



# Wireless Solutions Framework

Our SOA-based framework for common telco/wireless functions enhances the BEA communications platform—with services ranging from user experience and customer management, to order and billing/payment management, to campaign management and catalog/offer management. Any of these services-based functions can be rapidly installed and leveraged by small to large wireless companies around the globe.

By taking advantage of this packaged framework, companies are afforded a best-practice approach to customer service and operations, while enjoying the quick and efficient deployment of repeatable services in their unique environment. Features include:

- **User Experience Model** – Offers personalized content, self-service functions, and secure data transactions for an enhanced user experience.
- **Customer Management** – Provides new account creation and existing account management using multi-step workflows, credit validation, account data overviews, maintenance functionality, related product promotions, and more.
- **Order Management** – Enables product selection and order creation capabilities with features such as thumbnail, detailed and filtered views; product comparisons; shopping cart; build/duplicate packages; name and save feature; and charge estimating
- **Billing/Payment Management** – Provides bill summaries ranging from monthly amounts due, to current balance, service usage, and billing details; includes payment collection features for different charges using flexible payment methods and a multi-step workflow
- **Campaign Management** – Allows the creation and deployment of targeted campaigns using collaboration workspaces, online catalog, and events rules engine to provide one-click shopping for the consumer
- **Catalog/Offer Management** – Provides a dynamic edit form to add, edit, delete product categories, create taxonomies and hierarchies, and create/edit special offers

	IVR and Click to Service		
	Mobile/PDA	Voice	Web
Customer Self -Service Web			
Call Center Rep			
Field Sales Rep			
Marketing Director			
Employee Portal			

User Experience Model	Customer Management	Order Management	Billing/Payment Management	Campaign Management	Catalog/Offer Management
Personalization	Create New Account	Select Products/Services	Manage Credit	Customer Profiling	Manage Catalog Hierarchy
Customized Presentation	Manage Existing Account	Create Order	Online Bill Presentation	Campaign Planning	Manage Product Offering
Information Architecture	Correspondence Management	Manage Shopping Cart	Collect Payment	Targeted & Multi-Channel Campaigns	Manage Content & Images
Manage Relationship	Reports & Analytics	Validate Inventory	Validate Payment Method	Events Management	Manage Pricing & Discounts
Capture Analytics Data		Fulfillment & Exception Services	Manage Billing Responsible Party	Campaign Response Analysis	Bulk & Bundled Offerings
			Dispute Management	Personalization Services	
				Cross-Selling & Up-Selling	