

Are you tired of
bridging the gap
between enterprise
applications?

Content

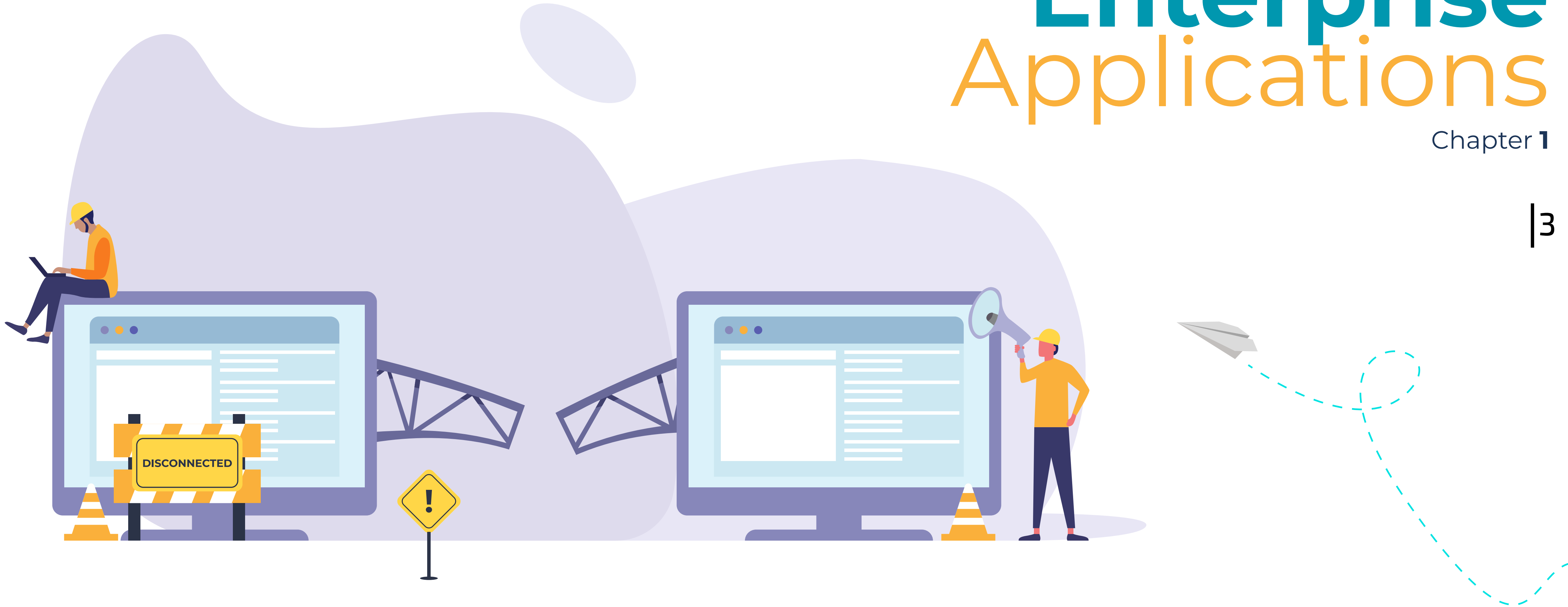


Are you tired of bridging
the gap between enterprise
applications?

Disconnected Enterprise Applications

Chapter 1

| 3



Are you tired of bridging the gap between enterprise applications?



Service providers such as telecommunication and utility companies usually have a variety of enterprise applications that help them run their business. Some of these include CIS, MWM, CRM, MDM, OSS, and analytical solutions that allow them to make sense of all the collected and produced data.

Although these applications are essential to operate a business, having several different ones can become a challenge. When these applications are provided by different vendors or are in-house monolithic developments, it can be difficult to create an ecosystem without technical differences in which all the apps can seamlessly share data.

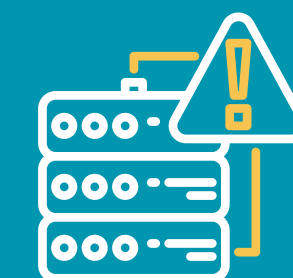
As a result, many applications become isolated, known as data silos, where each system keeps its own database separated from the application ecosystem. Segregating applications such as CRM, CIS, and MWM are never a good idea, as many main functionalities of these systems depend on information created or collected by this group of solutions.

