

Open Digital Architecture-eTOM 21.0 Product Conformance Certification Report

Tecnotree
DLPM: Digital Lead and Prospect Manager
v 5.0

January 2022

Version 1.0

Table of Contents

List of Figures.....	2
List of Tables.....	3
1 Introduction.....	4
1.1 Executive Summary.....	4
2 Product Functionality/Capability Overview.....	5
2.1 DLPM: Digital Lead and Prospect Manager v 5.0 Platform Overview.....	5
2.1.1 About Tecnotree.....	6
2.2 DLPM: Digital Lead and Prospect Manager v 5.0 Platform Benefits.....	8
2.3 DLPM: Digital Lead and Prospect Manager v 5.0 Modules.....	9
2.4 DLPM - Digital Lead and Prospect Manager v 5.0 Supported Installation Models.....	10
2.5 Product Scope.....	11
2.6 Business Process Framework Level 2 Process Scope.....	11
3 Business Process Framework Assessment Overview.....	13
3.1 Mapping Technique Employed.....	13
3.2 List of Certified Processes– Chart (eTOM).....	15
3.3 Business Process Framework – Scoring Guidelines.....	16
3.4 Business Process Framework – Process Mapping Descriptions.....	17
3.4.1 Market & Sales Domain.....	17
3.5 Conformance Result.....	18
3.6 Business Process Framework – Conformance Result Summary.....	19

List of Figures

Figure 1 DLPM: Digital Lead and Prospect Manager Overview 5

Figure 2 DLPM 5.0 value proposition 8

Figure 3 DLPM Architecture..... 9

Figure 4 DLPM Installation Models..... 10

Figure 5 DLPM Scope..... 11

Figure 6 eTOM DLPM Scope 12

Figure 7- Level 3 List of process certified..... 15

Figure 8- Level 3 process scope for certification 15

Figure 9- TM Forum Business Process Framework: Conformance Scoring Rules 16

Figure 10- - eTOM Conformance Scores Summary 18

Figure 11- eTOM Conformance Scores..... 19

List of Tables

Table 1 Tecnotree's Digital BSS Strategy 6
Table 2 Tecnotree Digital BSS signatures 7

1 Introduction

1.1 Executive Summary

This document provides details of Tecnotree self-assessment and TM Forum's Conformance Assessment of the **DLPM: Digital Lead and Prospect Manager v 5.0** against the following ODA-eTOM 21.0 components:

- Business Process Framework (eTOM) Version 21.0

The assessment included a review of:

- The methodology approach to process modeling against the TM Forum's Business Process Framework (eTOM) Release 21.0 according to the specific processes submitted in scope for the Assessment.

For more information on the Tecnotree DPLM Product please contact:

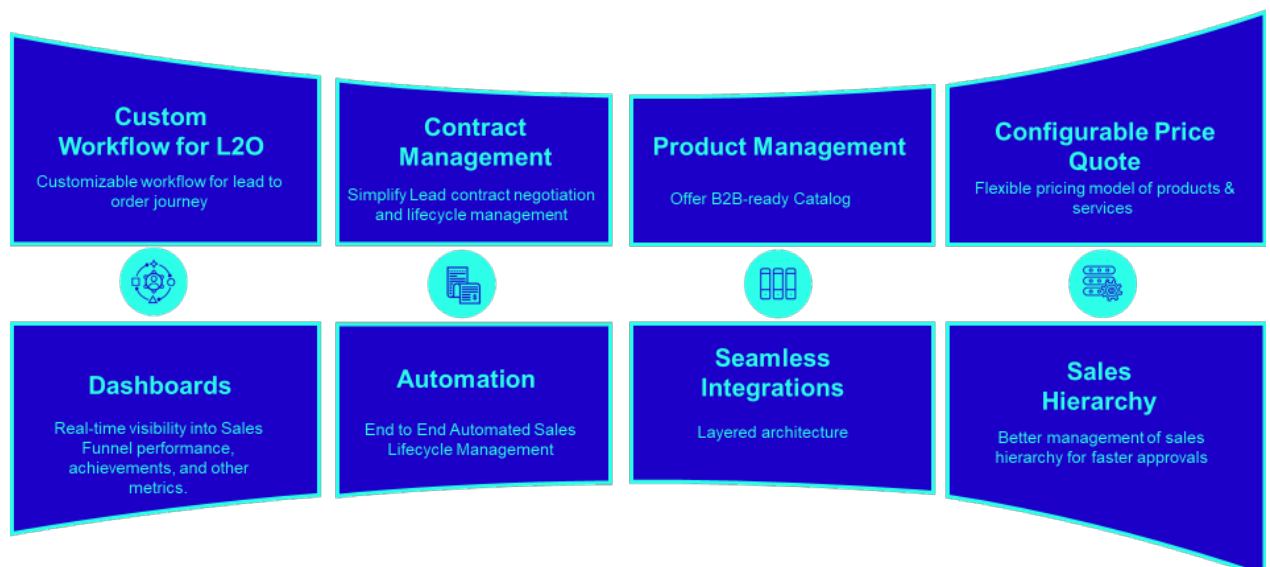
marketing@tecnotree.com

For any additional information on this Framework Conformance Certification Report, please contact TM Forum at: conformance@tmforum.org.

