dEnterprise

Unlocking the power of platforms
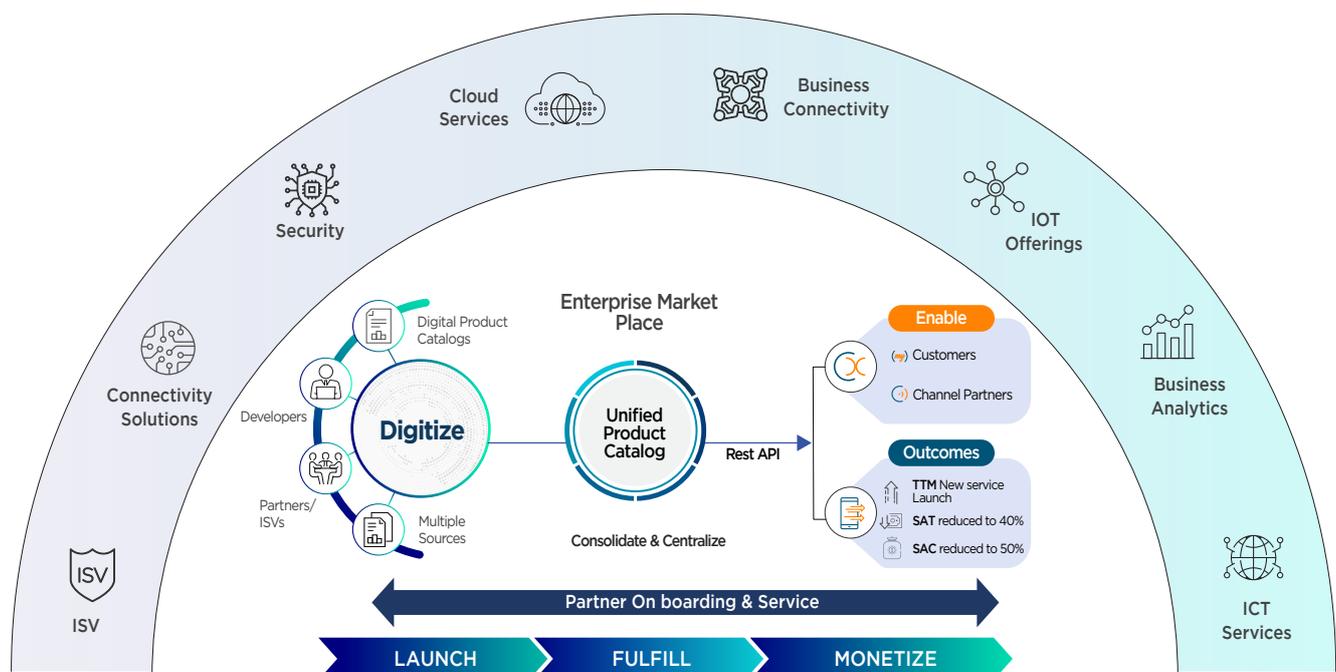for Enterprise Service Providers

Weathering the storm

Given the context, CSPs must diversify and take the plunge into new age digital services and explore relatively under penetrated and untapped markets such as the enterprise segment. Enterprise segment has huge unmet needs due to the domain's complexity, large dependency on manual activities and complicated workflows within business hierarchies. This translates into $400 B Everything as a Service (XaaS) market and Network as a Service (NaaS) opportunity apart from the traditional revenues.

While 5G and WiFi 6 promise to solve for revenue sustainability, Platformication provides proven advantage in capitalizing the opportunity and staying future-relevant. In the world where Platforms beat Products convincingly, it is no more a choice but a competitive necessity for service providers to harness the power of platforms. It synergizes the strength of multiple vendors from different verticals and brings them together on a common platform to cater to the varied and complex use cases of enterprise customers.

dEnterprise –A fully integrated BSS/OSS solution

STL dEnterprise is precisely the bridge between CSPs, customers and partners paving the way for greater collaboration and shared value. STL dEnterprise is an Enterprise Platform Solution powered by STL Marketplace. It gives unusual leverage to exploit the untapped potential of the xTelco enterprise marketplace ecosystem. It enables Enterprise Service Providers to take a digital-first approach by seamlessly integrating products, solutions and toolkits and automating business processes.

dEnterprise is a platform that gives flexibility to Enterprise Service Providers to adapt to changing business models, customer expectations and mergers and acquisitions. It is designed to remove the friction between different teams, accelerate modelling and launch of new services and enable their customers to on-board and self-manage. It gives them an end-to-end unified view of their enterprise customers and partners across systems, processes and applications. The solution enables enterprises not only track business KPIs and reduce OpEx through automation, but also deliver the right customer experience.