Fortunately for service providers, there are some available solutions to integrate applications. These solutions range from the classic (but inefficient) to the innovative solution that completely resolves this problem. Continue exploring this eBook to find out why the best solution is to eliminate bridges all together.



75 percent of organizations have identified **costs stemming from dirty data.** ^[1]

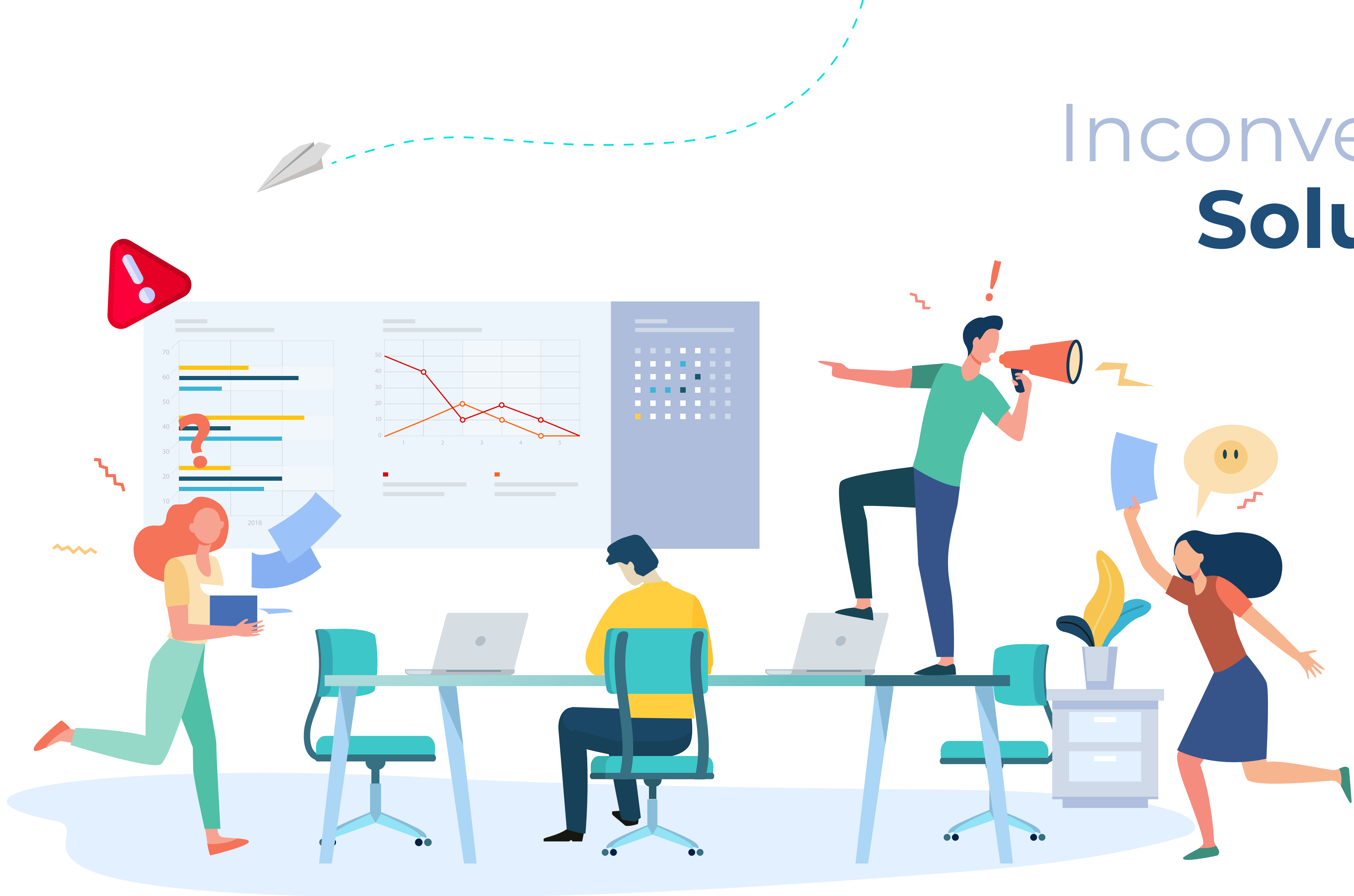
According to Gartner, bad data is the **number one cause of CRM system failure.** ^[2]