2 Product Functionality/Capability Overview

2.1 DLPM: Digital Lead and Prospect Manager v 5.0 Platform Overview

Tecnotree Digital Lead and Prospect Manager (DLPM) for Digital Service Providers (DSP) is a user-friendly system dedicated to build unique and personalized Enterprise customer relations. It simplifies and organizes journey from lead to customer. It automates key processes in Lead creation, Quote Management, and lead life cycle. It allows personalization of every Lead's experience by providing consistent message across all channels and creation of a single view of each Lead with information from all customer DLPM Modules. Digital Lead & Prospect Manager manages the end-to-end lifecycle of potential customers of the operator. Digital LPM provides capabilities like Lead & Prospect creation, Quotation Management, Flexible Pricing management, quotation management, Schedule appointment with Leads & Prospects, Integration with CRM for automated creation of subscriber.



The following are the key features of DLPM v 5.0:

- Automated End to End Lead to Order process handled on a unified platform, aligned to SPANCO model
- Designed to address all the interactions between operator and customer as a unified integrated process
- Automated and flexible Contract Management
- Define and configure the dynamic business rules

- Book appointments/ follow-up dates and time with your leads/prospects/customers
- Handle Escalations & Re-assignment of the follow-up tasks
- Faster and efficient registration of subscribers with the pre-captured data
- Enhance Customer experience by creating and issuing quotations for Leads
- Enable Cross Selling / Up Selling of new revenue opportunities
- Lesser cost for acquiring new customers
- Flexible pricing model and historical quotes based on negotiation
- Increase Operational Efficiency because of TM Forum Open API based integration to channels & backend systems

2.1.1 About Tecnotree

Tecnotree is a global provider of telecom IT solutions for the management of products, customers and revenue. Tecnotree helps Communications Service Providers to transform their business towards a marketplace of modern and digital services. Tecnotree empowers service providers to monetize service bundles, provide personalized user experiences and augment value throughout the customer lifecycle. Tecnotree serves around 90 service providers in more than 70 countries. Tecnotree is listed on the main list of NASDAQ Helsinki with the trading code TEM1V.

Tecnotree has a well-defined and augmented portfolio of products that is in line with the vision of Digital Transformation for DSPs and one which can provide a smooth transition from CSPs to DSPs. The following table provides this digital strategy that Tecnotree has embedded in its portfolio of products.

Table 1 Tecnotree's Digital BSS Strategy

Tecnotree Digital Strategy		
Digital for Business	Continuous customer engagement through different channels to understand consumer behaviors and generate higher revenues	<ul style="list-style-type: none"> ▪ Omni Channel ▪ Digital Marketplace ▪ Digital Wallet ▪ Advanced Campaigns ▪ Loyalty Monetization ▪ Personalize Experience
Digital for Technology	Providing Platforms and Tools to achieve agility for delivering Business goals	<ul style="list-style-type: none"> ▪ Orchestration ▪ Open API ▪ Service Innovation ▪ Micro services ▪ Advance Analytics/ML ▪ Containerization
Digital for Operations	Automation of tasks and providing insights into process or business performance through guided application intelligence	<ul style="list-style-type: none"> ▪ Self-Healing -ML ▪ Operations Anywhere APP ▪ Continuous Deployment ▪ Automated Fault Management ▪ Self-Monitoring

Below table highlights Tecnotree signatures for Digital BSS Suite 5.

Table 2 Tecnotree Digital BSS signatures

Tecnotree Digital BSS Signatures	
Mobile First	Tecnotree’s strategy is to move from Mobile too to Mobile first experience. Mobile native Apps are provided for partners, DSP’s marketplace managers and consumers.
Omnichannel Enabled	Extending Omni channel experience which is all about creating an Omni-present and consistent experience across all channels.
Open APIs	Opening Partner ecosystem through Open API’s and monetization capabilities with Seamless integrations
Reduced TCO	<ul style="list-style-type: none"> ▪ Open source technical stack eliminates expensive license cost ▪ Standardized services increase reusability and reduce overall cost ▪ Improved performance and availability reduce the downtime
Cloud-Native	Embracing Cloud-Native technologies helps in selecting the right future-proof stack among the rapidly evolving options is critical and cannot wait
Micro-services Orchestration	Achieving Agility, Reusability, Self-Governing, Cohesiveness, Testability, Deploy-ability, Scalability, and high Availability
Incremental feature improvements	Continuous Delivery as the means of fast delivery of incremental features
AI Enabled	<ul style="list-style-type: none"> ▪ AI Enabled digital products providing deep insights about Customers, Partners, Services/Products ▪ Adding intelligence to ease Operations
Self-healing	Proactive Managed Services through Self-Healing based on AI & ML capabilities
Automated fault management	Through Fault Tolerant and Resilient solution
Auto Scaling	Capability to augment capacity on demand basis

