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.

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