



ITSM Benefits and Challenges for Telekom Srbija

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Telecom Srbija history

- Found in 1997
- Shareholders:
 - 80% PTT Srbija
 - 20% OTE (Greece)
- Services:
 - Fixed and mobile telephony
 - Data services
 - IPTV

Our Customers

- Fixed lines – 2.908.853
- ADSL – 236.791
- Mobile – 5.739.816
 - Prepaid – 4.580.132
 - Postpaid – 1.159.684

October 2008 data

Our Past

- Several independent streams of development:
 - Fixed
 - Data services
 - Mobile
 - Value added services
 - IT

Trends

- **Convergence:**
 - Technologies
 - Services / service offerings
- **Global business trends**
 - Short time to market
 - Ease of integration
 - Ease of operation
 - Minimize TCO

Need for change

- Islands of technologies
- Out of sync developments
- Unoptimized use of resources
- Projects overlapping
- Hard task for IT
- SOLUTION: ***Business transformation***

Business transformation

- Centralized marketing and sales for all services
 - Single Technology Division
 - View on all the projects and initiatives
 - Correlation of all activities
- => Customer centric organization

IT organization

- Created based on ITIL and eTOM recommendations
- Departments:
 - R&D
 - OSS
 - BSS
 - Data Center
 - Internal IT services
 - IT security

Role of IT in Telekom Srbija

- Provide a frameworks and solution for further company growth
- IT as a key player in business transformation form technology oriented to customer centric

Short list of systems

- CRM
- Product catalog
- Provisioning
- Inventory
- Mediation
- Fraud
- Rating
- Billing/Invoicing
- Revenue assurance
- Data Warehouse
- BI
- Reporting
- Portals
- Trouble Ticketing
- Quality management
- Partner management
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HOW ?

- Follow the standards
- Educate workforce
- Provide clear guidance - strategy
- Always consider best practices
- Have a holistic view

Thank you for your attention



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