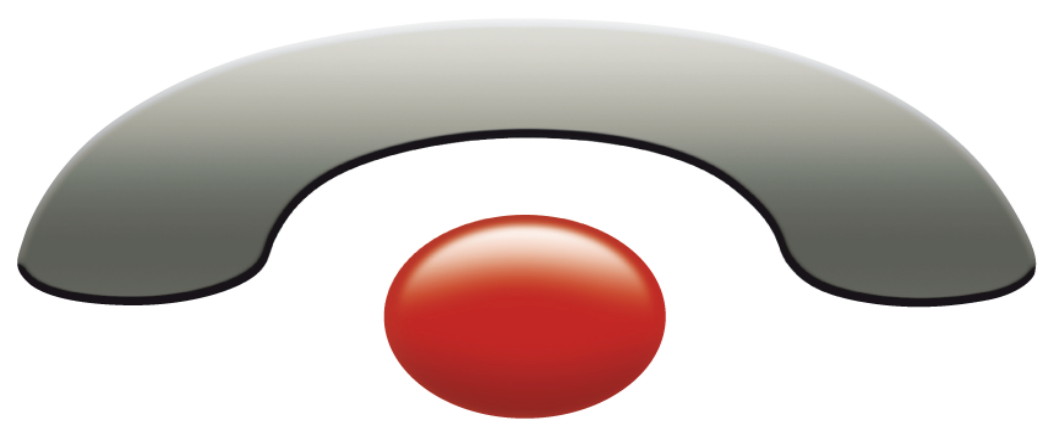


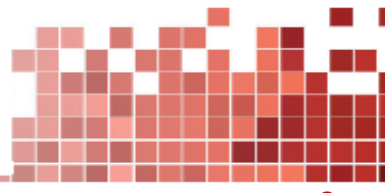


emeldi

way forward ▶

Emeldi Commerce[®]
O₂ OneCRM Solution

Solution overview



- O₂ OneCRM Solution built on top of Emeldi Commerce
- CRM processes
- All customer segments (resident/business/corporate/government)
 - Anonymous allowed (free shopping)
- One Product Catalogue with Convergent Fix & Mobile product portfolio
- One GUI for all users (internal/external) and devices
 - snippets visibility driven by authorization
- One solutions for all touchpoints (omnichannel)

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Price range

500

What are you looking for?

**Apple iPhone X**

★★★★★

iPhone X features a new all-screen design. Face ID, which makes you the user interface, and the most powerful and advanced chip ever in a

PRICE: **589,445**[BUY NOW](#)**Samsung Galaxy S8**

★★★★★

Samsung Galaxy S8 has the cutting-edge features you need to do the things you love. Better screen and better all-day battery. It's

PRICE: **749,445**[BUY NOW](#)**Huawei Mate 10 Pro**

★★★★★

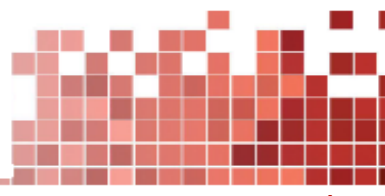
Discover a better way to capture, share, and use the world. Mate 10 Pro features a smart camera that takes beautiful photos in any light. A

PRICE: **689,445**[BUY NOW](#)**Mate 9 force edition**

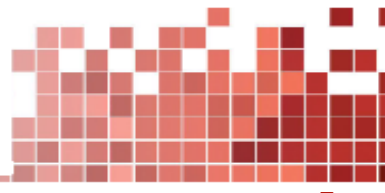
★★★★★

The Mate 9 force edition is Huawei's most advanced phone ever. The screen is guaranteed not to crack or shatter* and bends a little, a

PRICE: **789,445**[BUY NOW](#)

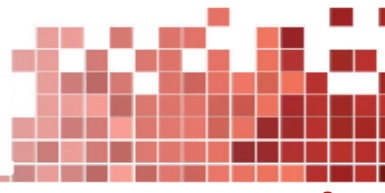


- **Dynamic context rules** (DCR) for business rules
- **Broker** for asynchronous processes
- **Codebooks** for dynamic LOV
- **Integration** framework (JMS, WS and REST for both client/server)
- Extensive **logging** (integration, database interactions, business processes, audit, ...)
- **Scheduled jobs**
- **Properties**
- **Localization**
-



