

# BBE - Subscriber & Product Management Tool

Efficient handling of end-user service subscriptions

## Subscriber and Product Management

Broadband Business Engine Subscriber Management Tool (BBE-SMT) and Product Management Tool (BBE-PMT) are applications within the BBE product family\*. BBE-SMT efficiently stores and handles information associated with end-users. BBE-PMT defines service and product packages and makes them commercially available for end-users.

## Subscriber Management Tool

BBE-SMT provides and maintains a database containing customer data. Examples of the customer data are: end-users' names, addresses, billing IDs, network usernames and service subscriptions, as well as clients' MAC addresses.

BBE-SMT enables creating, searching, editing, or deleting an end user in the system as well as adding or removing subscriptions to product offerings.

Tasks easily carried out in BBE-SMT include:

- Moving end-users to another address in the network (schedule supported)
- Suspending or reinstating end-users (schedule supported)



## The Product Management Tool

BBE - PMT can be used for any type of non-network-related services (e.g. ordering a new IPTV set top box to a customer). A group of services can be packaged into one product. The product is complemented with terms and conditions, and is offered to end-users as a product offering.

BBE-PMT allows service providers to define end-user groups to which the products offering will be made available. Target groups can consist of end users in a specific area where broadband deployment is planned, yet not fully connected, a certain city, or other segments of the target market.

## Product life cycle management

BBE-PMT keeps track of the product offering life cycle. The service provider can manage the life cycle using conditions such as start of sales and start of delivery. These conditions allow service providers to handle the product offering life cycle efficiently and to offer time-limited products while maintaining control.

The system also ensures that customers cannot order conflicting products or terminate/downgrade products while under contract.

## Integration

BBE-SMT offers opportunities for smooth import and export of end-user data to other customer management systems, such as Customer Relationship Management (CRM) systems.

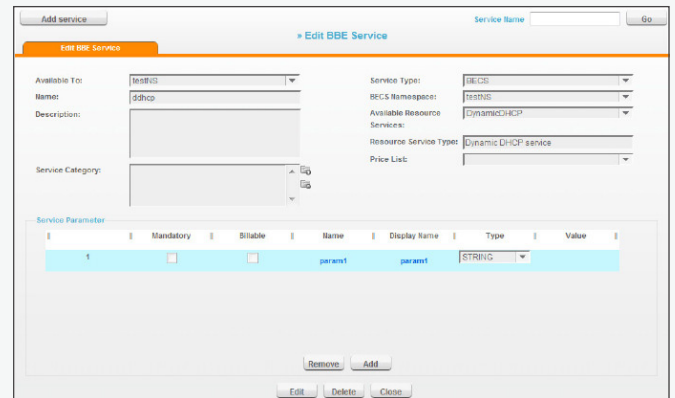
## Support for self-provisioning

PacketFront BBE product portfolio includes BBE-SSP service portal. BBE-SSP is fully integrated with BBE-SMT and BBE-PMT allowing customers to activate and deactivate products via intuitive portal. All actions are logged and visible in the BBE-SMT.

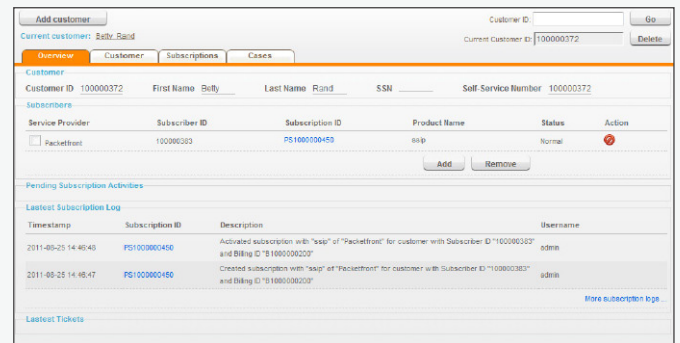
BBE-SSP, BBE-PMT and BBE-SMT form an effective marketing tool as only the Product Offerings available for any particular subscriber are presented on the portal (based on e.g. access speed or location).

### Key Benefits

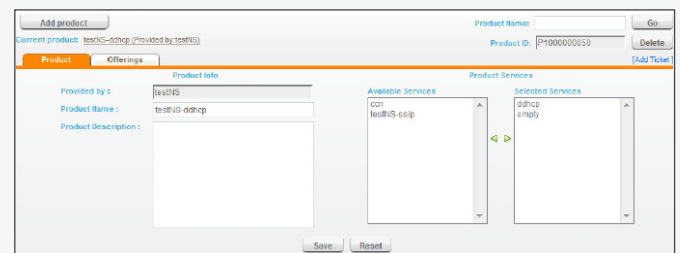
- Efficient Subscriber Management
- Flexible Product and Service Management
- Product Life Cycle Management
- Integrated with BBE-SSP service portal for self-provisioning
- Seamlessly integrated with other modules in BBE product family



The network owner can manage the services by selecting **Provisioning, Services** from the main menu.



The service provider can manage their customers and subscriptions by selecting **Provisioning, Customers** from the main menu.



The service provider can manage their products and offerings by selecting **Provisioning, Products** from the main menu.

\*This product requires BBE-Core version 1.8 or later