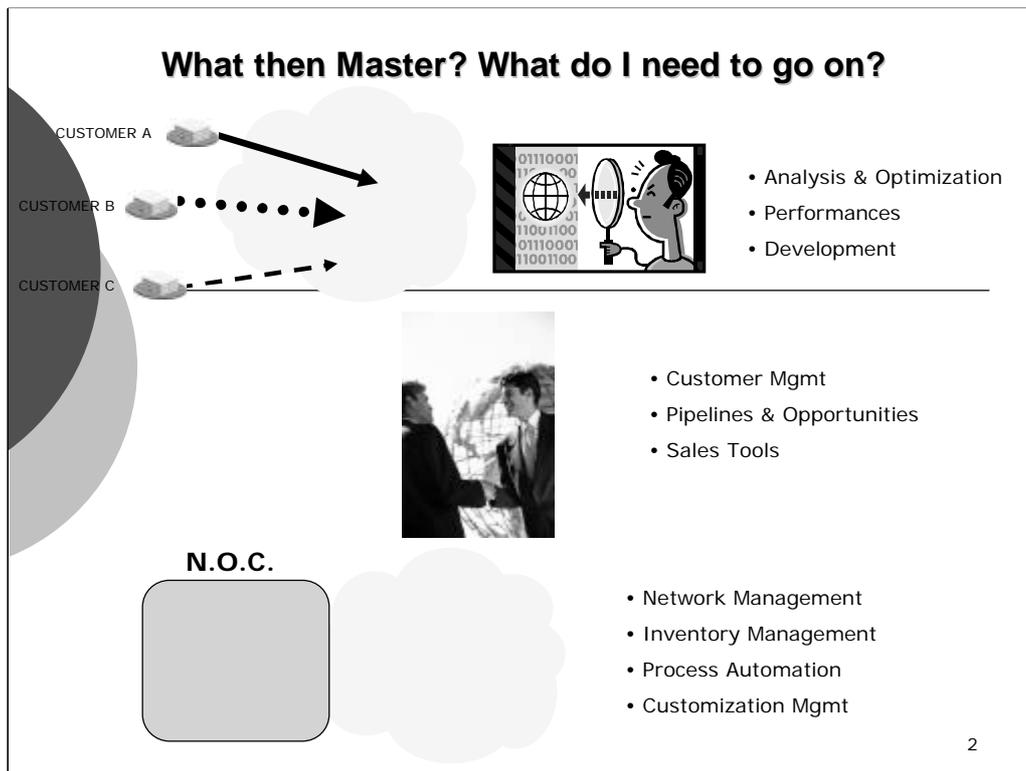


During my working experience in different telecommunication enterprises I had the opportunity the notice that the Customer is almost always perceived differently according to the different enterprise units you are working in:

In the Network Design, what's important is to design the best network ever seen; Customer are but the marketing or the budget. For network designers, the specific Customer is irrelevant.

In Sales or pre-sales engineering, the Customer is the very engine of everiything. Everything is done FOR the Customer. Everything lives because of HIM.

In the Operations (Delivery and Assurance) Customer is the nightmare: when he contacts you is because there are problems to be solved: now!



Needs in terms of CRM and computer systems are consequently very different:

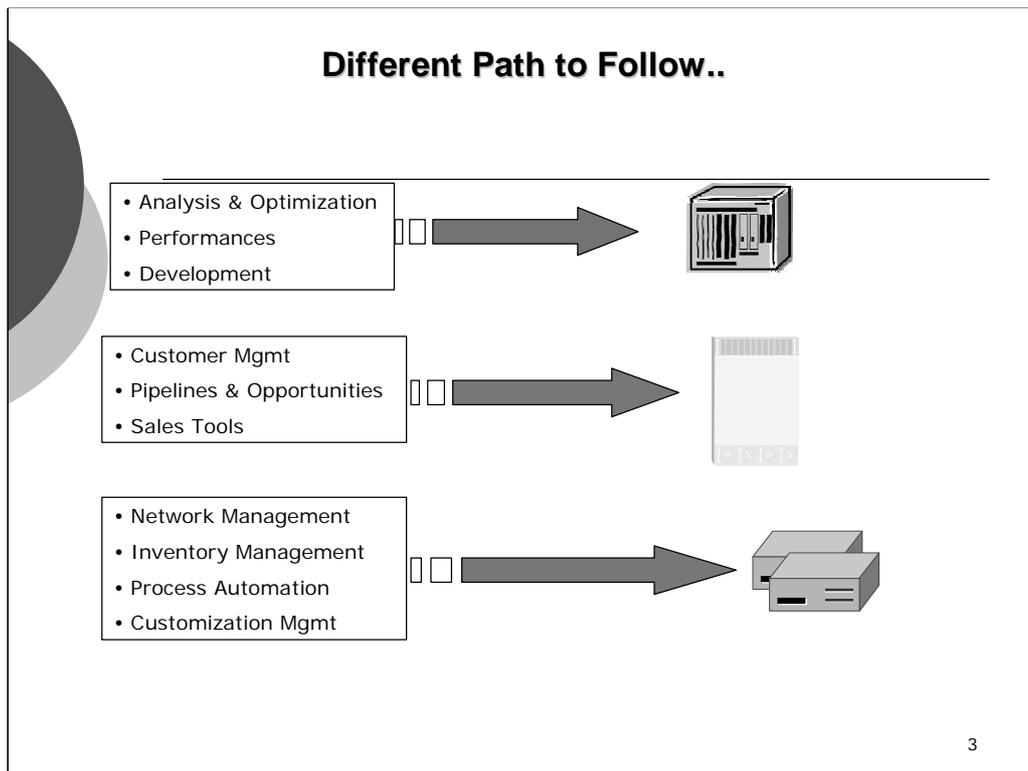
The Network Designer needs a system allowing him to control the network and to monitor its good or bad functioning and to gain awareness about most or less used features and features to improve and optimize. This is always to be adapted to the clients needs evolving over the time.