2.2 DLPM: Digital Lead and Prospect Manager v 5.0 Platform Benefits

The following diagram provides the key value proposition of DLPM 5.0:



Figure 2 DLPM 5.0 value proposition

2.3 DLPM: Digital Lead and Prospect Manager v 5.0 Modules

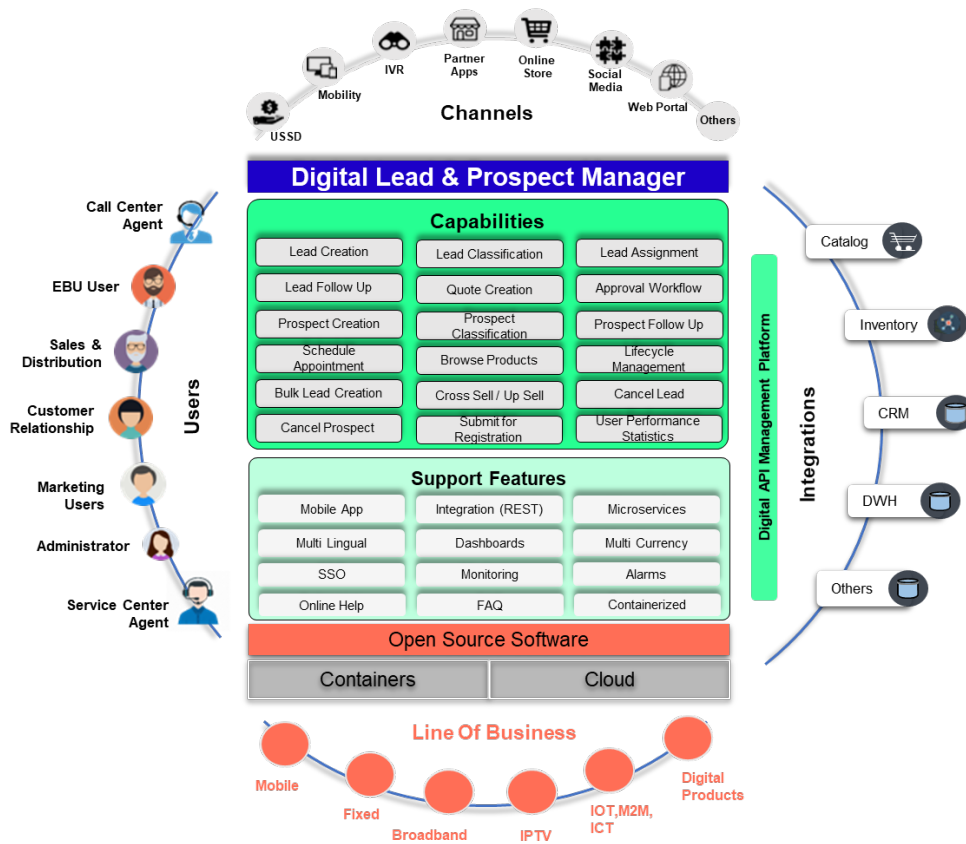


Figure 3 DLPM Architecture

2.4 DLPM - Digital Lead and Prospect Manager v 5.0 Supported Installation Models

The following installation models are applicable for DLPM – Digital Lead and Prospect Manager v 5.0:

DLPM application is based on Containerization and uses the Docker Containerized model.

