



The brightest ideas  
in communications.  
**We keep them alight.**

tribold





We are a product management software company, delivering world-class software products specifically to the communications industry.

# tribold

## PRODUCT MANAGEMENT HAS NEVER BEEN SO IMPORTANT

The communications industry is having to adjust to massive changes.

- **Commoditization**

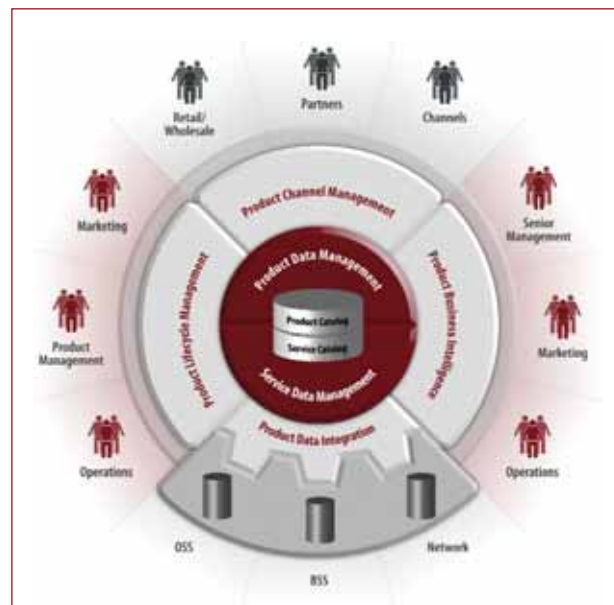
When products become pervasive, buyers become interested in product propositions. Early adopters were focused on technology. Now, volume markets are product-driven.

- **Competition**

Brands and brand value are key in volume markets. They allow companies to enter new territories, to cross-sell and up-sell, on the basis of a trusted international position, with local flexibility. Brands are built on product reputations and product management.

- **Convergence**

Technologies move on, and move together. Voice, text and data. Mobile and fixed line. ISP and everything. As technologies move together, the focus is once more on the power of the brand to deliver success and profit. None of this can happen without effective product management.



Tribold's catalog-centric approach is vital to bring the benefits of integrated product and service management to every part of the organization.



Deliver better quality to  
your customers and put  
the excitement back in  
your products.



## THE KEY TO FUTURE PROFIT

Just as there are three changes rocking the communications industry, so there are three reasons why effective product management is the key to future profit.

- **Customer demand**

Customers behave in very rational and easily explained ways. They want an improved experience as a customer and they want more return from their investment.

But how can the communications industry respond to these very simple demands when short-term issues are so intractable?

How can you shorten product cycles and deliver additional flexibility, when your efforts are fragmented over geographies and over products?

The answers all rely on effective, consistent and efficient management of products and services.

Having a consistent, dynamic, rules-based and centralized product catalog helps you respond to customer demand without increasing overhead, and with the potential to add to profit. This potential is often defeated by inefficient product management.

- **Better product management**

Product management works in other businesses. Why not for Communications Service Providers (CSPs)?

One reason is the growing maturity of the market.

*“The entire industry has to learn to become a service industry and start marketing.”*

Renee Obermann, CEO, T-Mobile

Competition has been intense, but it has led to confusion and fragmentation, rather than additional effectiveness.

Launch processes are dealt with manually, often on a regional or local basis. Products are often delivered late, because of complexities in the product or market or both, and more often because data about products isn't gathered together anywhere, and billing systems are not only not standardized, but they can't deliver the kind of product management functionality that the industry needs.

Instead of scattering product data throughout the enterprise, a single, comprehensive view of this data – gathered together in a product catalog – is a fundamental requirement.

#### • The potential of new technology

CSPs invest a lot in new technology. Too often though, it is under-utilized and only slowly brings a payback in terms of profit. That might be acceptable if companies were achieving gains elsewhere, in terms of flexibility or potential for cooperation and joint development.

The simple truth though is that these gains are elusive, and problems arise from an inability to manage the complete product offering internally.

Instead of powering change and cooperation, technology keeps companies rooted to the spot. Once again, it is effective product management which can change all this.





A single, centralized product catalog puts products at the heart of the enterprise. Managers control the business on the basis of a single and current view of how products are performing.



*“Last year, the \$5.7 billion PLM/PDM market grew 14%. Faster than any other segment”*

AMR Research

# THE POTENTIAL FOR PRODUCT MANAGEMENT

Product management in the communications industry holds enormous promise.

