tmforum BUSINESS PROCESS FRAMEWORK (eTOM)

Frameworx Release 15

NetCracker®

*PRELIMINARY

STRATEGY, INFRASTRUCTURE & PRODUCT

STRATEGY & COMMIT

MARKET / SALES

MARKET STRATEGY & POLICY
- Gather & Analyze Market Information
- Establish Market Strategy
- Establish Market Segments
- Link Market Segments & Products
- Gain Commitment to Marketing Strategy

SALES STRATEGY & PLANNING
- Develop Sales Relationship
- Establish Sales Budget
- Establish Sales Goals and Measures
- Develop Sales Channel Strategy
- Establish Revenue Coverage Plan

SALES FORECAST
Preliminary process description, decomposition to be developed.

PRODUCT

PRODUCT & OFFER PORTFOLIO PLANNING
- Gather & Analyze Product Information
- Establish Product Portfolio Strategy
- Produce Product Portfolio Business Plans
- Gain Commitment to Product Business Plans

SERVICE

SERVICE STRATEGY & PLANNING
- Gather & Analyze Service Information
- Manage Service Research
- Establish Service Strategy & Goals
- Define Service Support Strategies
- Produce Service Business Plans
- Develop Service Partnership Requirements
- Gain Enterprise Commitment to Service Strategies

RESOURCE

RESOURCE STRATEGY & PLANNING
- Gather & Analyze Resource Information
- Manage Resource Research
- Establish Resource Strategy & Architecture
- Define Resource Support Strategies
- Produce Resource Business Plans
- Develop Resource Partnership Requirements
- Gain Enterprise Commitment to Resource Plans

ENGAGED PARTY*

PARTY STRATEGY & PLANNING
Preliminary process description, decomposition to be developed

INFRASTRUCTURE LIFECYCLE MANAGEMENT

MARKETING CAPABILITY DELIVERY
- Define Marketing Capability Requirements
- Gain Marketing Capability Approval
- Deliver Marketing Infrastructure
- Manage Handover to Marketing Operations
- Manage Marketing Capability Delivery Methodology

PRODUCT & OFFER CAPABILITY DELIVERY
- Define Product Capability Requirements
- Capture Product Capability Shortfalls
- Approve Product Business Case
- Deliver Product Capability
- Manage Handover to Product Operations
- Manage Product Capability Delivery Methodology

SERVICE CAPABILITY DELIVERY
- Map & Analyze Service Requirements
- Capture Service Capability Shortfalls
- Gain Service Capability Investment Approval
- Design Service Capabilities
- Enable Service Support & Operations
- Manage Service Capability Delivery
- Manage Handover to Service Operations

RESOURCE CAPABILITY DELIVERY
- Map & Analyze Resource Requirements
- Capture Resource Capability Shortfalls
- Gain Resource Capability Investment Approval
- Design Resource Capabilities
- Enable Resource Support & Operations
- Manage Resource Capability Delivery
- Manage Handover to Resource Operations

PARTY TENDER MANAGEMENT
- Determine the Sourcing Requirements
- Determine Potential Parties
- Manage the Tender Process
- Gain Tender Decision Approval

PRODUCT LIFECYCLE MANAGEMENT

SALES DEVELOPMENT
- Monitor Sales & Channel Best Practice
- Develop Sales & Channel Proposals
- Develop New Sales Channels & Processes

PRODUCT MARKETING COMMUNICATIONS & PROMOTION
- Define Product Marketing Promotion Strategy
- Develop Product & Campaign Message
- Select Message and Campaign Channels
- Develop Promotional Collateral
- Manage Message & Campaign Delivery
- Monitor Message & Campaign Effectiveness

PRODUCT & OFFER DEVELOPMENT & RETIREMENT
- Gather & Analyze New Product Ideas
- Assess Performance of Existing Products
- Develop New Product Business Proposal
- Develop Product Commercialization Strategy
- Develop Detailed Product Specifications
- Manage Product Development
- Launch New Products
- Manage Product Exit

SERVICE DEVELOPMENT & RETIREMENT
- Gather & Analyze New Service Ideas
- Assess Performance of Existing Services
- Develop New Service Business Proposal
- Develop Detailed Service Specifications
- Manage Service Development
- Manage Service Deployment
- Manage Service Exit

