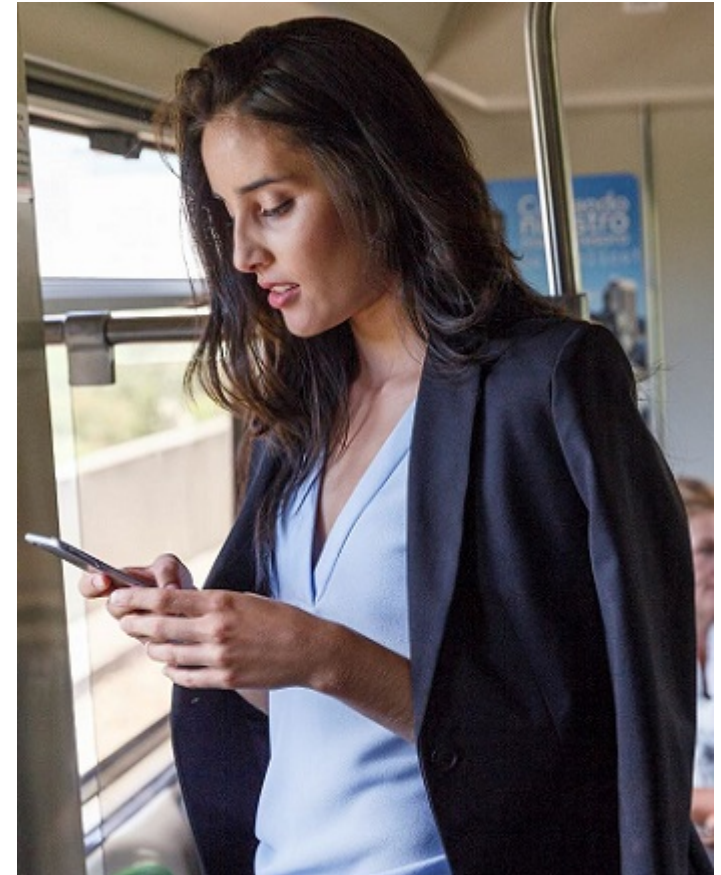


IPKO: Achieving a Customer-Centric Transformation with SAP® Hybris® Billing

More than 230,000 families across Kosovo count on IPKO Telecommunications to provide modern mobile and fixed-line telephone services as well as digital cable TV and Internet. To support its extensive growth and a high number of new products and services, IPKO needed flexible rating capabilities and the ability to invoice across a complex customer hierarchy. It also needed to be able to support a growing postpaid customer base with advanced discounting and the ability to create a single invoice from multiple rating and billing systems.

As a long-time user of the SAP ERP application, it made sense for IPKO to launch the charging component available in the SAP® Hybris® Billing solution. Now, it has a single customer relationship management system for all business and residential retail services. The company now has flexible billing that allows it to go to market with new products and services more quickly than ever before. The result is greater agility, lower operating costs, and higher customer satisfaction.



Reliable convergent charging for quad-play services

Company

IPKO Telecommunications
LLC, part of Telekom
Slovenije Group

Headquarters

Prishtina, Kosovo

Industry

Telecommunications

Products and Services

Fixed and mobile telephony,
Internet services, digital
cable TV

Employees

520

Revenue

€69 million

Web Site

www.ipko.com

Partner

Altima d.o.o.
www.altima.hr

Objectives

- Successfully launch and commercialize new convergent products and accelerate time to market for new and innovative products and services
- Establish adequate support systems for efficient billing and rating
- Effectively monitor, support, and manage customer relations
- Streamline billing and charging processes and reduce operational costs

Why SAP® Hybris® solutions

- Best fit for IPKO's business needs
- User of the SAP ERP application for HR and finance as well as a rating solution from Highdeal, which was acquired by SAP
- Charging component available in the SAP® Hybris® Billing solution

Resolution

- Order- and credit-to-cash solution to support business transformation
- Technology implementation and migration in 15 months
- Merger of functions and departments as well as business processes reengineering in 18 months
- On-the-job training sessions completed within six months of going live

Benefits

- Single customer relationship management (CRM) system for all business and residential retail services with integration to the finance systems
- Single provisioning system for residential service network elements
- Flexible rating for consumer and business services
- High availability billing system and storage, eliminating redundant rating
- Integration of Altima's Ai.CRM solution and provisioning with the SAP GUI interface used by contact center agents

“SAP Hybris Billing allows us to bring new products to the market faster and more effectively than ever before. This had direct impact on achieving above expectations on company key performance indicators, reducing operational costs, improving customer satisfaction, and increasing agility.”

Darija Brkic, Chief Marketing Officer, IPKO Telecommunications LLC

1 day

To create new pricing tables

3–5 days

To create a new charging logic and new provisioning

5–10 days

To release the most complex convergent products to market

9 products

Released in the first year
(4 convergent, 5 business)

10 upgrades

Of existing mobile products in the first year

~40 tariffs

Created in the first year
(~10 mobile; ~30 fixed)

~50 packages

Of new products created in the first year

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