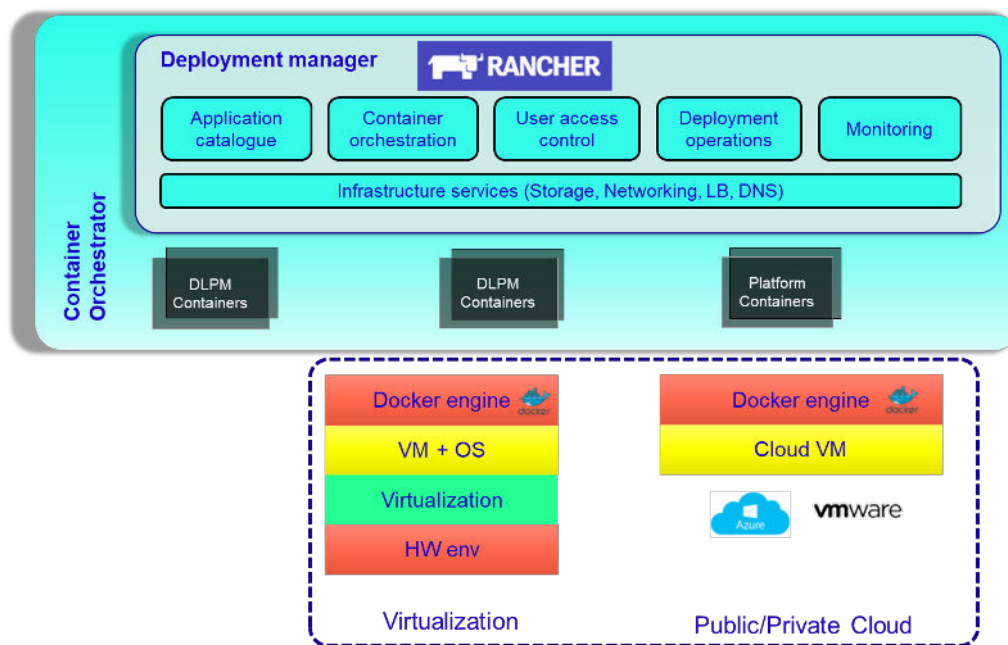


Figure 4 DLPM Installation Models

2.5 Product Scope

The following diagram depicts the scope of DLPM that includes the functional modules, the NFRs (Non Functional Requirements) and the cross-module features.