STL Marketplace

Digitize every step of the partnership journey

STL Marketplace is a digital platform that helps enterprise service providers add more value to partnerships, launch new services in real time and increase revenue by effectively monetizing these partnerships.

STL Marketplace is a telco-native, enterprise marketplace platform for CSPs. It connects partners, vendors and customers from Hardware, Software and Applications to revolutionize enterprise offering innovations. It simply powers Service Providers to exploit XaaS business models to unlock new revenue streams amplified by the network effects of the marketplace.

With Marketplace, CSPs can effectively digitize all the journeys – enterprise customers, partners and their customers. Marketplace provides a great degree of ease for on-boarding partners to support enterprise customers. It synergizes the strength of multiple vendors and brings them together on a common platform, which forms the foundation for a virtual marketplace.

Despite all the underlying complexity of managing relationships networks, product offerings and complex billing and settlement systems, STL Marketplace ensures business velocity by streamlining processes, automating building blocks and powerful tools. At present, it supports 21 distinct E2E market journeys.
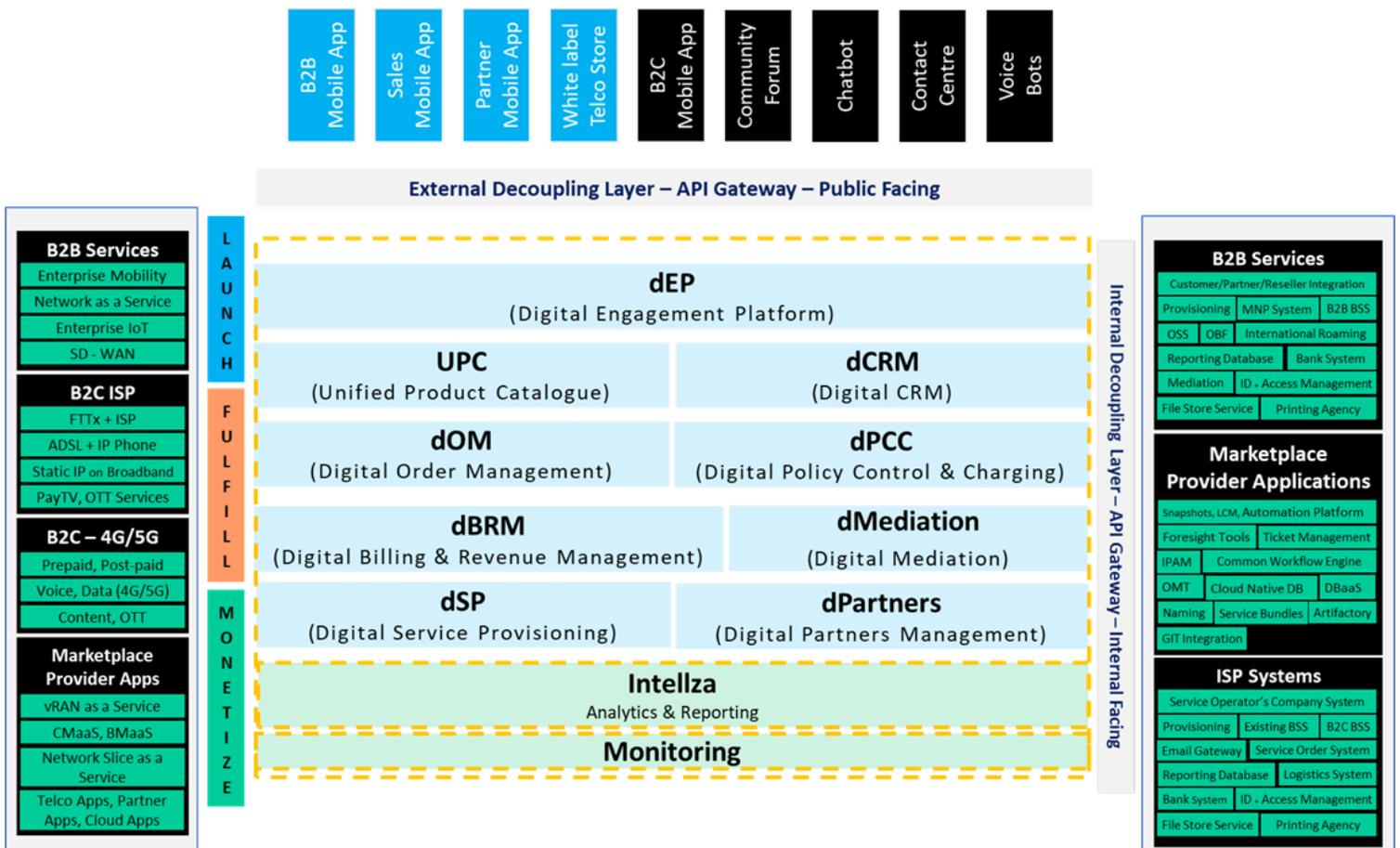
Use Case

