Pathways to a Native-grade D-Business

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Business Models

No
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Foreve...
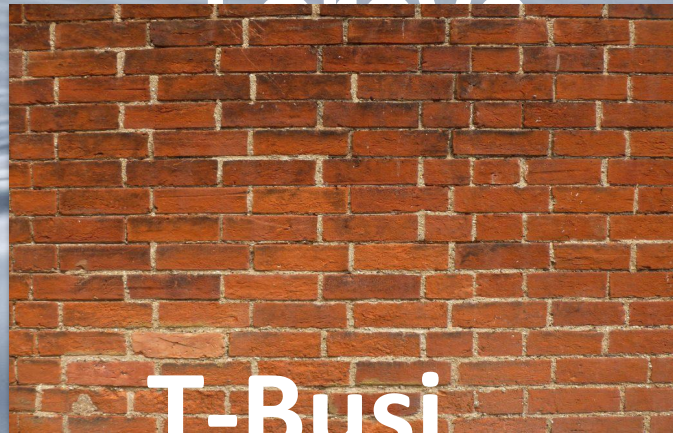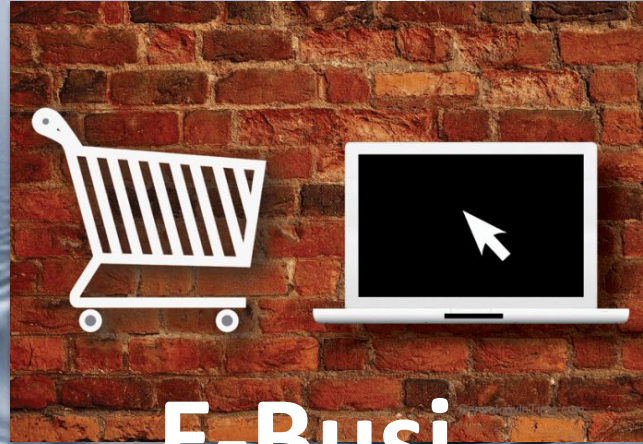
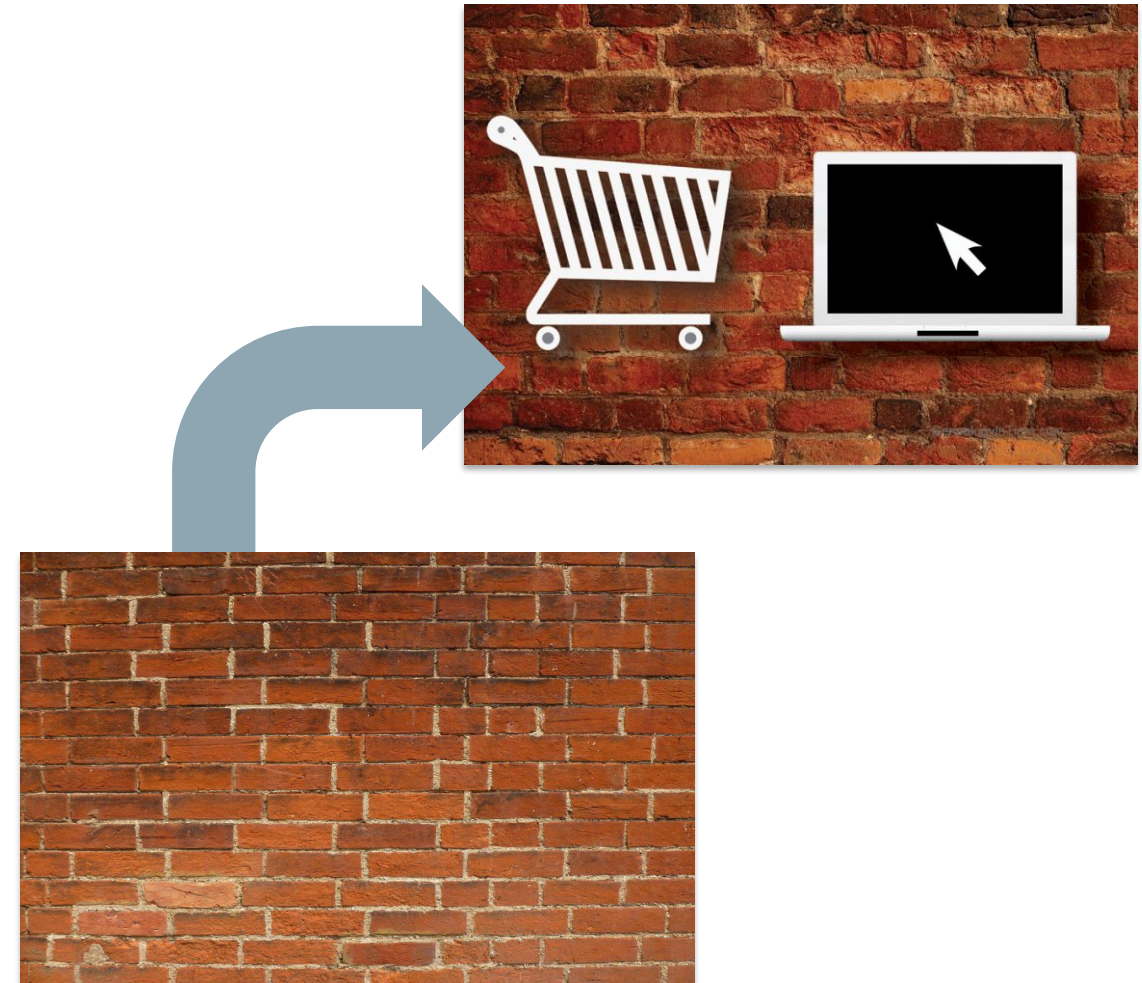T-Busi
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E-Busi
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D-Busi
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T-Bus to E-Bus
Natural Evolution

- E-commerce front-end enabled
  - Direct, through own web page
  - Via carriers e.g. Amazon, Ebay
  - Via app-store

- High success rate for transformation

- Back office integration varies
  - Processes stays the same

- Upgraded supply chain

- Universal payment capability

What's the Difference?