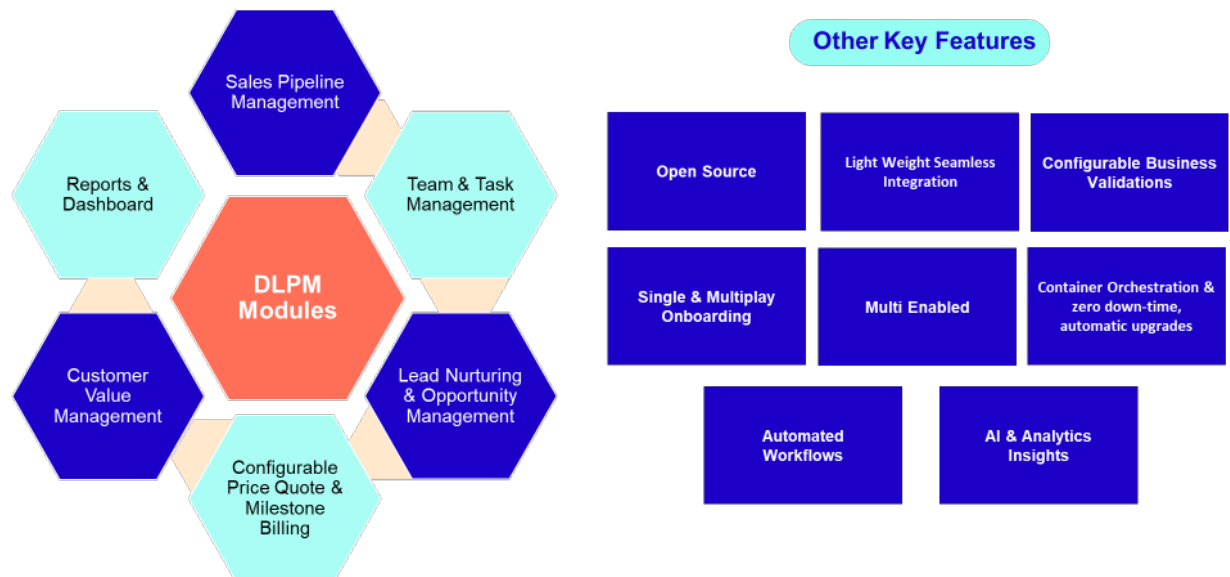


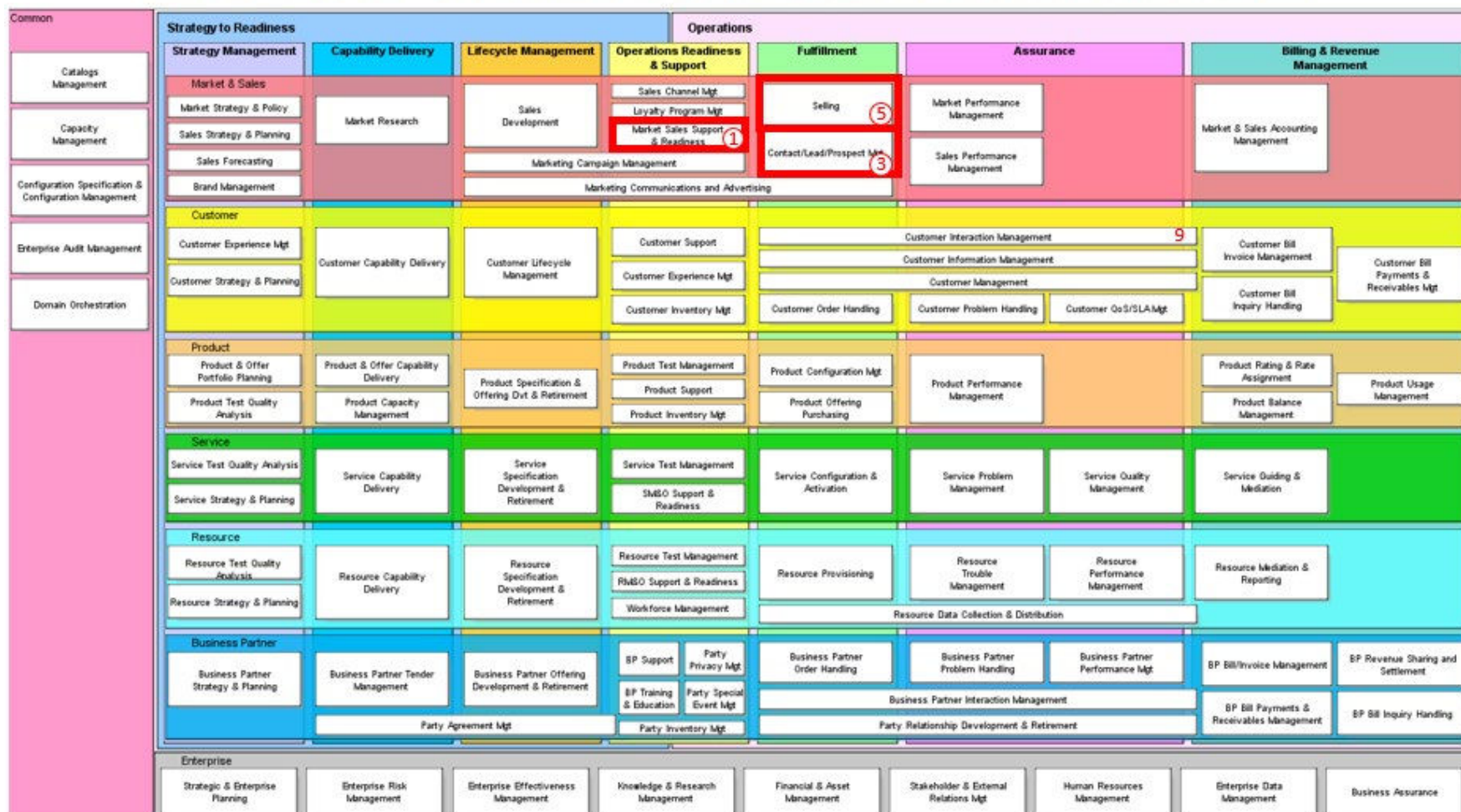
Figure 5 DLPM Scope

2.6 Business Process Framework Level 2 Process Scope

The following figure on next page represents the Business Process Framework Level 2 processes that were presented in scope for conformance certification.

Level 2	Level 3
1.1.9 - Selling	1.1.9.1 - Qualify Selling Opportunity
	1.1.9.2 - Develop Sales Proposal
	1.1.9.3 - Acquire Sales Prospect Data
	1.1.9.4 - Cross/Up Sell
	1.1.9.5 - Negotiate Sales/Contract
	1.1.9.6 - Manage Sales Accounts
1.1.11 - Contact/Lead/Prospect Management	1.1.11.1 - Manage Sales Contact
	1.1.11.2 - Manage Sales Lead
	1.1.11.3 - Manage Sales Prospect

eTOM Business Process Framework – v21.0 – Tecnotree DLPM v5.0 – Conformance Footprint



Number of L3 processes included in scope for certification

Figure 6 eTOM DLPM Scope

3 Business Process Framework Assessment Overview

3.1 Mapping Technique Employed

Business Process Framework Level 3 descriptions are analyzed by focusing on implied tasks also referred to as implied functional requirements. (This is similar to how process decomposition can use Semantic Analysis). Each Business Process Framework process is supported by descriptive text. In many cases, each process is aligned and mapped to appropriate company documentation references solution, methodology or modeling material.

Color coded text as highlighted below is used as part of the process mapping whereby highlighted text indicates the level of support for a Level 4 process implied task:

- **GREEN** is used to highlight key words or key statements that are fully supported
- **YELLOW** is used to highlight key words/key statements that are partially supported
- **GREY** is used to highlight key words/key statements that are not supported
- No highlighting is used for words/statements that are irrelevant, just for reference or needed to complete the sentence.

As of February 2018, TM Forum allows mappings to be provided against Level-3 process elements when:

- L3s have relevant, consistent full detailed descriptions reflecting all L4 process elements in their decomposition (usually implied tasks identified and separated by bullet points)
- No decomposition to Level 4 processes was available for a particular L3 process, but the Level-3 mappings fulfil the condition described above, therefore the score awarded hereafter is for the Level 3 process in its entirety.

Manual and Automated Support

It is important to determine whether the implied task is supported by manual steps, automated steps, or a combination of both. In this document, “A”, “M”, or “AM” is used for each task to indicate that the step or steps is/are automated (A), manual (M), or both (AM).