vRAN as a Service – *A disruptive offering for large enterprises*

Business Scenario

An enterprise customer wants to create a private network to provide connectivity to its employees across their offices in an area over virtualized network.

In order to serve this customer, a digital service provider plans to build a cloud-native mobile network which requires rapid scaling up of network capabilities.

The Process

The DSP partners with a platform provider to build a marketplace model for delivering network components - with engineered hardware and software solutions – all offered as a service.

The Outcome

A seamlessly integrated marketplace with hardware and software components compatible with all other vendors that the DSP has partnered with

1. Disaggregated vRAN
2. Enterprise application software as the top layer
3. Warranty, security and other related services for all these components

The customer's Network architect visits the telco marketplace to purchase vRAN as a service. Depending on the scope, Network architect creates a request to cover enterprise connectivity over 5G. Based on business and financial approvals, request for the service hits the marketplace where partnership players come into action to build and deliver it through the DSP's platform.

eNodeB Hardware	Software	Applications
Hardware Providers Examples VBDN, Nokia, NEC, Airspan Supported Technology: 5G & 4G Hardware Components in a Setup ▪ Remote Radio Head ▪ GPS ▪ Radio Interface Unit ▪ HUB Switch ▪ Rectifier ▪ Antenna	Software Providers Examples Nokia, Altiostar Supported Technology: 5G & 4G ▪ RRH Software ▪ RIU Software ▪ Switch Configuration Software ▪ Hardware Component Monitoring ▪ Orchestrator ▪ vCU ▪ vDU	Software Providers Examples CSP or Network Solution Provider Observability Framework Applications ▪ Audit Management ▪ Performance Management ▪ Fault Management OSS Applications ▪ Inventory Management ▪ Configuration Management ▪ Change Management ▪ Automation + Workflow

Key Features

- Marketplace and engagement platform: Helps the service provider to collaborate and monetize easily with different types of vendor / business partners.

- Sales Channel Automation: Complete sales channel automation helps to automate the end to end process of sales management

- Assurance support: Allows customers to log trouble tickets with the operator and track them end to end.

- Workforce Management: Provides capabilities to manage the scheduling of various tasks based on resource/field engineer availability

