



Etiya Information Technologies

Istanbul, Turkey

<http://www.etiya.com/>

Industry: Software Development

Oracle Products & Services:

- Oracle JDeveloper / Oracle ADF 11g
- ADF Faces Rich Client
- ADF Task Flows
- ADF Business Components
- Oracle WebLogic Server 11g
- Oracle SOA Suite
- Oracle Application Grid

Related Software

- Subversion
- Hudson Continuous Integration
- Web Services
- ANT

Project Scale:

- Number of Pages: 800
- Number of Task Flows: 650
- Number of Business Entities: 725
- Number of Developers / QA staff on the project: 35
- Time to complete (elapsed): 14 months

Metrics:

- Concurrent Users: 3,500
- Total Users: 40,000
- Number of Customer Interactions/Day: 90,000
- Generates about 1 million txn/day

ETIYA INFORMATION TECHNOLOGIES

“Switching to Oracle ADF, our software production quality has significantly increased while our development lifecycle was shortened.” – Etiya – IT

Executive Summary

Telaura is an application that consists of Telecommunications Customer Relationship Components (Telco CRM) including Customer Account Management, Channel Management, Retention Management and Campaign Management. Prior to Telaura CRM Suite, the largest ISP in Turkey had distributed legacy CRM systems with very limited configuration options. Every new service, product, offer or campaign required development. There were multiple records in the system for a single customer without any relationships among them. After Telaura CRM Suite, they have a 360 degree customer view and all contact information is accessible with a single click. Etiya offers its customers improved competitive advantage as the new system affords them the ability to launch new products and services in a very short time. Telaura CRM Suite is designed and developed to provide a wide and detailed customer view to the telecom operators, therefore increasing their profitability and decreasing their time-to-market.

Organization

Applications are designed for large scale utility service providers but can be used by all types of organizations having thousands of users and dealing with millions of customers.

The Business Issue

Reduce Costs, Decrease Time-to-market, and Increase Revenue.

Key Technical Challenges and Solutions

- There were many systems to replace and many integration points. Etiya’s solution resolved issues through the use of a common ESB, ADF and SOA Suite to connect to all external systems and manage the interfaces from a single point.
- Prior to Etiya’s adoption of Oracle technology, they had distributed tools for development. Developers had to use various tools which made the overall software development lifecycle a cumbersome process. In addition, designated due dates would be challenging to meet. After switching to JDeveloper and ADF, Etiya was on a single integrated development platform. This decision allowed for new development staff, through excellent training and resources available, to quickly become proficient and harvest the productivity gains afforded by JDeveloper and ADF’s declarative nature in a very short period of time.
- Prior to ADF, low level javascript development to achieve Web 2.0 functionality was a time-consuming and painful development process. With ADF’s native AJAX support, Etiya became highly effective in quickly rolling out new Web 2.0 functionality.
- A well devised migration plan was needed in order smoothly introduce new business processes and systems for 30 thousand users. 6 months before the cut-over, Etiya rolled out a limited version of Telaura CRM Suite that works in mutual mode keeping legacy systems online. This mutual mode of system use along with the visual and interactive functionality provided by ADF helped to make for a smooth transition to the new system.
- Code-reusability was also an issue with the prior system. Not only did ADF Rich Client enhance the visual components and interactions of the CRM system but the component based approach and task flow support increased the reusability and shortened the software development process.

Business Value

The new Telaura CRM Suite is a convergent CRM solution for large scale businesses dealing with millions of customers. It has eight core modules developed based on eTOM Business Process Framework and Shared Information Data Framework of TM FORUM, all enabled through Oracle ADF and Oracle SOA Suite.

- Telaura Customer and Account Management: Keeps and maintains customer and

account data as well as demographic information about the customer.

- Telaura Product Catalog Management: Manages services, resources, products and product catalogs lifecycle.
- Telaura Sales and Order Management: Performs sales and order management operations and also provides for mass selling and ordering.
- Telaura Campaign Management: Allows flexible definitions for different campaigns and manages campaign execution.
- Telaura Lead Management: Manages prospective customers.
- Telaura Churn & Retention Management: Helps to retain customers and avoid customer contract termination.
- Telaura Voucher Management: Manages vouchers and prepaid/promotion card inventory.
- Telaura User Management: Manages internal and external users.