TM Forum Note 1:

When process mappings are presented against Level 4 processes, the mappings are most often provided against the text in the “Mandatory” field for the process. In the event of the Mandatory field not being defined in the eTOM specification, the process mappings are in that case provided

against the Level 4 Extended description. If an Extended description is not defined, then the mapping is provided against the Brief description.

TM Forum Note 2:

Note that if a Level 3 process has not been decomposed to Level 4 processes in the Business Process Framework, in such cases the process mapping support is provided against the Level 3 process descriptions using the Mandatory/Extended/Brief description as per the guidelines explained for Level 4 based mappings in the previous note.

3.2 List of Certified Processes- Chart (eTOM)

TM Forum Assessment Scoping Document - Business Process Framework (eTOM) v21.0		
Member:		Tecnotree
Product:		DLPM: Digital Lead and Prospect Manager
Assessment Type		Product
Number of L3 Processes in Scope:		9
Level 1	Level 2	Level 3
1.1 - Market / Sales Domain		
1.1.7 - Market Sales Support & Readiness		
		1.1.7.5 - Manage Sales Accounts
1.1.9 - Selling		
		1.1.9.1 - Qualify Selling Opportunity
		1.1.9.2 - Develop Sales Proposal
		1.1.9.3 - Acquire Sales Prospect Data
		1.1.9.4 - Cross/Up Sell
		1.1.9.5 - Negotiate Sales/Contract
1.1.11 - Contact/Lead/Prospect Management		
		1.1.11.1 - Manage Sales Contact
		1.1.11.2 - Manage Sales Lead
		1.1.11.3 - Manage Sales Prospect

Figure 7- Level 3 List of process certified

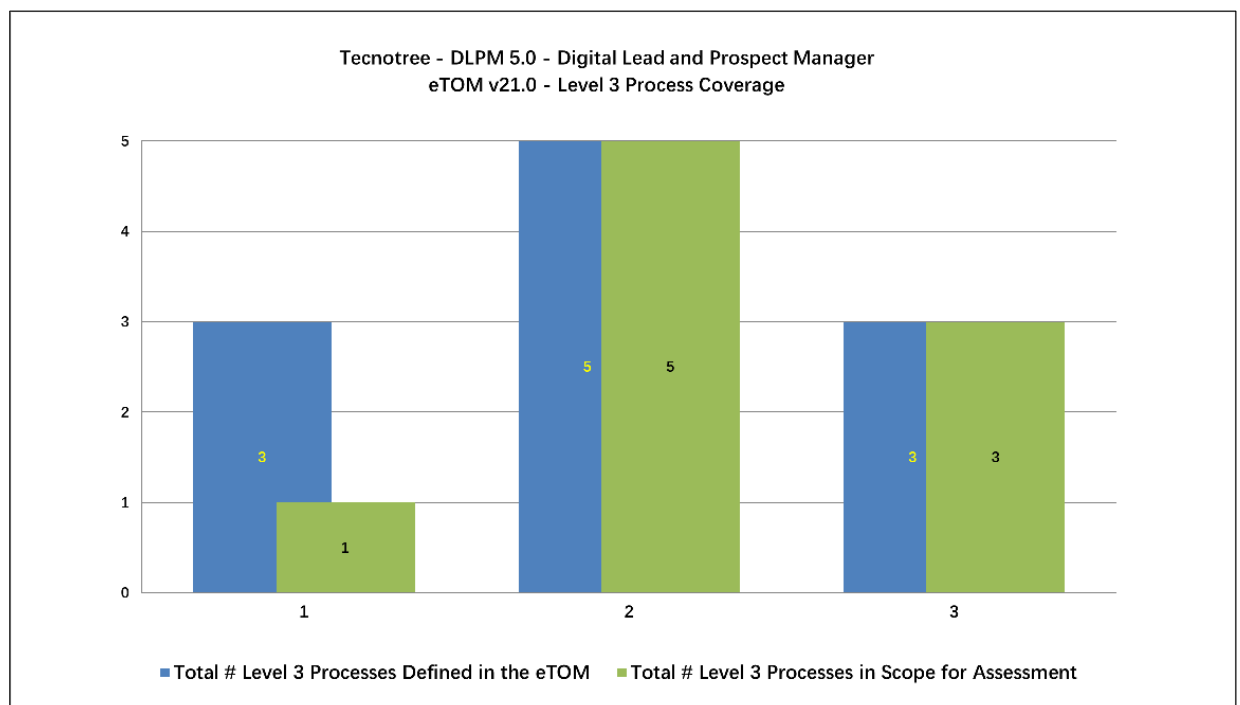


Figure 8- Level 3 process scope for certification

3.3 Business Process Framework – Scoring Guidelines

This section provides the Process Mapping output from the self-assessment carried out by TM Forum Subject Matter Experts alongside supporting documentation made available for this purpose.