The AM needs a simple, usable and powerful tool, providing an always updated picture of his customer: the services the use, the revenues produced, the margins. Eventually he needs selling tools equipped with updated network features (released by the ND).

Lastly Operations: in the Delivery phase they need systems to automatically manage many similar elements, customizable enough to be interrupted, customised or revised, and restarted at every time.

The systems must also manage the delivery of out-of-standard products, without losing any information about the reality to be implemented so as to maintain always the exact updated picture.

In the Assurance phase the tool must provide immediate visualization of the state of what is in production and maximum flexibility in emergency services, allowing proactive fault management, centralised management of programmed services and automatic inventory updating.

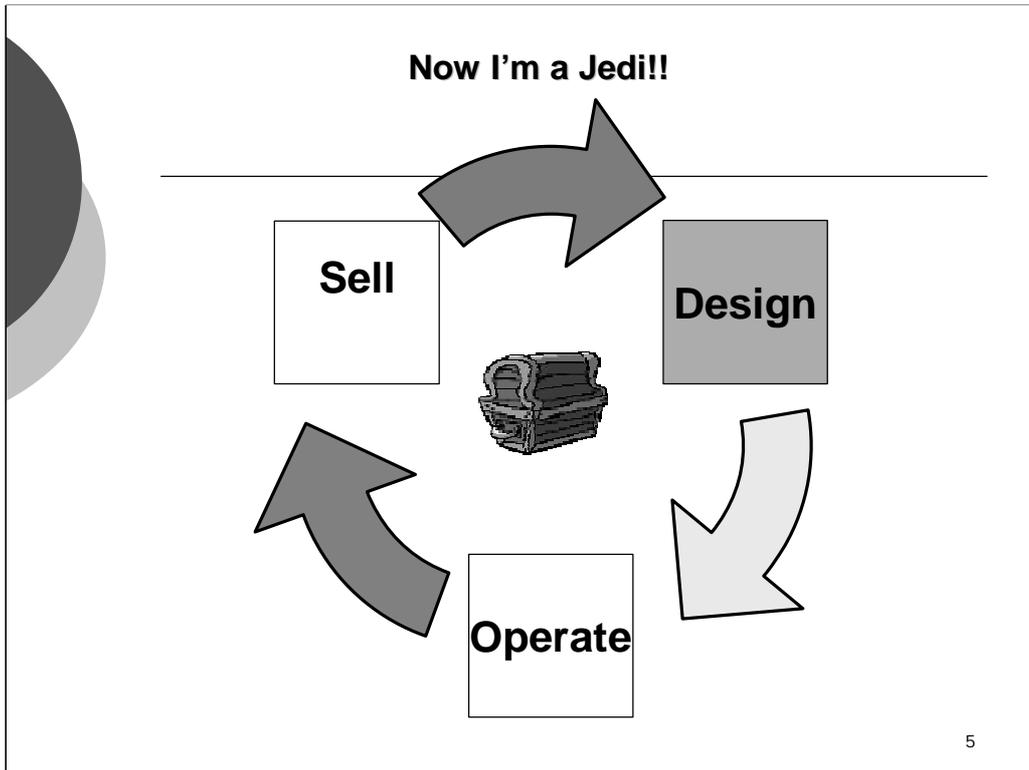


All these systems exist, but they are typically different and hardly integrate and interoperable. There is no unique and shared system providing the functions mentioned before, being easy and adaptive enough to adapt to multiple viewpoints.

This, of course, badly conditions the effective communication among the different enterprise sectors, leading to the majority of the problems in terms of quality of services perceived by the customer, inexact commercial propositions, slow delivery, ineffective assurance.



My real dream



My professional dream:

Dispose of a unique CRM system, capable to embed Network, Inventory and Fault Management, Network Design and processes automation suite, allowing a high degree of customisation. This would contribute to the optimization of the enterprise internal processes and would maximise the communication effectiveness, reducing the information loss in handover, pre-post sales and allowing high effectiveness in highlighting new business opportunities and providing to Operations a greater effectiveness of management.



# THANK YOU

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