MOVING FROM APPLICATIONS TO BUSINESS PROCESSES

How to turn Home Networking into a source of revenues for operators

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E-Home: End-to-end architecture
Consumers pay for devices and services

- **Home**
- **Gateway**
- **Network**
- **Ehome Operator**
  - User Interface
  - Control
  - Applications
  - Content
  - Service Aggregation
  - User Management, Billing, CRM
- **Service Providers**
- **Browser**
- **PDA**
- **Devices**
- **UI**
- **Last Mile**
- **Internet**
- **Web Services**
Consumers pay for devices and services

- **Inside the home**
  - people buy hardware and software products
    - devices and networks
    - software and *applications*
  - people pay for functionality and life-style

- **Outside the home**
  - people buy services
    - recurring revenues
    - combination of *digital* and *human* services
  - people pay for peace-of-mind, that somebody else takes care of their problems
But: Central role of the e-home operator within the value chain
Homeportal XTN Digital Services Hub:
The off-the-shelf platform solution for operators

Deploy, don’t develop!
- Off-the-shelf solution
- Homeportal licenses software to operators
Point-to-point?

- Does not work in the long run
  - Business relationships are too complicated
  - Technologically cumbersome
Operators – key position in value chain
- Bundles own and third-party services as a trusted partner to consumers
- Economies of scale (marketing, CRM, billing)
That’s what it could look like

HW & SW platform as local hub

Homeport XTN as operator hub

OSGi gateway

ProSyst mBedded Server
Homeportal Bundle
CAD Bundle
Music Service Bundle

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Industry developments converge towards operator’s golden egg

- First OSGi products
  - Philips
  - BSH
  - …..

- Profitable business for operator

- Traditional Devices, but with wide-area connectivity
  - HVAC
  - security

- Point services (security, metering, diagnostics…)
  - ENEL
  - Centrica
  - …..

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New service packages as a result of re-designing business processes

New service packages (digital and human services)

Legacy service infrastructure: CRM, billing, ERP, CTI (call center), monitoring station, sales support, field service

Legacy systems

Service verticals

Diagnostics
Security
Health Care
Maintenance
Entertainment
Telematics
Remote Home Automation

Remote user access to home, digital service subscription

Software bundle distribution, remote gateway and device management

Customer Relations: CRM, billing, hotline, sales support, field service

Intelligent Networks (IN) and Operational Support Systems (OSS)

Transport: POTS, ISDN, DSL, GSM, GPRS, UMTS

Traditional operator infrastructure

Added by OSGi

Gluing it all together: interfaces, processes, organization

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Central task of the e-home operator: Glueing it all together

- End user portal
- Offering, launching, delivering services
- Managing accounts and billing
- Aggregating content
- Handling smart home devices
- Event response
- Integrating with legacy service infrastructure
- Enabling improved business processes
Service delivery platform is key

- Networks and application independent
- Bridge between service providers, operators, infrastructure, devices
- Services-centric, not device-centric
- Supports any mixture of ‘thin’ and ‘thick’ gateways, devices and protocols
- Industrial-grade, open standards, robust, reliable, secure and scalable
- Integrates with existing service backend infrastructures
Two kinds of services

- **Substitution**
  - Improve and optimize existing services
    - Metering, diagnostics
  - Advantage: Business Case is simple (independent of consumer)
  - Disadvantage: Need to get Service Providers in boat

- **New Services**
  - Tap consumer budgets with new services
  - Advantage: Can start by going it alone; tap new revenues
  - Disadvantage: Risk of consumer adoption; heavy on marketing
Complex process and organization design: Example from HVAC diagnostics and maintenance

- Gateway Management
- OSS
- Service Provider
- Call Center
- Gateways
- e-Home Operator
- Billing
- Devices
- Field service
- Sales
- CRM

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Revamping the device service business

- Pulling together all the pieces
  - new device connectivity
  - new application software
  - existing service infrastructure
- Revamping the business to actually capitalize on savings from new technology
  - not just interfacing existing systems
  - complete redesign of business processes
    - workflows
    - organizational structure
    - training and qualification

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Moving from applications to business processes

- Operator’s can capitalize on home networking by providing a framework to decisively improve the delivery of services to consumers
  - by increasing convenience
  - by reducing costs
  - by increasing productivity

- Comparative effort
  - designing and implementing processes (70%)
  - implementing link with home networks (30%)

- Only by implementing non-trivial, seamless and efficient business processes can operators participate in high-margin businesses
Questions?

www.homeportal.com