Business Process Framework - Conformance Certification Methodology		
Process Level	Conformance Score	Qualifier
Level 1 Process	Not applicable	Conformance Assessment shall not be carried out at this process level.
Level 2 Process	Not applicable	A conformance level is not awarded to Level 2 processes in Framework Certification. The Certification Report shall highlight the coverage within a Level 2 process submitted in scope for an Assessment, in terms of number of Level 3 processes submitted for assessment out of the total number defined in the Business Process Framework for the Level 2 process.
Level 3 Process	Conformance Score is awarded between 3.1 & 5.0	The Conformance Score is awarded for each Level 3 process submitted in scope for the Assessment. The Conformance Score awarded can be a value between 3.1* & 5 depending on the level of coverage & conformance to the Level 3 process based on the alignment to the level 3 Implied Tasks as decomposed in the Level 4 process definitions. If a Level 3 process has not been decomposed to Level 4 processes, the Level score is awarded according to alignment to the Level 3 defined Implied Tasks.
Level 4 Process	Level of conformance is calculated as input to parent Level 3 Process Score	Levels of conformance are calculated for Level 4 processes according to alignment to the individual implied tasks. Level 4 scores are summed and averaged to give an overall score for the parent Level 3 process.
* In earlier Conformance Assessments, scores were awarded to Level 1 & Level 2 processes using values 1 through to 3. For this reason, the Level 3 scores start from > 3.		
Additional Notes		
Note 1 - Level 1 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 1 processes.		
Note 2 - Level 2 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 2 processes. However, the Certification Report shall provide good indication of the coverage of the Level 2 process in terms of number of contained Level 3 processes submitted in scope for the Assessment.		
Note 3 - The Conformance Assessment shall be carried out at process level 3 (if there are no level 4 process elements defined for a specific level 3 in scope) or at level 4 (if there are level 4 process elements defined for a specific level 3 in scope). For each Level 3 process (when there are no level 4 processes available), conformance shall be deduced according to the documented support for the process implied tasks. For each Level 4 process (when available), conformance shall be deduced according to the documented support for the process implied tasks, as decomposed and described in the Level 4 process descriptions. The score awarded for a Level 3 process, is deduced according to the support mapped to the Level 4 processes/Implied Tasks.		
Note 4 - In evaluating conformance to the standards, manual intervention shall not impact the conformance score granted. However, any level of manual support shall be noted in the Conformance Report and Detailed Results Report. This note specifically applies to Product & Solution Assessments.		
Note 5 - Processes that are supported via manual implementation only, are not considered in scope for the Assessment. This note specifically applies to Product & Solution Assessments.		

Figure 9- TM Forum Business Process Framework: Conformance Scoring Rules

3.4 Business Process Framework – Process Mapping Descriptions

This section provides the mapping of Business Process Framework v21.0 against the processes performed by Tecnotree's DLPM - Digital Lead and Prospect Manager v 5.0. The self-assessment was reviewed by TM Forum Subject Matter Experts alongside supporting documentation provided.

3.4.1 Market & Sales Domain

3.4.1.1 *Mapping Details & Supporting Evidence*

The documented mapping information for all Level 3 processes in scope for the '1.1 – Market & Sales Domain' business processes are available from [this link](#).

Mappings and supporting evidence were presented for the following **L3** processes:

- 1.1.7 - Market Sales Support & Readiness
 - 1.1.7.5 - Manage Sales Accounts
- 1.1.9 - Selling
 - 1.1.9.1 - Qualify Selling Opportunity
 - 1.1.9.2 - Develop Sales Proposal
 - 1.1.9.3 - Acquire Sales Prospect Data
 - 1.1.9.4 - Cross/Up Sell
 - 1.1.9.5 - Negotiate Sales/Contract
- 1.1.11 - Contact/Lead/Prospect Management
 - 1.1.11.1 - Manage Sales Contact
 - 1.1.11.2 - Manage Sales Lead
 - 1.1.11.3 - Manage Sales Prospect

3.5 Conformance Result

This Section details the Scores awarded to reflect Conformance to the Business Process Framework components of eTOM v21.0.