33 percent of organizations have delayed or **cancelled new IT systems because of poor data.** ^[3]

Inconvenient Solutions

Chapter 2



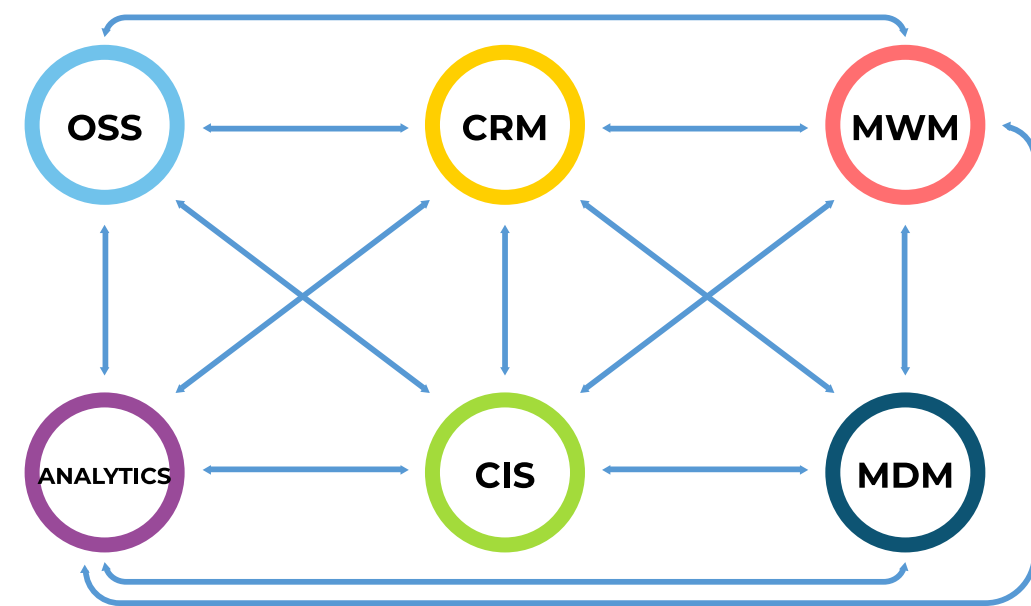
Are you tired of bridging the gap between enterprise applications?

In the quest to find a solution to their integration problems, service providers are sure to stumble upon the following solutions. These solutions may seem to solve the issues at hand, but in fact, they come bundled with a handful of setbacks:

Peer-to-Peer Integration

This type of integration, also known in the market as Point-to-Point, is a common technique to connect systems. To achieve this, companies need to create interfaces, usually in the form of APIs, between systems that need to communicate with one another.

Figure 1: Elements in Peer-to-peer integration



Not only does this method look complex, but it is also exponentially difficult to maintain as the number of applications grow. The blue figure above demonstrates that with six applications, a service provider would need to maintain 20 elements*. In time, this will prove to be a very inefficient, unstable, and unscalable solution.