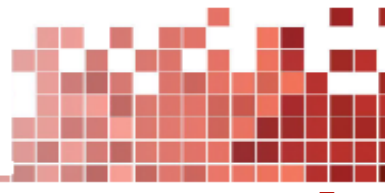
- CRM holds both **internal specialist accounts** (*back office, etc.*) and also **external user accounts** (*contact persons*)
- **External** account can be created on GUI (using registration form or during order process)
- **Internal** accounts could be **synchronised** with the Identity Access Management System (*third party application*)
- CRM Internal **Dashboard**: Accounts search (Elasticsearch), Account detail, Account verification, Account data update, Administrator toolbox

ECC Modules utilized: Accounts, Party



- **Role based authorization** (ROLE – RULE – PRIVILEGE – RESOURCE)
- **Internal** user roles managed by the Identity Access Management System (*third party application*)
- **External** user roles managed by CRM GUI. Roles associated for contact persons to concrete CRM entities (*Party*)

*ECC Modules utilized: **ACL, Party***



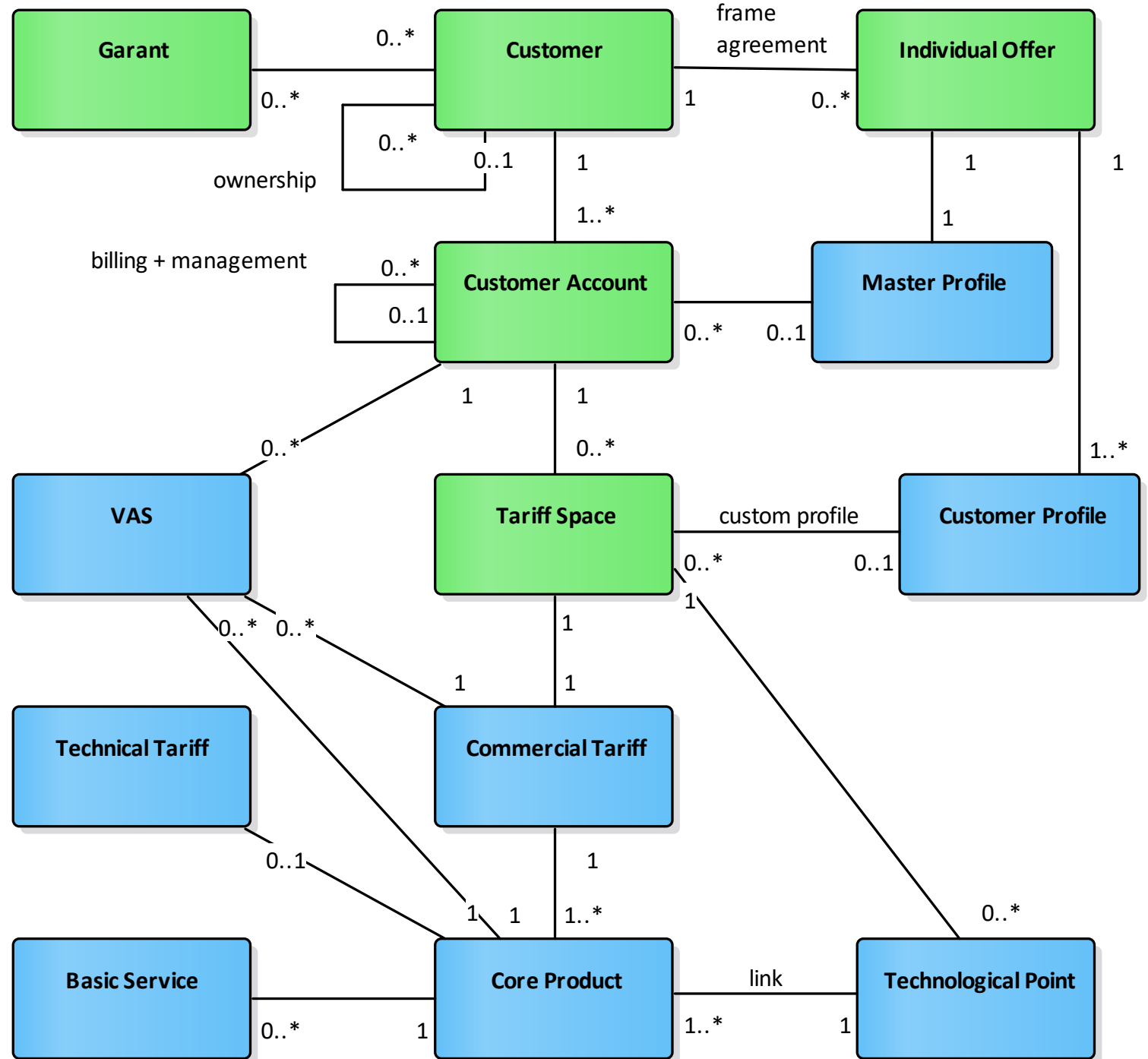
- Common for both internal & external user (ACL driven view, process availability)
- Customer entities full text & advanced criteria search (Elasticsearch)
- Customer structure view and administration (create/update customer, customer account, contact person)
- Customer services management/processes signpost (tariffs, technical products, sim, addons, usage control, VPNs, ...)
- Customer dashboard as signpost for internal and external user processes (customer account creation, movement, takeover, suspend, resume, etc.)
- Debt collecting process
- Frame contracts