TM Forum Open Digital Architecture v.21.0 Assessment Scoring Document - Business Process Framework (eTOM)			
Company:		<i>Tecnotree</i>	
Product:		<i>DLPM: Digital Lead and Prospect Manager</i>	
Assessment Type:		<i>Product</i>	
Number of L3 Processes in Scope:		9	
Level 1	Level 2	Level 3	Certification Final Scores for Level-3 Process Elements
1.1 - Market / Sales Domain			
1.1.7 - Market Sales Support & Readiness			
		1.1.7.5 - Manage Sales Accounts	5
1.1.9 - Selling			
		1.1.9.1 - Qualify Selling Opportunity	5
		1.1.9.2 - Develop Sales Proposal	5
		1.1.9.3 - Acquire Sales Prospect Data	5
		1.1.9.4 - Cross/Up Sell	5
		1.1.9.5 - Negotiate Sales/Contract	5
1.1.11 - Contact/Lead/Prospect Management			
		1.1.11.1 - Manage Sales Contact	5
		1.1.11.2 - Manage Sales Lead	5
		1.1.11.3 - Manage Sales Prospect	5

Figure 10- eTOM Conformance Scores Summary

3.6 Business Process Framework – Conformance Result Summary

This Section provides a graphical view of the conformance levels granted to the Level 3 Processes presented in scope for Tecnotree’s DLPM - Digital Lead and Prospect Manager v 5.0. Each Level 3 process was measured using a Business Process Framework (eTOM) conformance score according to the level of Conformance – Full Conformance (Score = 5) or Partial Conformance (Score below 5)

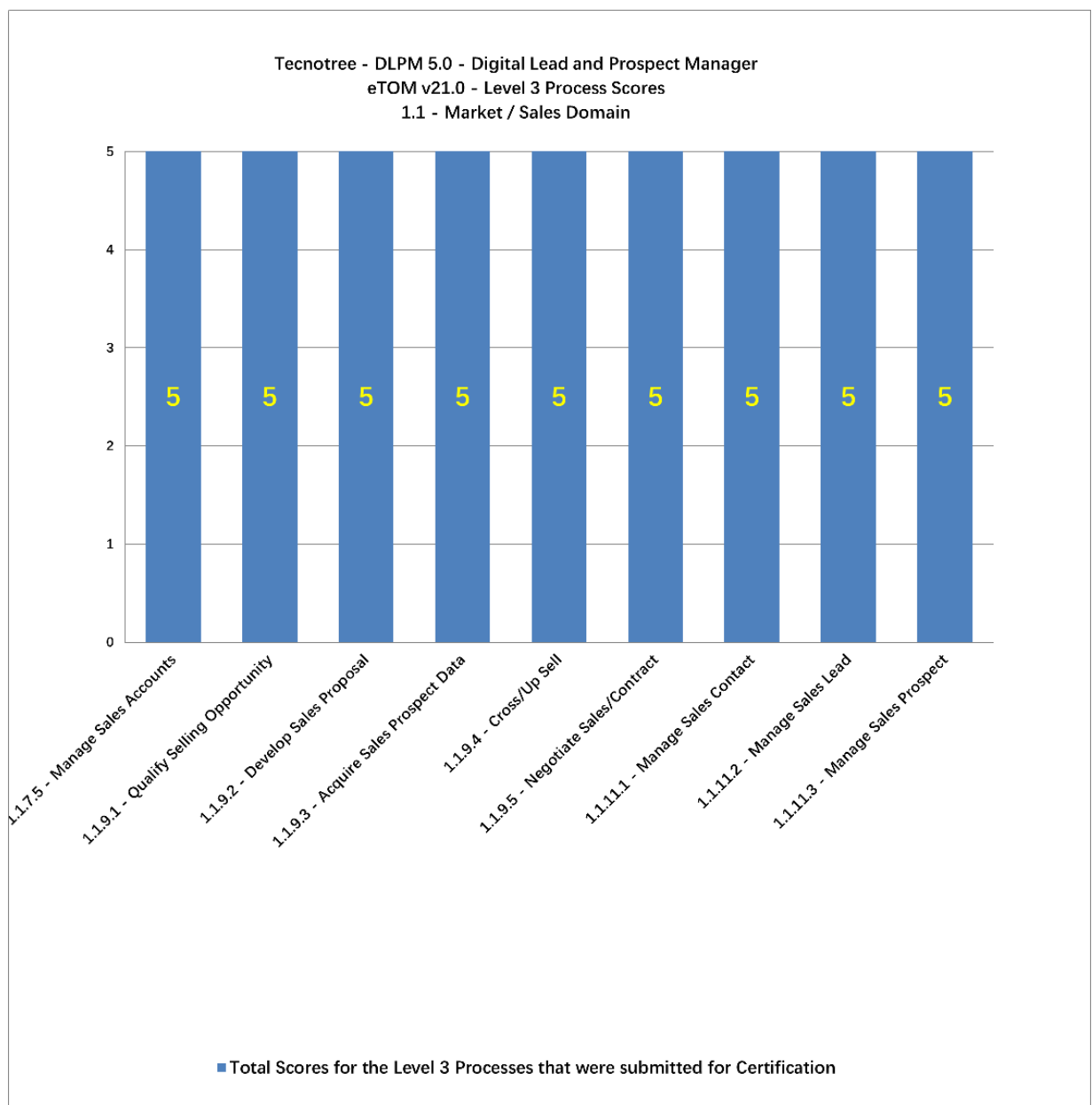


Figure 11- eTOM Conformance Scores