Complete Automation of Sales Management Process

	- Go Not Go Approval Doc - Opty No			BC Approval	PO Pelanggan	
	⬇ STOP ⬇			⬇ STOP	⬇ STOP	Serah Terima Dokumen
Opportunity Indetification & Validation	Opportunity Qualification & Acceptance	Solutioning	Pricing	Business case approval (Commercial Acceptance)	Submit & Negotiation (Deal within threshold)	Hand Over
Sales	**Sales Product**	**SA**	**Pricing & Bidding**	**Sales Product**	**Sales Product**	**Sales Product**
Identification of : • Budget • Authority • Need • Time frame	• Scope Of Work Explanation • Resource Avaibility Assesment • Resource Capability Assessment • Risk Assesment • Budget Avaibility/ Allocation	• Solution Design Planning and Alocation • Business case development • Technical and Delivery Assurance – SoW, HLD – BoQ – Partner Information + SPH Multiservice information Bundling *) – Technical Delivery Assurance	Business Case Verification	Business Case Approval	• Submited Proposal Negotiation • Impact Analysis (out off threshold) • Win / Loss Analysis • SOW & SLA • Agreement	Handover to PM delivery PMRM : • Penunjukan PM • Project Charter • Refill, FPBJ dst • Delivery

Value-added Services

The solution comes with ready-to-use templates for launching and monetising services for both telcos and enterprises, ranging from IPVPN, Metro Ethernet, Leased Line, VSAT etc. Internet services such as Dedicated and Broadband as well as E-health and Cloud Services.

Data Communication
IPVPN, Metro Ethernet, Leased Line, IPVSAT, SCPC VSAT, Radio Digitak

Internet Services
Dedicated Internet, Broadband Internet

Data Center
Colocation, DC Consulting, Working Area

Cloud
Infrastructure as Service, Platform as Service, Software as Service,

Security
Security, Collabration, IT Network & Optimization,DDoS

Managed Services
Dedicated Line, Contact Center, Help Desk

Healthcare
Third Party Administrator, Administrator Services Only

Smart City
Smart City, Hospital Information System

Industrial Solutions
Fleet Management, Oil & Gas, ITO, Invoicing systems

Project
Custom Project Services

Key Benefits

- **Monetise effectively:** Use the diverse billing and charging models supported by dEnterprise to launch and monetise new digital services.. It is an out-of-the-box business support solution for various enterprise class services including Metro E, SD-WAN, IT Services and IPVPN. The different charging models can be configured based on parameters such as SLA, Usage, QoS–based, Bandwidth-based and more.

- **Remove complexity:** Simplify sales management processes, digitise customer on-boarding, remove complexities from hierarchical organisations and enable efficient planning for network inventory. Handling multiple contracts and managing work orders can prove to be irksome for enterprises who deal with thousands of orders a day. The solution empowers Service Providers to cater to the changing business needs of their enterprise customers.

- **Ensure efficient service management:** Success of service management hinges on building out infrastructure and services to support journeys throughout the value chain - the customer journey, the employee journey, and the partner journey. dEnterprise enables service providers in ensuring analytics-driven, outcome-based journeys for all personas.

Why STL

STL's flagship dEnterprise solution not only brings proven capabilities of rapidly launching hundreds of services targeted for their enterprise customers, it enables them in becoming a true ICT service provider by taking advantage of products built using cutting-edge web-scale technologies and industry best practices.

Web-scales Benefits:

- Auto-scaling
- Zero-touch Deployment
- On-demand Hardware Provisioning
- Cloud-agnostic (Private, Public & Hybrid Cloud)
- Multi-tenancy

- Self-healing
- Automated Roll-back
- Quick Development & Delivery with DevOps
- Centralised Log & Configuration Management

Powered by DAWN (DevOps, Analytics, Web-scale and Network software) dEnterprise requires zero-touch provisioning and zero-downtime for upgrades. It can auto-scale to optimize resources, and uses open source technologies, including database to reduce the 3rd party cost. DevOps-based delivery model further reduces deployment and operational time by 50%.