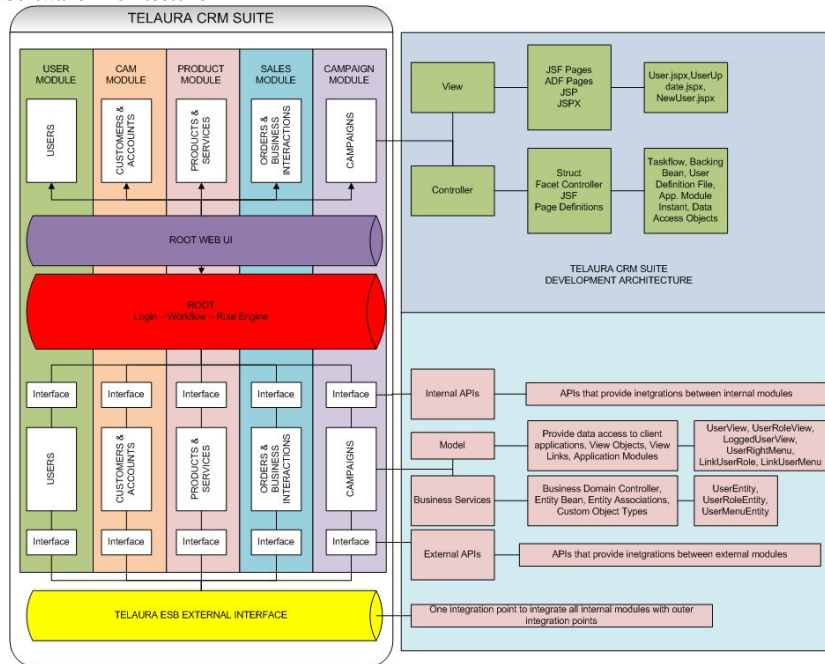
Credits:

TTNET CRM Team

Oracle Turkey

Each module in Telaura CRM Suite has been designed to be a part of the complete solution as well as to serve as a stand-alone product due to the loose coupling provided by Oracle ADF. Modules have been developed to work together yet they can be replaced or partially integrated into other systems with minimum configuration effort. Telaura CRM Suite has been integrated with many external systems including provisioning systems through Oracle SOA Suite. ADF technologies made integration with Oracle SOA Suite very smooth and robust. Integration efforts decreased dramatically and required fewer resources.

Software Architecture



Application View

Customer and Account Management – Customer Main Page

Müşteri İşleri Yönetim Sistemi

Ana Sayfa | Versiyon : TELAURA 3.4.7.1 | Sunucu Adı : branchR2 | Kullanıcı : TELAURA Admin | Yardım | Çıkış | Dil Seçimi

MEHTAP YILDIZ

Müşteri Bilgileri | **Müşteri Hesapları** | Fatura Hesapları | Siparişler | Müşteri Etilerine Geçmiş | Faturalar | Bilgiler | Notlar | Müşteri Temsilcisi | Kontak Bilgileri | Diğer Bilgiler

Müşteri Hesapları

Görünüm: Yeni Kayıt | Hesap Ađa | Hesap Nolu Ekle | Ürün Detayları | Kampanyaları Göster | Son Kullanıcı Tanımlama | Son Kullanıcı Göster

Aranacak deđer: Ara

Aracılık deđer	No	Durum	İşlem
Customer Account	5801262362	Active	
Package Offer			
Package Product	1801262362		
Commitment	1501262362		
ADSL Product	1301262362	XDSL No: 1801262362	
Game Standart Product	111288330		
Anti-Virus Product	111288328		
Wi-Fi Product	111288327		
Security Product	111288326		
Free Music	111288325		
Activation Charge			
Customer CPE			
Wi-Fi Extra Offer			

Hesap Notları

Sales and Order Management – Quote

Ürün Yapılandırma	Kurulum/Kargo	Fatura Bilgileri	Sipariş Özeti	Sipariş No: 611622011177153	SOM-D038
Sipariş Özeti					
Müşteri No	10001286227	Cözüm Ortağı			
Müşteri Adı	MERVE BANU DAĞLI	Adına İşlem Yapılan Çözüm Ortağı			
Sipariş No	611622011177153	Sipariş Oluşturan Kullanıcı	Telaura Admin		
Sipariş Tarihi	26.09.2011	Son Güncelleyen Kullanıcı	Telaura Admin		
Sipariş Kanalı	TT OFİS	İş Organizasyonu	TINET Gn.Md.		
3004849390 - 8LIMITSİZ Paket					
Döküman Listesi					
Ürün Özellikleri					
Aktivasyon Tarihi 26.09.2011					
Fatura Hesabı			Müşteri Hesabı		
Hesap Id	1801335776	Hesap Id	5801335776		
Hesap Numarası	1801335776	Hesap Numarası	5801335776		
Hesap Adı	1801335776 - FATURA HESABI	Hesap Adı	5801335776 - MUSTERİ HESABI		
Hesap Durumu	Aktif	Hesap Durumu	Aktif		
Adres: Mahalle:BARBAROS,Sokak:BUĞDAY,Bina:1,					
3004849400 - 8 Mbps Limitsiz ADSL Internet					
Döküman Listesi					
Ürün Özellikleri					
Aktivasyon Tarihi 26.09.2011					
Müdürlük No					
Profil Bilgisi Standart					
PSTN No 3122355626					
PSTN No - Kiriş Doğrulama Kontrol Etme					
SMTP Port Kapalı					
Tesis Adresi					
Mahalle:BARBAROS,Sokak:BUĞDAY,Bina:1,					
Daire No:A,					
Bucak:MERKEZ,İlçe:ÇANKAYA,İl:ANKARA,					
Bağ. Böl. No 1586767					
Doğrulanmış Adres <input checked="" type="checkbox"/>					
Geri Sipariş Ver Kapat					