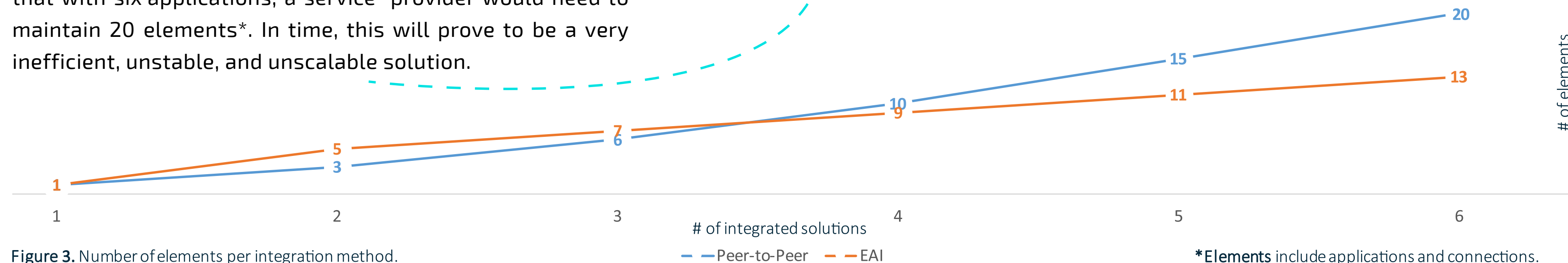
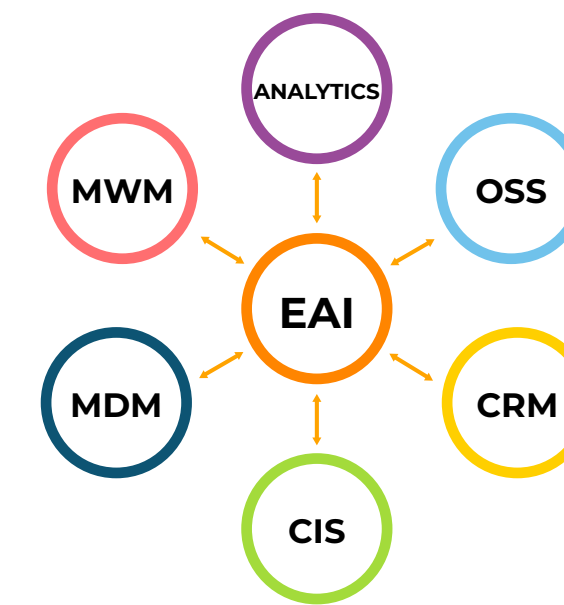


Figure 3. Number of elements per integration method.

Enterprise Application Integration

This type of integration, also known as EAI, differs from the previous method because it is an additional solution that acts as a central node to which all solutions connect. The EAI is in charge of orchestrating the data and channeling it to the right application.

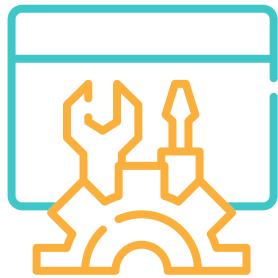
Figure 2: Elements in EAI integration



EAI is straight forward, but not simple. Although this strategy reduces the amount of maintenance needed to 13 elements, versus 20 elements from peer-to-peer integration, it requires companies to go through another implementation project to allow their apps to communicate. Additionally, they have to deal with the added costs of maintaining and paying for expensive, usually recurring, licenses.

Are you tired of bridging the gap between enterprise applications?

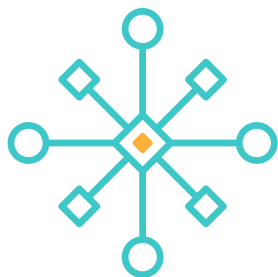
Regardless, service providers will have to deal with issues such as a data “tsunami” during the implementation and migration process. **The following are additional unfavorable situations faced by companies when integrating their enterprise solutions:**



The maintenance of an increasingly intricate application ecosystem.



The creation of an environment of competing standards and protocols by implementing internally developed systems and products from different vendors.



The lengthy implementation process of a fully-fledged solution such as EAI.



The hindering of overall performance, caused by bottleneck issues under heavy data throughput loads at integrating points.



The creation of duplicate data that hurts the reliability of the solution ecosystem.



The increase in complexity when adding new features, damaging user experience, and therefore customer experience.

In short, the greatest challenge with integration is integration itself. Therefore, the less elements a company’s application ecosystem has, the better. As the founder of Paypal, Tesla, and SpaceX, Elon Musk, once said when asked about SpaceX’s Starship:



“It weighs nothing, costs nothing, can’t go wrong.
So, as obvious as that sounds, the best part is no part.”^[4]



The Holistic Solution

Chapter 3

Are you tired of bridging the gap between enterprise applications?