*ECC Modules utilized: **ACL, Party, Product catalog, Ordering, Obligations***

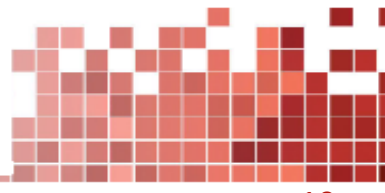


Implemented Customer Structure

- Party entities
- Product entities



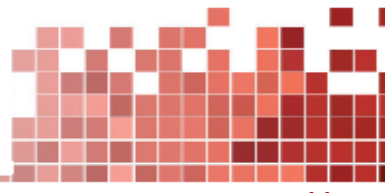
Document Management



- CRM used as a primary channel for document filling, assignment, administration
- Documents in CRM only cached, integrated with full-fledged DMS (*third party application*)
- Documents associated to Order or CRM entities ~ contract management (archiving of documents)

ECC Modules utilized: **DMS Light**

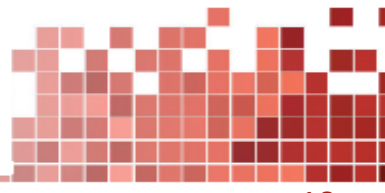
Customer Request Management



- Not-order-based processes are covered using 'customer requests'
- Fully configurable GUI forms / views
- Assign Manager (*third party application*) integration
- Step based GUI, allows configure Customer Request lifecycle for different types

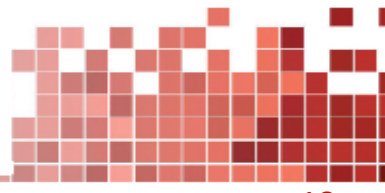
ECC Modules utilized: **Ticketing**

Customer Billing Management



- CRM used as GUI for customer account (**payer**) billing management module
- Billing data & invoices stored in *third party application*
- Invoices listing / searching
- Invoices & Payments overview & details, payment notification, online invoices payment
- Credits & charges management
- Instalments

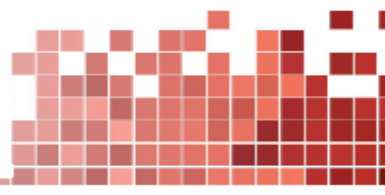
*ECC Modules utilized: **Party***



- One GUI for several channels
 - internal (CC)
 - external user (SC)
 - anonymous (eShop)
 - Ordering Gateway (API for external systems)
- ACL driven view and process availability

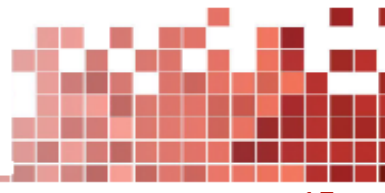
ECC Modules utilized: **Ordering (Order Scenarios)**

Order Capture – features



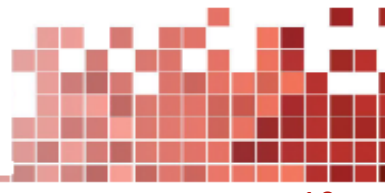
- purchase/checkout **wizards**
- free-shopping sale
- order **save** / auto-**restore**
- order **takeover** by internal user
- **postponed** order
- order **watching**
- customer **scoring**
- payment (online, shop)
- order **document sign**
- **price override** when allowed

ECC Modules utilized: Ordering (Order Scenarios)



