

AsialInfo and Telenor Denmark win global BSS Transformation Excellence Award

Partnership judged to deliver greatest innovation and commercial benefit to customers

London, 7 November 2016 – AsialInfo and Telenor Denmark have won the BSS Transformation Excellence category in the Global Telecoms Awards (Glotels) 2016. The award recognises the execution of a unique project in partnership between Telenor and AsialInfo, China's leading telecoms IT software company. The winning submission was judged to be the BSS initiative that demonstrates the greatest innovation and commercial benefit to its users.

In the breakthrough project, AsialInfo worked with Telenor Denmark to replace the operator's entire business IT systems, transforming more than 400 legacy systems into a convergent real time BSS with integrated analytics driving time and context-sensitive customer engagement. The project has already begun to deliver significant improvements in customer experience as well as reductions in operating costs.

"We believe this implementation for Telenor Denmark is a worldwide first - a real time fully converged platform with integrated financial processing, open and transparent customer interaction independent of channel, customer experience and marketing analytics in both real-time and offline," said Alex Hawker, MD-EMEA, AsialInfo. "What's more, the transformed BSS was designed from the start to be realized in a multi-tenant environment by operating companies in multiple countries within Telenor Group," he added

At the heart of the business transformation project is a new standardized and simplified BSS stack which is radically more operationally efficient. For the first time, Telenor now has a unified platform across all four channels (direct sales, stores, online and contact centres) to integrate processes and simplify the product catalog via the new Telenor 'OneScreen' customer interface. Customers also carry the same 'one basket' with them through virtual interactions over the web, call center contact, and/or via physical encounters in the stores. Customers can start a purchase in one channel and finish it seamlessly in any other.

AsialInfo's Veris CRM's 'Single Version of the Truth' (SVT) architecture is the tool that supports the OneScreen functionality, providing all of Telenor's customers with the same experience at any customer contact channel, via any device. This is a new and truly omni-channel solution, and a radical simplification of an operator's front office IT systems that delivers a real leap forward in an industry known for complexity and a lack of investment in improving customer experience.

Using AsialInfo's Veris Open Operational Platform (O2P), Telenor can also open up selected IT capabilities for partners to use, adding value to those partners' services and enabling new business models. With O2P, Telenor can create mash-up offers which combine telecom services with digital service partners' products, sell partner products through any channel, and manage revenue settlement automatically.

Telenor Denmark is a wholly-owned subsidiary of Telenor Group. AsialInfo is working with the Group to modernise and simplify its key customer-facing IT systems and processes. These include Billing, CRM, Analytics, the partner collaboration platform, front-end systems and financial interfaces.

Alex Hawker accepted the award for BSS Transformation Excellence at the presentation evening held in London yesterday.

About AsialInfo

Founded in 1993, AsialInfo, Inc. is a leading provider of internet-based systems and software to the telecommunications industry. Headquartered in Beijing, we employ more than 14,000 professionals worldwide.

AsialInfo provides a full suite of business and operations support systems and professional services to solve the business challenges of the future. Through its innovative BSS/OSS, Big Data, and security software products, AsialInfo is driving the transformation of the telecoms industry into the new Business Internet era.

Our core Veris™ product suite includes billing and customer care systems that serve over a billion subscribers globally, plus business intelligence, network management, network security, and OTT and cross-vertical collaboration solutions. Veris is the cornerstone of our growing ecosystem to support the transformation to the Business Internet.

Our customers work with us to converge large-scale pre-and post-paid mobile operations; improve time to market for new products and services; and develop cost-effective new business models. In China we have more than 50% market share in Billing, CRM and Business Intelligence through our longstanding partnerships with China Mobile, China Unicom and China Telecom.

Our BSS solutions are used by leading operators throughout Southeast Asia, Europe and the Indian subcontinent. For more information, please visit the official website www.asiainfo.com.

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