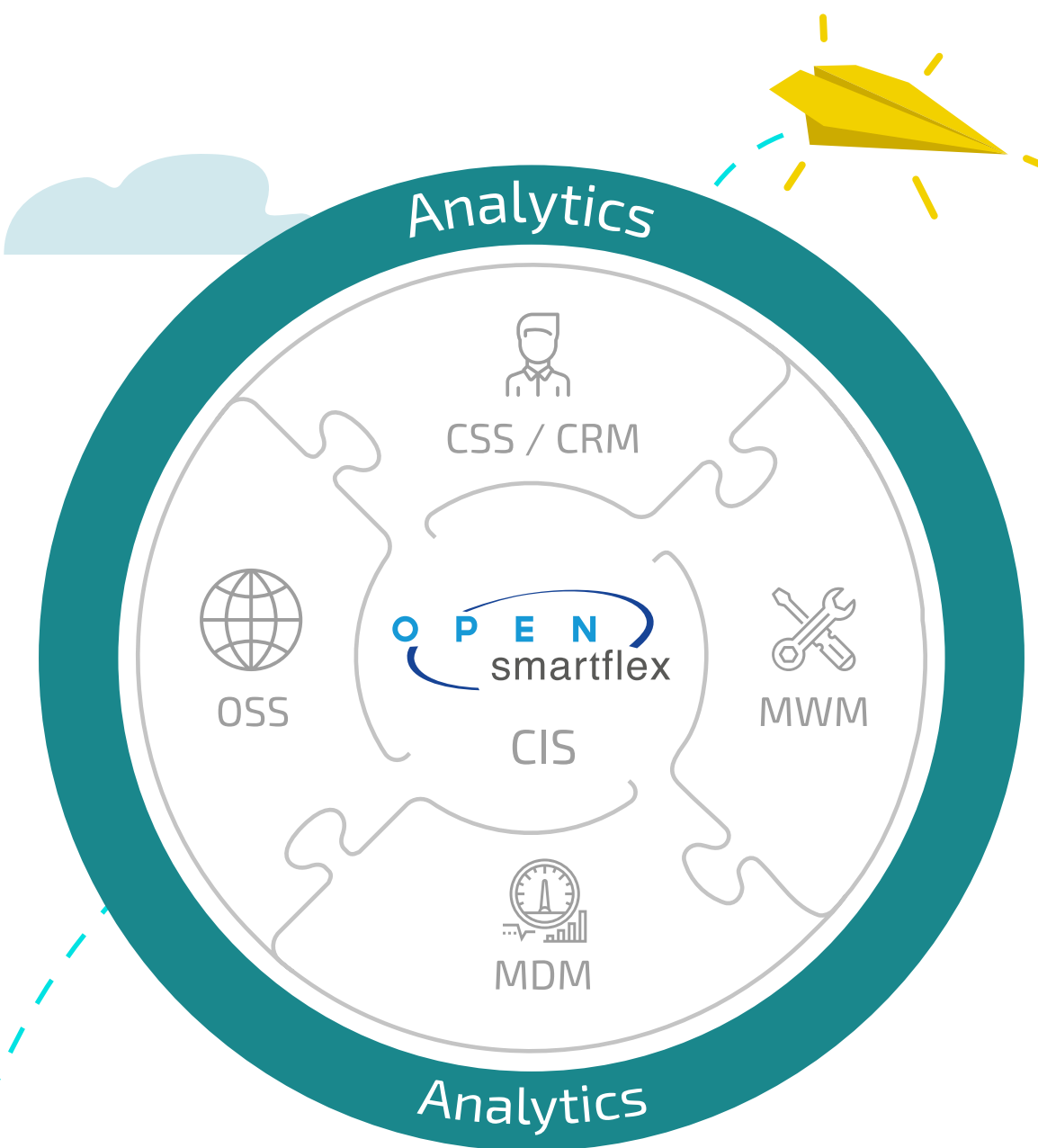
The next generation of solutions for service providers

Many industries, such as the aerospace industry, eliminate as many elements as possible in order to increase efficiency and reduce the chances of failure. With this, we ask ourselves: why should service providers struggle with multiple enterprise solutions from different vendors and difficult integrations that affect their operation? For no reason at all.

It's time for utilities to enter the holistic revolution with a cutting edge, next-generation technology that relieves them from having to connect multiple enterprise solutions. Open introduces **Open Smartflex**, a holistic CIS for smart service providers that includes MDM, CRM, MWM, OSS, and analytics solutions bundled in a single package and database.

"Holistic" is a concept widely known and used by many other industries, derived from holism, which is the idea that the whole is better than the sum of its parts. In the IT industry, holism is concerned with viewing and treating a complex system as a single entity, also known as interdependence. Consulting firms, such as TMG, consider the problem of integration as one of the top 5 profound trends impacting IT modernization projects. They also state that the CIS of the future should be aiming towards expansion instead of integration.^[5]

With **Open Smartflex**, the future CIS is here.



