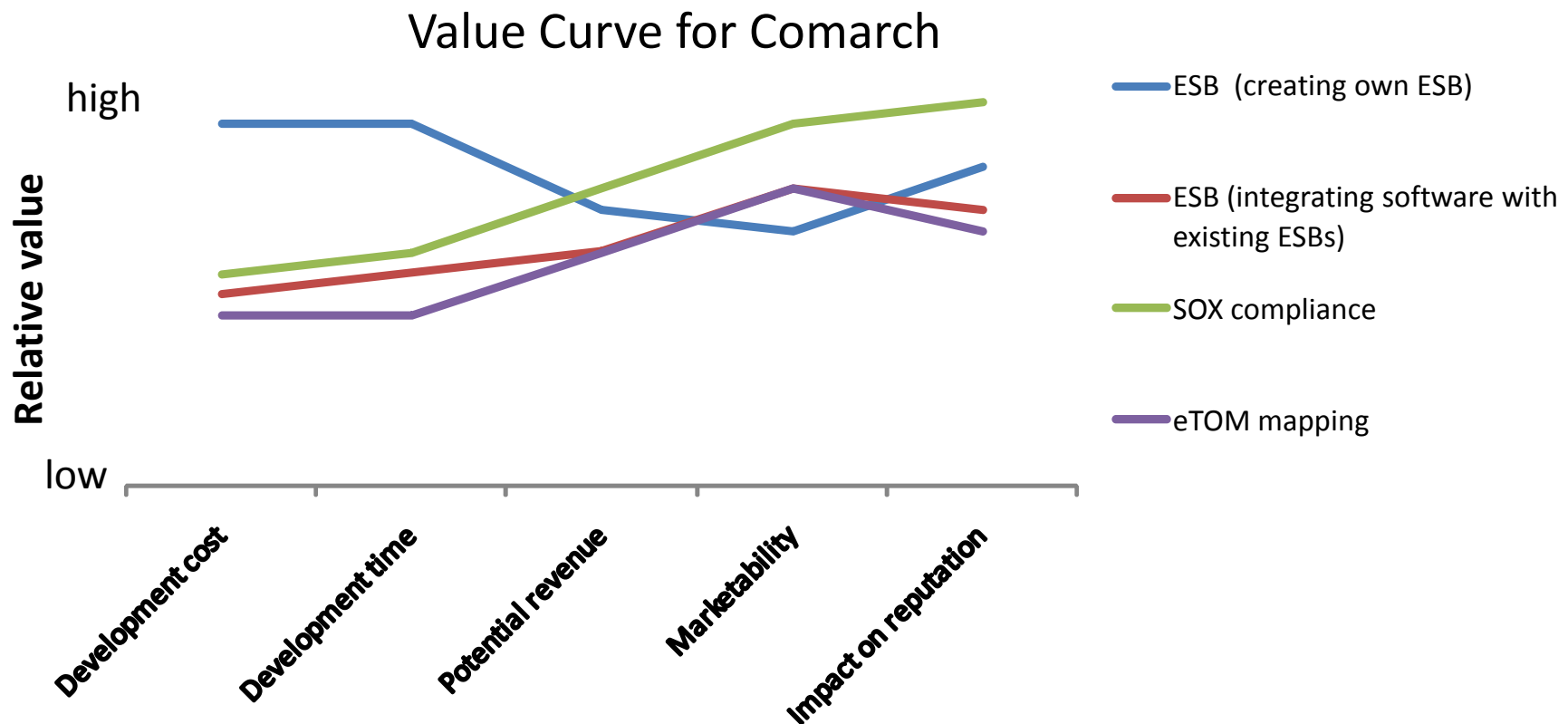
## Opportunities

- SOX mindset globalizing
- Offer consulting services

In the US<sup>8</sup>:

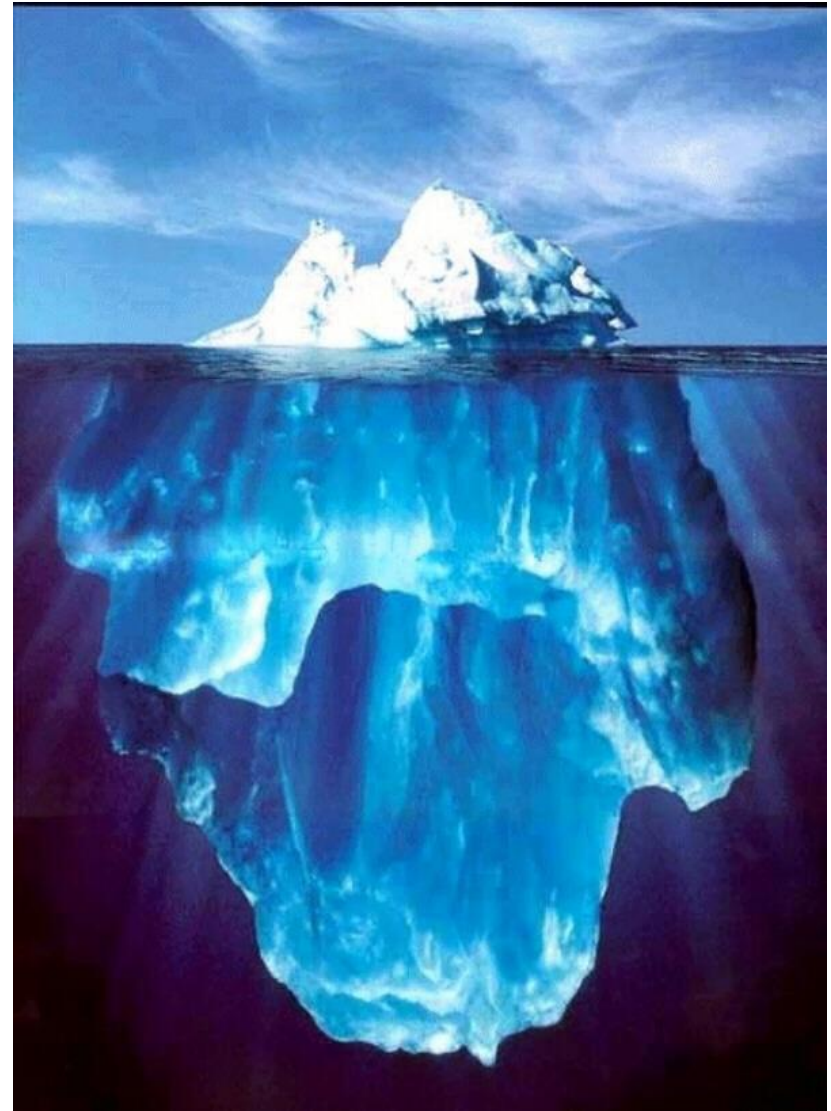
\$6.1 billion total spending  
\$1.9 billion in Technology  
\$1.8 billion in consulting

# Weighting the 3 approaches



# Future

- Market Comarch's OSS as SOX compliant and eTOM-ready.
- Take advantage of the sprouting of the ESB sector
- Offer consulting services in SOX in the world



**Thank you**

**Any questions?**