



Scarlet



Project: Tiscali – Scarlet integration
Datum: April – Oktober 2005

Het project

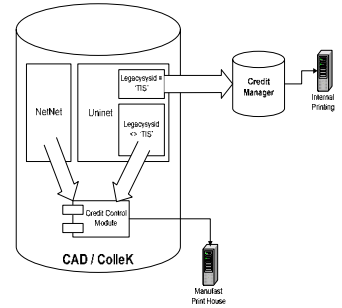
Case

Om concurrentieel te blijven op de Belgische telecommunicatiemarkt heeft Scarlet de Belgische activiteiten overgenomen van de Italiaanse internetaanbieder Tiscali. Hierdoor werd Scarlet de derde grootste speler op de Belgische telecommarkt en wil ze als uitdager optreden tegenover de twee grote operatoren in ons land, met name Belgacom en Telenet.

Door deze overname dienden de Tiscali bedrijfsprocessen geënt te worden op de Scarlet situatie en was het nodig om een data migratie uit te voeren van zowel de core klantendata als van accounts receivable informatie. Voor het merendeel van de bedrijfsprocessen werd er geopteerd om de Scarlet bedrijfsprocessen in de toekomst te blijven hanteren, eerder waarschijnlijk gezien het feit dat Scarlet als overnemer opereert. Evenwel met uitzondering van het credit controle proces gezien de positieve ervaringen binnen ex-Tiscali en de eerder negatieve bij Scarlet. Na vergelijking van beide systemen werd er voor geopteerd om de door ex-Tiscali gebruikte flow en tools te blijven gebruiken binnen Scarlet. In een eerste fase gold die enkel voor ex-Tiscali klanten en in een latere fase werd deze ook uitgerold voor de Scarlet klanten.

Onze deliverables

- AS-IS analyse van het credit controle proces en de gebruikte tools binnen Scarlet
- AS-IS analyse van het credit controle proces en de gebruikte tools bij ex-Tiscali



- SWOT analyse van beide credit controle systemen

1.4.2 SWOT Credit Manager at a glance

Strengths	Weaknesses
<ul style="list-style-type: none"> One separate platform for administering the credit control flow from beginning to end Flexible in use e.g. workflow system enabling the user to define the credit control actions to be taken based on distinct parameters which can be easily maintained, profile management Contains easy to use built in functionalities for integration with mail server, telephone, excel, word, ... Extended range of built in functionalities e.g. easy maintenance of reminder letters and mails, debt repayment scheme possibilities, agenda system that shows which actions should be taken when and by which user, logging functionalities on invoice as well as account level, assign credit responsible to a or a set of customers, ... Standard reporting framework with the possibility to extend it with home made queries Easy to use interface 	<ul style="list-style-type: none"> Extra interfaces and synchronisation processes must be built and maintained whereby the risk on data pollution increases. User cannot control the actions that will be taken e.g. only sent first reminders and no second reminders Performance issues and little defects occurred: it's a pretty young product Dependent on external company for changes
Opportunities	Threats
<ul style="list-style-type: none"> Operational people can implement and maintain the desired credit control flow themselves for a great part 	<ul style="list-style-type: none"> Difficult follow up after sending the first two reminders No standard reporting mechanism is provided For the moment, a lot of manual actions must still be performed e.g. for cancelling accounts Currently, only a limited range of desired features is implemented e.g. a credit responsible cannot be assigned to a customer Info is scattered: actions are scheduled on the server, reports must be consulted in webweb, and actions are logged in SCS: Single view isn't provided Rather low flexibility, even minimal changes as a template change of a reminder must pass through the IT department Integration with other systems e.g. mail server to easily send mails while treating accounts or e.g. to excel isn't provided Look and feel of current interfaces isn't as flashy as the interface of the Credit Manager module Observed as static, not user friendly

1.3.1 SWOT ColleK Credit Control at a glance

Strengths	Weaknesses
<ul style="list-style-type: none"> One common platform for billing, collecting and credit control Straghtforward and automatic flow for sending reminders Made in house => source is available. Changes can be made without dependency on external parties There's no limitation on the number of users who is able to use the credit control software. No extra licenses need to be bought when new or temporary users join the credit control team Set up time for enabling a user to use the software is very short, it's nearly out of the box Actions taken by the credit control process are visible for call centre agents through SCS (Scarlet Customer Services) 	<ul style="list-style-type: none"> Difficult follow up after sending the first two reminders No standard reporting mechanism is provided For the moment, a lot of manual actions must still be performed e.g. for cancelling accounts Currently, only a limited range of desired features is implemented e.g. a credit responsible cannot be assigned to a customer Info is scattered: actions are scheduled on the server, reports must be consulted in webweb, and actions are logged in SCS: Single view isn't provided Rather low flexibility, even minimal changes as a template change of a reminder must pass through the IT department Integration with other systems e.g. mail server to easily send mails while treating accounts or e.g. to excel isn't provided Look and feel of current interfaces isn't as flashy as the interface of the Credit Manager module Observed as static, not user friendly
Opportunities	Threats
<ul style="list-style-type: none"> Future changes on credit control flow can be made internally without dependency on a third party Operational people can be closely involved in requirements gathering so that newly formulated requirements closely match their needs. Communication channel for new requirements is shorter and closer Idea is that almost everything should be possible but it must be asked and priority should be given to it Possibility to also immediately treat the corporate segment once there're billed and collected from CAD and ColleK. 	<ul style="list-style-type: none"> Desired new changes must be asked and clearly formulated in order to enable a good implementation Priority given to the development of new desired add on features must be high enough

- GAP analyse om bestaande Scarlet systeem uit te breiden met de sterke punten binnen het ex-Tiscali credit controle proces
- Functionele analyse voor het introduceren van de ex-Tiscali credit controle tool binnen Scarlet
- Project management voor het uitrollen van de Credit Manager applicatie voor overall gebruik binnen Scarlet
- Project management voor de migratie van Tiscali's accounts receivable data in het Scarlet systeem

- Tools

Tijdens de analyse fase werd Enterprise Architect gebruikt om een aantal flows te specificeren.