"A whole is better than the sum of its parts."

Figure 4: Open Smartflex Holistic Solution

Holism done right

The future of CIS is here and must be interpreted right to achieve optimal communication between enterprise applications. Having said that, it's imperative to understand the following two premises:

Holistic, not natively integrated:

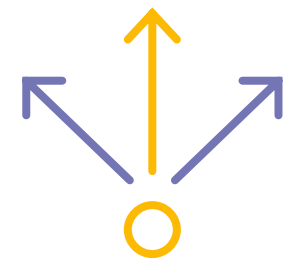
Many vendors tell their customers that their products are natively integrated and holistic, but this could not be further from the truth. In most cases, enterprise applications have pre-built APIs to other products, especially to those from the same provider. However, this is still considered an integration and comes with the drawbacks mentioned earlier. **Open Smartflex's** holistic CIS solution has zero integrations, designed with the concept of "a whole is better than the sum of its parts".

Holistic, not omnipresent:

Even though the goal is to minimize the number of parts, service providers must keep in mind that there are groups of solutions specialized for each domain of their business, and one domain should not attempt to permeate to the others. With **Open Smartflex**, service providers can rest at ease, knowing that their holistic CIS solution is fully specialized for the customer domain that supports all the operations and the entire customer management.

Are you tired of bridging the gap between enterprise applications?

By now, it should be clear that a holistic CIS is the best approach for service providers, as it eliminates integration problems altogether. In fact, taking a holistic route has an endless array of advantages. Here, we'll highlight some of the most important benefits:



Simplifies the application environment of service providers by encompassing six key functional domains: CIS, MWM, CRM, MDM, OSS, and analytics.



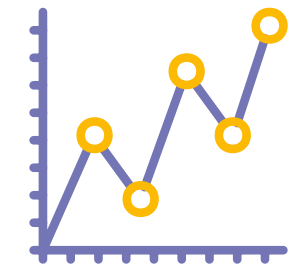
Reduces the Total Cost of Ownership (TCO) by allowing companies to avoid the costly maintenance of each separate solution.



Satisfies business requirements by implementing successful business practices and providing everything that companies need to function today and in the future.



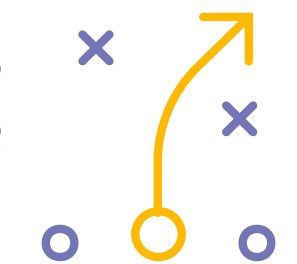
Increases efficiency by reducing integrations.



Enhances user experience thanks to a faster, more reliable solution.



Guarantees a constant and homogeneous evolution, leveraging from the continuous release of new functionalities.



Are you tired of bridging the gap between enterprise applications?