	E-Bus	D-Bus
Customer Experience	Product-based	Intuitive
Communities	Merit-based	Experience-based
Eco-system	Buyer-Seller	Ring, Multi-role Platform
Data Mining	Cumbersome	New, Big Data
Automation	Automated/Semi Manual	Native Automated
Interaction	Human, Paper, Digital	Omni-channel, Non-human
Immediacy	Process-dependant	Instant
Location	Linked Geographically	Virtual
Business Process	Complex, Archaic	Simple
IT Infrastructure	On-Prem, Hosted, Limited cloud	Cloud and Hybrid
Deployment Method	Waterfall, Disruptive	Agile, DevOps
Growth Rate	Limited	Unlimited

E-Bus to D-Bus
Less Trivial

- Now ongoing
- Key drivers
  - Customer experience
  - Opex reduction
  - Simplicity
- Key issue - the human factor
- Challenged by
  - Regulation
  - Labor laws
  - Security

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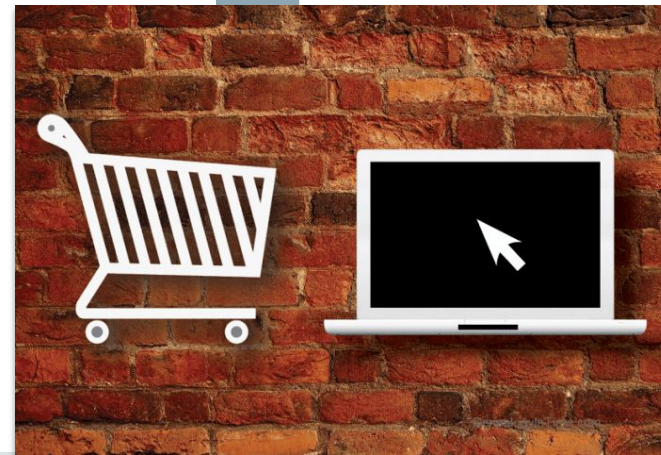
Realities

	Business Process Framework								
ID	Transaction Domain	Modern Best Practice for Telco BSS	Activities	Overview	eTOM Domain	eTOM L2	eTOM L3	D-scope	E-scope
A3.10	Attracting	Campaign Design to Launch	Create Listening Topic	Define keywords and terms for listening topic. This can be based on learnings from the 'Create Social Topic Report', or from content being created in the 'Plan Digital Content Assets'.	Market/Sales Domain	Marketing Campaign Management Marketing Communications	Develop Marketing Campaign Develop Marketing Communication	Y	N
A3.11	Attracting	Campaign Design to Launch	Create Assignment Rules and Automation	Create rules to assign social messages automatically to users. E.G. rules to route the messagaes to a particular user or group - e.g. Social Media Complaints go to person "X" in Customer Services.	Market/Sales Domain	Marketing Communications	Ensure Marketing Communication Capability	Y	N
A3.12	Attracting	Campaign Design to Launch	Create Audience for Advertising	Create audience in DMP for Advertising. This uses the pre-defined custom Taxonomy within the DMP to make selections for audiences.	Market/Sales Domain	Advertising Marketing Campaign Management Marketing Communications	Plan Marketing Campaign Define Marketing Communications Strategy	Y	N
A3.13	Attracting	Campaign Design to Launch	Create Marketing Orchestration program	Create automated marketing program. Based on the planned strategy, this is a flow of communications, that can utilise journey routing and multipel channels, to deliver outbound communications to drive engagement or sales.	Market/Sales Domain	Marketing Communications	Define Marketing Communications Strategy	Y	N
A3.14	Attracting	Campaign Design to Launch	Design Content	Develop digital and other media content assets	Market/Sales Domain	Marketing Campaign Management Marketing Communications	Ensure Marketing Campaign Capability Develop Marketing Campaign Ensure Marketing Communication Capability Develop Marketing Communication	Y	Y
A3.15	Attracting	Campaign Design to Launch	Approve Content	Approve digital content assets for deployment	Market/Sales Domain	Marketing Campaign Management Marketing Communications	Ensure Marketing Campaign Capability Develop Marketing Campaign Ensure Marketing Communication Capability Develop Marketing Communication	Y	Y

Considerations

- Successful Digital Transformations requires a "DNA edit"
  - Corporate culture
  - Organizational structure
  - Process re-creation
  - Asset mix (talent, real-estate, virtual, data centres)
  - Underlying technology
  - Investment priorities
- Enablers are finally there
  - Delivery of content and media
  - Bandwidth (5G, Fibre)
  - Cloud: Public, Private and Hybrid
  - E-Sim and Reserved Network
  - AI

Solid Transformation Practice

The Whole is **Greater** than
the Sum of its **Parts**.

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