Open Source Database Support

dEnterprise allows service providers to choose the database as per their CAPEX, organisational policy and geo regulations. It provides flexibility and agility along with freedom of choice.
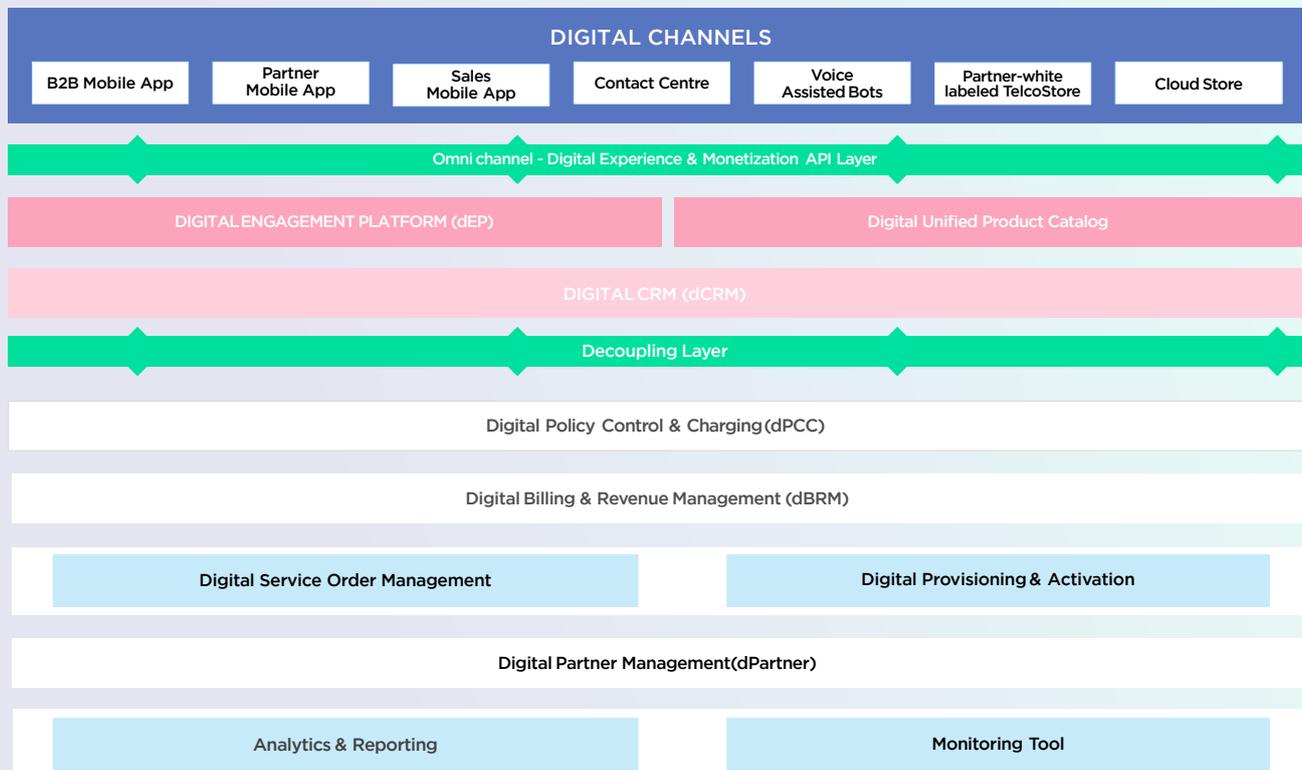
Open Source Database Support helps enterprise service providers to:

Reduce cost to service: CI/CD support allows the implementation or delivery team to fast forward their execution. By reducing the revenue share with proprietary databases, the implementation cost is saved by15%. The CAPEX is reduced by USD $40k per year.

Increase regulatory compliance: Country-specific regulatory compliance with respect to data storage and internal policies.

STL brings rich and diverse experience in helping enterprise service providers beat challenges arising from legacy systems that slow them down and empower them with solutions that accelerate business growth and paves the way for digital transformation.

STL dEnterprise Platform

DIGITAL CHANNELS

| B2B Mobile App | Partner Mobile App | Sales Mobile App | Contact Centre | Voice Assisted Bots | Partner-white labeled TelcoStore | Cloud Store |

Omni channel - Digital Experience & Monetization API Layer

| DIGITAL ENGAGEMENT PLATFORM (dEP) | Digital Unified Product Catalog |

DIGITAL CRM (dCRM)

Decoupling Layer

Digital Policy Control & Charging (dPCC)

Digital Billing & Revenue Management (dBRM)

| Digital Service Order Management | Digital Provisioning & Activation |

Digital Partner Management (dPartner)

| Analytics & Reporting | Monitoring Tool |

STL

beyond tomorrow