The bottom line

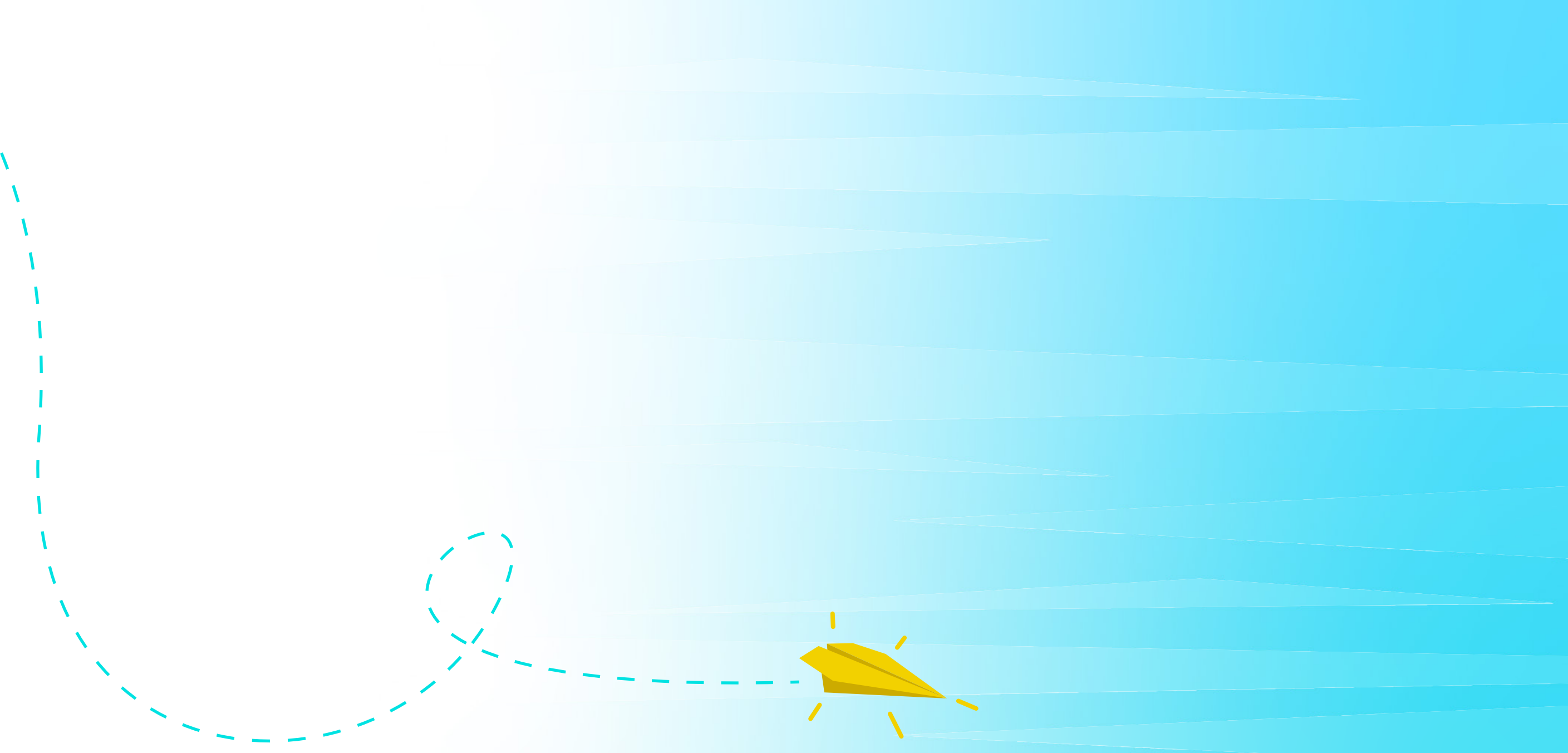
Merging the information between enterprise applications can be achieved in a variety of ways. Nonetheless, each company must wisely choose the best route to efficiently achieve their integration goals.

Companies may attempt to build multiple bridges to connect each application. However, they must accommodate for the many disadvantages and inconveniences that come with this type of integration.

Companies can also solve this pressing issue by building a central hub to which each application can connect. Though seemingly simple, this strategy is lengthy and can perfectly be avoided.

With a holistic solution, service providers can build their enterprise application ecosystem on stable grounds without requiring bridges or hubs. With **Open Smartflex**, companies have their most important applications, including CIS, MWM, CRM, MDM, OSS, and analytics all in one place.

Ultimately, **Open Smartflex** allows companies to avoid the need for building bridges to integrate their enterprise applications.



Your business, empowered

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[4] Entrepreneur's Handbook. (2019). Use Elon Musk's 12 Principles to Knock Out Your Biggest Creative Projects.

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[5] TMG Consulting. (2018). Utility Industry Disruption: 5 Profound Trends Impacting IT Modernization Projects.

<http://www.csforms.org/Conference42/Workshop%20pdfs/TMG.pdf>; p. 9

Acronyms

CIS: Customer Information System; p. 4

CRM: Customer Relationship Management; p. 4

CSR: Customer Service Representative; p. 4

MDM: Meter Data Management; p. 4

MWM: Mobile Workforce Management; p. 4

OSS: Operations Support System; p. 4

IT: Information Technology; p. 4

EAI: Enterprise Application Integration; p. 6

TCO: Total Cost of Ownership; p. 10



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The logo for Open International features the word "Open" in a dark blue, serif font. The letter "O" is stylized with horizontal lines extending to the left, creating a sense of motion or depth. The letters "p", "e", and "n" are in a classic serif typeface.