RESOURCE DEVELOPMENT & RETIREMENT
- Gather & Analyze New Resource Ideas
- Assess Performance of Existing Resources
- Develop New Resource Business Proposal
- Develop Detailed Resource Specifications
- Manage Resource Development
- Manage Resource Deployment
- Manage Resource Exit

PARTY ENGAGEMENT DEVELOPMENT & RETIREMENT
- Establish Party Engagement
- Manage Party Engagement
- Re-establish Party Engagement
- Terminate Party Engagement

PARTY OFFERING DEVELOPMENT & RETIREMENT
- On-board Party Capability
- Off-Board Party Offering & Specification
- Modify Party Product Offering
- Identify Party Offering

PARTY AGREEMENT MANAGEMENT
- Negotiate Commercial Arrangements
- Gain Approval for Commercial Arrangements
- Establish Party Agreement
- Manage Party Agreement Variation
- Terminate Party Agreement

OPERATIONS

OPERATIONS SUPPORT & READINESS

MARKET SALES SUPPORT & READINESS
- Support Marketing Fulfillment
- Manage Campaign
- Support Selling
- Manage Sales Inventory

SALES CHANNEL MANAGEMENT
Preliminary process description, decomposition to be developed.

PRODUCT SUPPORT & READINESS
- Support Customer QoS/SLA
- Manage Product Offering Inventory

CUSTOMER

CUSTOMER SUPPORT & READINESS
- Support Customer Interface Management
- Support Problem Handling
- Manage Customer Inventory
- Support Bill Invoice Management
- Support Bill Payments & Receivables Management
- Support Bill Inquiry Handling
- Support Order Handling
- Support Charging
- Support Manage Billing Events
- Support Manage Balance

CUSTOMER EXPERIENCE MANAGEMENT
- Customer Experience Maturity Assessment
- Customer Experience Journey Design & Lifecycle
- Customer Experience Metrics Analysis

SM&O SUPPORT & READINESS
- Gather & Analyze Service Information
- Manage Service Research
- Establish Service Strategy & Goals
- Define Service Support Strategies
- Produce Service Business Plans
- Develop Service Partnership Requirements
- Gain Enterprise Commitment to Service Strategies

RM&O SUPPORT & READINESS
- Enable Resource Provisioning
- Enable Resource Performance Management
- Support Resource Trouble Management
- Enable Resource Data Collection & Distribution
- Manage Resource Inventory
- Manage Logistics

WORKFORCE MANAGEMENT
- Administer and Configure Workforce Management
- Manage Work Order Lifecycle
- Mange Schedules & Appointments
- Plan and Forecast Workforce Management
- Report Workforce Management

PARTY SUPPORT & READINESS
- Support Party Requisition Management
- Support Party Problem Reporting & Management
- Support Party Performance Management
- Support Party Settlements & Payments Management
- Support Party Interface Management
- Manage Party Inventory

PARTY PRIVACY MANAGEMENT
- Party Privacy Management Definition
- Party Privacy Profile Type Development
- Party Privacy Profile Management
- Party Privacy Profile Agreement

FULFILLMENT

SELLING
- Manage Prospect
- Qualify Opportunity
- Cross/Up Selling
- Negotiate Sales/Contract
- Develop Sales Proposals
- Manage Sales Accounts

MARKETING FULFILLMENT RESPONSE
- Issue & Distribute Marketing Collaterals

CONTACT/LEAD/PROSPECT MANAGEMENT
- Manage Contact
- Track Lead
- Manage Prospect

PRODUCT CONFIGURATION MANAGEMENT
Preliminary process description, decomposition to be developed.

CUSTOMER INTERACTION MANAGEMENT
- Notify Customer
- Track and Manage Customer Interaction
- Report Customer Interaction

CUSTOMER MANAGEMENT
- Enable Retention & Loyalty
- Establish Customer Relationship

CUSTOMER INFORMATION MANAGEMENT
- Create Customer Record
- Update Customer Data

ORDER HANDLING
- Determine Customer Order Feasibility
- Authorize Credit
- Track & Manage Customer Order Handling
- Complete Customer Order
- Report Customer Order Handling
- Issue Customer Orders
- Close Customer Order

SERVICE CONFIGURATION & ACTIVATION
- Design Solution
- Allocate Specific Service Parameters to Services
- Track & Manage Service Provisioning
- Implement, Configure & Activate Service
- Test Service End-to-End
- Issue Service Orders
- Report Service Provisioning
- Close Service Order
- Recover Service