Without it, efforts fragment and costs increase as tasks are duplicated. Above all, individual customers don't get the service levels they are looking for.

With effective product management in place, gains happen at three levels:

## **The retail model**

When CSPs say that ‘we must behave like a retailer’, what do they mean? These are some of their goals:

- introduce new products faster
- track product performance more accurately
- improve customer service
- be ready to diversify

With product management systems from Tribold, you can do all of these things, and more:

- concentrate on strategy, rather than fixing problems
- provide a big and current picture to management, rather than history
- deliver better quality to your customers and put the excitement back in your products

These are just some of the advantages you can expect with Tribold.

## **A seamless approach**

Currently, product management is defeated by all kinds of incidentals.

Customer Relationship Management (CRM) systems don't interface to product management. Billing doesn't link to operations. Finance can't model performance, because things are measured differently wherever you go. Product managers in individual territories may be doing a good job, but they don't share models that work.

Tribold's open, integrated approach means that product management doesn't just become a collection of ‘might-have-beens’. New initiatives can be integrated together and be made to work faster.

## **Measured management**

Product management is also the key to management effectiveness.

Increasing revenue per user is an imperative. It can only be implemented on the basis of:

- improving quality
- managing the product lifecycle effectively
- introducing new products regularly
- being consistent in your approach, wherever you operate
- providing reasons for customers to remain loyal
- improving the use you make of technology
- being as flexible as the market requires you to be

Product management with Tribold allows you to build increased revenue on the basis of brand-building and real value.



*"PLM/PDM for Communications Providers - \$800 million, 2005. 25% year on year growth through 2007"*

IDC Report

## TAKING FULL ADVANTAGE

Tribold has offices in Europe, the Americas and the Asia-Pacific region. We are already working with international companies to help them realize their ambitions. We have also established partnerships with leading technology consultancies including Capgemini and Accenture, with industry bodies like the TeleManagement Forum and with other technology vendors such as Oracle, Microsoft and Business Objects.

We are determined to pursue a standards-based approach to problem solving and allow integration with other essential management systems.

With Tribold, the path to effective product management can be travelled at the pace you prefer.

### **Expert focus**

Our heritage is in the communications industry and our efforts are focused solely on the international communications market. The depth of our experience is unique and so too is the scope of our skills which cover:

- communications industry product management
- global communications industry transformation
- communications industry CRM, billing, order management, activation and inventory management
- business-to-consumer marketing experience

This experience and expertise is evident in our product set and in our consulting services organization which helps companies gain the most immediate benefits from their investment in our technology.



With Tribold, you can put products back under management control. Extend success. Remedy problems. When the enterprise has a 360° view, profit follows.



*“The ability to identify the needs of individual customers and bring new services to life much quicker is an absolute necessity.”*

Ben Verwaayen, CEO, BT

## A COMPLETE RESPONSE

We are a product management software company, delivering world-class software products specifically to the communications industry.

Our approach is to provide a complete response to the need for effective product management.

### **Product Data Management**

Product Data Management provides product managers with a centralized, 360° view of the product set, covering information from CRM, Billing and Order Management, as well as from Provisioning and Network Inventory systems.

### **Product Data Integration**

Product Data Integration is used to deliver the consistent product view back into the various systems across the enterprise. PDI has the potential to reduce time-to-market and cut through the complexities of typical development projects. It ensures accuracy and improves systems integration.

### **Product Lifecycle Management**

Product Lifecycle Management provides a consistent set of best practice processes to manage the activities, resources

and projects for the design, build, launch, in-life management and retirement of products.

### **Product Business Intelligence**

Product Business Intelligence delivers straightforward or more complex analytics from the product catalog, ranging from operational performance or bill of material reports up to sophisticated product unit costing and profitability analysis.

### **Product Partner Management and Channel Management**

Product Partner Management and Channel Management is used to manage third-party product catalogs and to provide consistent service delivery to consumer channels.

This integrated approach provides the advantages you need to succeed:

- significantly reduced time-to-market
- more flexible and repeatable processes
- reduced costs of product management

These three factors help you unlock future profit. To start this important process, please get in touch with us.



Brands allow companies to enter new territories, to cross-sell and up-sell, on the basis of a trusted international position, with local flexibility.

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