- Product offers using CRM product catalogue
 - eligibility/compatibility/groups/sockets evaluation with respect to existing Customer product instances.
- Covers fix and mobile product portfolio:
 - Tariffs (business and technology), Services, VAS (Value Added Services)
 - Hardware, Commitments, Cost control, Technology products, VPN
 - Payments, Delivery, Individual offers, Discounts, Deposits, Fees
 -

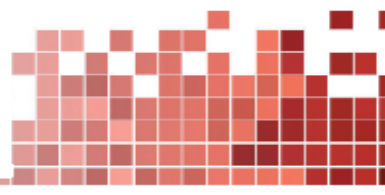
ECC Modules utilized: **Product catalog, DCR, Shopping cart**



- Order decomposition to technical orders
- Configurable processing flow
 - Build workflow by configuration and context
 - Execute workflow (propagation to external systems using **Agents**)
- Finished parts projected to CRM (Customer & Product instances - Assets)
- Partial fulfilment & Retry mechanism
- Cancel process

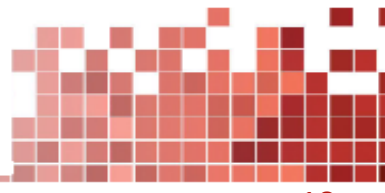
*ECC Modules utilized: **Ordering (Order Processes)***

Order management



- Orders listing, orders history, order detail
- Watched orders, order monitoring, manual order process change (cancel running order, finish order etc.)

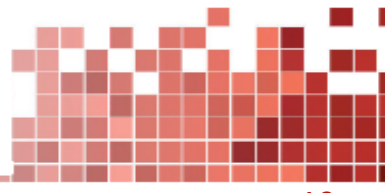
*ECC Modules utilized: **Ordering***



- Individual Offer aka CPQ (individualized services payment, individualized usage payment, individualized free unit amounts)
- Associated to frame contract, definition assigned to payer
- CRM provides GUI for individual offer management: listing, details, assignment, individualized tariffs offer & ordering

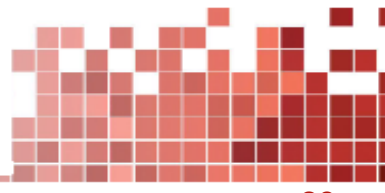
*ECC Modules utilized: **Party***

Mass Changes



- A tool to perform changes across a bulk of customers and/or run one process in many instances
- Many processes supported: product management (activation/deactivation/modification, tariff change, suspend/resume, individual offer assign/de-assign, vouchers activation, ...)

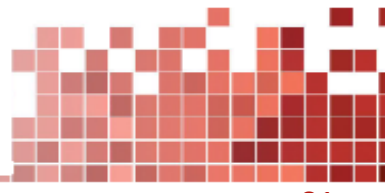
ECC Modules utilized: **CRM Grouping, Ordering**



- Events are propagated during Entities lifecycle.
- Associated handlers notify external system and/or customer via email or SMS based on event configuration.

ECC Modules utilized: **Notification, Broker**

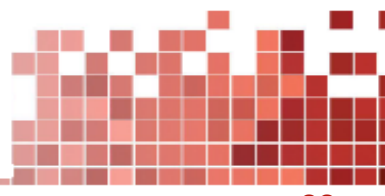
Scan Check



- A line quality check made in third party application for location address or particular technological point (known also as a service point)
- Product offer may be limited by availability of technology

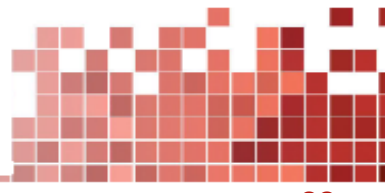
ECC Modules utilized: **Address**

Journaling



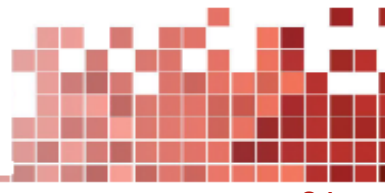
- CRM used as GUI for customer journal searching module
- Journal data gathered from CRM by third party application

ECC Modules utilized: data layer of several modules



- CRM provides GUI for
 - internal **blacklist** management (insolvency, fraud of several types, ...)
 - customer **scoring** (cross-blacklist scan and evaluation)

Campaign Management



- Inbound & Outbound campaign offering & campaign response
- CRM provides GUI for campaigns listing, details, response history
- Campaigns are stored in *third party application*