RESOURCE PROVISIONING
- Allocate & Install Resource
- Configure & Activate Resource
- Test Resource
- Track & Manage Resource Provisioning
- Report Resource Provisioning
- Close Resource Order
- Issue Resource Orders
- Recover Resource

RESOURCE DATA COLLECTION & DISTRIBUTION
- Collect Management and Security Information & Data
- Process Management and Security Information & Data

PARTY ORDER HANDLING
- Select External Party for Party Order
- Determine Party Pre-Order Feasibility
- Track & Manage Party Orders
- Receive & Accept Party Order
- Issue Party Order
- Report Party Orders
- Close Party Order

PARTY INTERACTION MANAGEMENT
- Log Party Interaction
- Notify Party
- Track and Manage Party Interaction

ASSURANCE

MARKET PERFORMANCE MANAGEMENT
Preliminary process description, decomposition to be developed.

SALES PERFORMANCE MANAGEMENT
Preliminary process description, decomposition to be developed.

PRODUCT PERFORMANCE MANAGEMENT
- Monitor Product Offerings
- Monitoring Product Offering Performance Analyses
- Aggregate QoS Performance Analysis
- Assist Trend Analysis Development
- Log Product Offering Analysis Results
- Agree Service Outages
- Track Customer QoS/SLA Management Process Capability
- Manage Customer QoS/SLA Management Notification
- Undertake QoS/SLA Performance Trend Analysis

- Authenticate User
- Customer Interface Management
- Create Customer Interaction

- Re-establish Customer Relationship

- Notify Customer Data Change
- Archive Customer Data

PROBLEM HANDLING
- Isolate Customer Problem
- Report Customer Problem
- Track & Manage Customer Problem
- Create Customer Problem Report
- Close Customer Problem Report
- Correct & Recover Customer Problem
- Predict Customer Problem

CUSTOMER QoS/SLA MANAGEMENT
- Assess Customer QoS/SLA Performance
- Manage QoS/SLA Violation
- Report Customer QoS Performance
- Create Customer QoS Performance Degradation Report
- Track & Manage Customer QoS Performance Resolution
- Close Customer QoS Performance Degradation Report

SERVICE PROBLEM MANAGEMENT
- Create Service Trouble Report
- Diagnose Service Problem
- Correct & Resolve Service Problem
- Track & Manage Service Problem
- Close Service Trouble Report
- Survey & Analyze Service Problem
- Report Service Problem

SERVICE QUALITY MANAGEMENT
- Monitor Service Quality
- Analyze Service Quality
- Improve Service Quality
- Report Service Quality Performance
- Create Srvc Performance Degradation Report
- Track & Manage Service Quality Performance Resolution
- Close Service Performance Degradation Report

- Distribute Management and Security Information & Data

RESOURCE TROUBLE MANAGEMENT
- Survey & Analyze Resource Trouble
- Localize Resource Trouble
- Correct & Resolve Resource Trouble
- Track & Manage Resource Trouble
- Report Resource Trouble
- Close Resource Trouble Report
- Create Resource Trouble Report

RESOURCE PERFORMANCE MANAGEMENT
- Monitor Resource Performance
- Analyze Resource Performance
- Control Resource Performance
- Report Resource Performance
- Close Resource Performance Degradation Report
- Create Rsrc Perf Degradation Rprt
- Track & Manage Resource Performance Resolution

- Manage Contact
- Handle Party Interaction (Including Self Service)

PARTY PROBLEM HANDLING
- Initiate Party Problem
- Receive Party Problem
- Track & Manage Party Problem Resolution
- Report Party Problem Resolution
- Close Party Problem

PARTY PERFORMANCE MANAGEMENT
- Monitor & Control Party Performance
- Track & Manage Party Performance Resolution
- Report Party Performance
- Close Party Performance Degradation Report
- Initiate Party Performance Degradation Report

BILLING & REVENUE MANAGEMENT

BILL INVOICE MANAGEMENT
- Apply Pricing, Discounting, Adjustments & Rebates
- Create Customer Bill Invoice
- Produce & Distribute Bill

BILL PAYMENTS & RECEIVABLES MANAGEMENT
- Manage Customer Billing
- Manage Customer Debt
- Manage Customer Payments Collection

BILL INQUIRY HANDLING
- Create Customer Bill Inquiry Report
- Report Customer Bill Inquiry
- Assess Customer Bill Inquiry Report
- Close Customer Bill Inquiry Rprt
- Authorize Customer Bill Invoice
- Track & Manage Customer Adjustment Bill Inquiry Resolution

