Cognizant's Configurable Solution Framework (CSF): A Proven Blueprint to Realize Tangible Business Outcomes

Our CSF consists of a subset of components from our OSS/BSS Reference Architecture (RA), that enables operators to realize desired and tangible business outcomes.

Today, Communication Service Providers (CSPs) are challenged on many fronts, from internet players, to global-scale cloud providers, to wireless and wireline providers, all of them pursuing to secure their existing market/customer base, while attempting to discover ways of reducing OPEX and CAPEX. Simultaneously, CSPs are also striving to remain competitive with reduced Time to Delivery and Time to Market efforts.
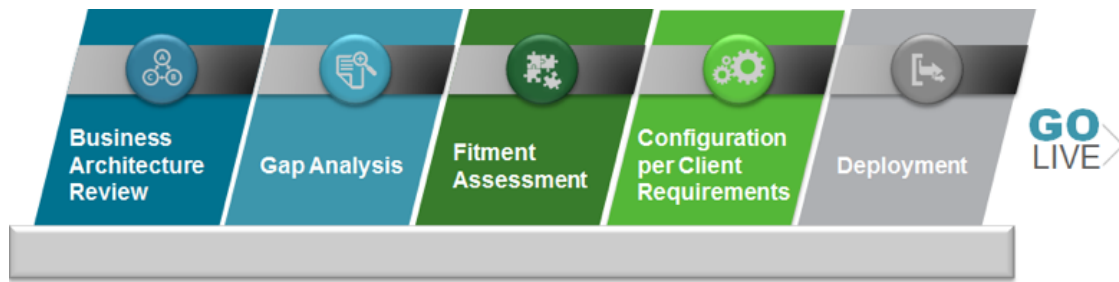
While trying to overcome these challenges to survive, CSPs must also think innovatively to succeed by increasing customer experience and identifying new revenue streams. While tackling a plethora of such objectives and issues, CSPs are finding their BSS Systems to be cumbersome to manage and a maintenance hindrance. This prevents them from being successful in the current dynamic market.

CSPs need an option that:

1. Leverages salvageable components of their legacy BSS

2. Identifies and leverages "Common" components across Market Segments

3. Promotes reuse of functional and business services across products, Lines of Business, Market Segments, and Regions where applicable.

CSPs need a future-proof architecture foundation that can support their strategic, forward looking directions.

With CSPs considering a journey down a possible BSS Transformation initiative to optimize and streamline their BSS Infrastructure, integral to their success is in having a Configurable Solution Framework that 'Compliments' and 'Augments' their current and future investments, within their legacy heterogeneous OSS/BSS.

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A Greenfield approach as often proposed is often not the answer.

Cognizant, leveraging its partnerships with various Independent Software Vendors (ISVs), experience working with different clients, Investments to mitigate client risk, and its use of industry recognized frameworks, brings to the market a pre-loaded/pre-configured/pre-integrated BSS Configurable Solution Framework (Reference Architecture) that conforms to both SOA Principles and the four (4) TMF Frameworx (eTOM, TAM, SID, ANA/TNA). The Reference Architecture consists of the Industry recognized #1 ranked Best of Breed ISVs, pre-integrated with loose coupling concepts so CSPs can attain the desired and needed flexibility to remain competitive in the market space. Unlike most Reference Architectures, the Cognizant approach is not tightly coupled to a specific vendor. Instead, it enables a less disruptive evolutionary transformation approach rather than a revolutionary big bang, or vendor "lock-in" approach.

Reference Architecture at Cognizant:

- An initiative to design and implement Telco assets and solutions based on industry standards and real life Use Cases.

- Leverage experience and partnerships with leading ISVs, bringing best-of-breed functionality.

- Open, modular and agile, designed to co-exist with legacy solutions.

- Enables the Configuration of the Solution to meet the CSP Business and Operational needs versus changing the CSP Business to meet the ISV Solution.

Reference Architecture, (RA) Benefits:

- The BSS Transformation RA Lab is aligned with other innovation centers worldwide (Cable Innovation Center, IP Service CoE and Mobile CoE)

- TM Forum Certified Components

- SOA Compliant

- Vendor-Agnostic

- Aligned with TOGAF for Enterprise Architecture Principles

- Business Process Configuration using Cloud-based BPM Tooling

- Market Segments - Enterprise, SMB and Consumer pre-configured

- Omni-Channel

- Unified Master Data Management (MDM) for Product and Customer

- Pre-built Solutions/Use Cases for

  > Lead2Cash

  > Quote2Cash

  > Order2Cash

- Faster ROI by reducing time to launch usually by 60%.

- Faster Time to Market by automating concept to content

- Faster product/plan rollouts through a centralized concept to market flow

- Best in class pre integrated, Telco in a Box Configurable Solution

- Flexible Operational Models from On-Premise, Managed Service, SaaS, or a Hybrid Cloud.

Successful Sample Engagements

Delivering Unprecedented Business Value to a Tier2 CSP for their BSS Transformation Initiative	• Cognizant leveraged its BSS Transformation CSF Reference Architecture to deliver 8 Enterprise Products from Requirements to Production in eight months, including integration with the CSPs' Legacy systems. • The Reference Architecture included pre-loaded and pre-configured accelerators for B2B Quote2Cash Use Cases, Offer Ideation to Realization, and a Customer 360 View. • The benefits included significantly reduced Time/Cost2Implement, Time2Market, and Time2Delivery.
Providing BSS Transformational solutions for a leading US-Based Tier 2 MVNO	• Cognizant leveraged its BSS Transformation Reference Architecture to define and implement a target future-proof architecture while rolling out a separate White Label Offering. • The Solution included the integration to the client legacy systems, as well as identifying reuse across business services to support multiple markets and segments. • It also includes B2C Order2Cash Use Cases, Offer Ideation to Realization, and Customer 360 View.
Providing Service Assurance Business Architecture for a BSS Transformation Initiative for a leading North American-Based Tier 1 Incumbent	• Cognizant leveraged its BSS Transformation TMF Frameworks and Tooling assets to develop the Business Architecture Work Products for the Service Assurance domains. • This included frequent sessions with the Business as well as IT • Developing As-Is and To-Be Business Processes, Detailed Use Cases, SLAs, KPIs • Developing the To-Be High Level Design Architecture, Sequence Diagrams, and Architecture Roadmap.

About the Author

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About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 75 development and delivery centers worldwide and approximately 211,500 employees as of December 31, 2014, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.