- Update Customer Interaction
- Close Customer Interaction
- Log Customer Interaction

- Terminate Customer Relationship

- Build a Unified Customer View

MANAGE BILLING EVENTS
- Enrich Billing Events
- Mediate Billing Events
- Guide Billing Events
- Report Billing Event Records

CHARGING
- Perform Rating
- Aggregate Items For Charging
- Provide Advice of Charge/Rate
- Apply Rate Level Discounts
- Mng Cust Charging Hierarchy

MANAGE BALANCES
- Manage Balance Containers
- Manage Balance Policies
- Manage Balance Operations
- Authorize Transaction Based on Balance

SERVICE GUIDING & MEDIATION
- Mediate Service Usage Records
- Report Service Usage Records
- Guide Resource Usage Records

- Audit Management and Security Data Collection & Distribution

RESOURCE MEDIATION & REPORTING
- Mediate Resource Usage Records
- Report Resource Usage Records

- Analyze & Report Party Interactions
- Mediate & Orchestrate Party Interactions

PARTY SETTLEMENTS & PAYMENTS MANAGEMENT
- Preliminary process description, decomposition to be developed

PARTY BILL INQUIRY HANDLING
- Prepare & Submit Party Bill Inquiry
- Track & Manage Party Bill Inquiry Resolution
- Receive & Process Party Bill Inquiry Notifications and Responses

ENTERPRISE

STRATEGIC & ENTERPRISE PLANNING
- STRATEGIC BUSINESS PLANNING
- BUSINESS DEVELOPMENT
- ENTERPRISE ARCHITECTURE MANAGEMENT
- GROUP ENTERPRISE MANAGEMENT
- ITIL RELEASE AND DEPLOYMENT MANAGEMENT
- ITIL CHANGE MANAGEMENT

FINANCIAL & ASSET MANAGEMENT
- FINANCIAL MANAGEMENT
- ASSET MANAGEMENT
- PROCUREMENT MANAGEMENT

KNOWLEDGE & RESEARCH MANAGEMENT
- KNOWLEDGE MANAGEMENT
- RESEARCH MANAGEMENT
- TECHNOLOGY SCANNING

STAKEHOLDER & EXTERNAL RELATIONS MANAGEMENT
- COPORATE COMMUNICATIONS & IMAGE MANAGEMENT
- LEGAL MANAGEMENT
- REGULATORY MANAGEMENT
- COMMUNITY RELATIONS MANAGEMENT
- SHAREHOLDER RELATIONS MANAGEMENT
- BOARD & SHARES/SECURITIES MANAGEMENT

ENTERPRISE RISK MANAGEMENT
- BUSINESS CONTINUITY MANAGEMENT
- SECURITY MANAGEMENT
- FRAUD MANAGEMENT
- AUDIT MANAGEMENT
- INSURANCE MANAGEMENT
- ITIL IT SERVICE CONTINUITY MANAGEMENT
- ITIL PROBLEM MANAGEMENT
- ITIL INFO SECURITY MANAGEMENT
- REVENUE ASSURANCE MANAGEMENT
1. Manage Revenue Assurance Policy Framework
2. Manage Revenue Assurance Operations
3. Support Revenue Assurance Operations

ENTERPRISE EFFECTIVENESS MANAGEMENT
- PROCESS MANAGEMENT & SUPPORT
- ENTERPRISE QUALITY MANAGEMENT
- PROGRAM & PROJECT MANAGEMENT
- ENTERPRISE PERFORMANCE ASSESSMENT
- FACILITIES MANAGEMENT & SUPPORT
- ITIL SERVICE CATALOGUE MANAGEMENT
- ITIL EVENT MANAGEMENT
- ITIL SERVICE LEVELMANAGEMENT
- ITIL INCIDENT MANAGEMENT
- ITIL CAPACITY MANAGEMENT
- ITIL REQUEST FULFILLMENT
- ITIL AVAILABILITY MANAGEMENT
- ITIL SERVICE ASSET AND CONFIGURATION MANAGEMENT
- ITIL CONTINUAL SERVICE IMPROVEMENT

HUMAN RESOURCES MANAGEMENT
- HR POLICIES & PRACTICES
- ORGANIZATION DEVELOPMENT
- WORKFORCE STRATEGY
- WORKFORCE DEVELOPMENT
- EMPLOYEE & LABOR RELATIONS MANAGEMENT

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