BT Personalised Compute Management System

July 2017

BT Personalised Compute Management System (PCMS) is a pre-built "Business Platform as a Service" and the first of its kind in the market

Digital transformation is changing the rules of business. New, scalable, digitally networked business models, like those of Amazon, Google, Uber, and Airbnb, are affecting growth, scale, and profit potential for companies in every industry. To avoid disruption – or even lead disruption – means changing the way you operate to keep pace with a rapidly changing world.

Platform based businesses are disrupting industries and creating a new way to grow. From Apple to Alibaba, Uber to Airbnb – all have the same business model: they create digital platforms that manage and monetize vibrant ecosystems of consumers, producers and innovators.

Seventy per cent of the world's $1bn+ Unicorn companies have created their own digital platforms as a route to market, exploiting a digital economy now valued at $4trillion[1]. Indeed, 12 of the world's top 30 brands have created more revenues from their digital channels than traditional routes[2]. These digital organisations are growing exponentially, and they are all leveraging a platform business model powered by a rich and diverse partner ecosystem. However, creating and curating digital platforms to access and exploit new revenue streams is an opportunity for all businesses, established and new.

By taking advantage of our ready-made standards based platform, you can accelerate the digitalisation of your products and services for your customers and employees with the potential to create unprecedented opportunities for growth. Technology and industry agnostic, PCMS is a "platform enabling platform".

PCMS enables you to build and participate in a vibrant and growing ecosystem of consumers, producers and innovators. Each enterprise is able to on-board their own products and services onto their own PCMS and with the capability to cross-sell to each other, open up new revenue opportunities and deliver a network effect.

"Firms are likely to deploy 'platform enabling platform' technologies that help to create horizontal linkages across their vertical businesses. We can expect to see more and more businesses adopting such technology as they seek to digitalise their global business operations."

Geoffrey Parker, Professor of Engineering at Dartmouth College, Fellow at the MIT Initiative on the Digital Economy, and author of Platform Revolution

1, 2, The Rise of the Platform Enterprise: A Global Survey, 2016
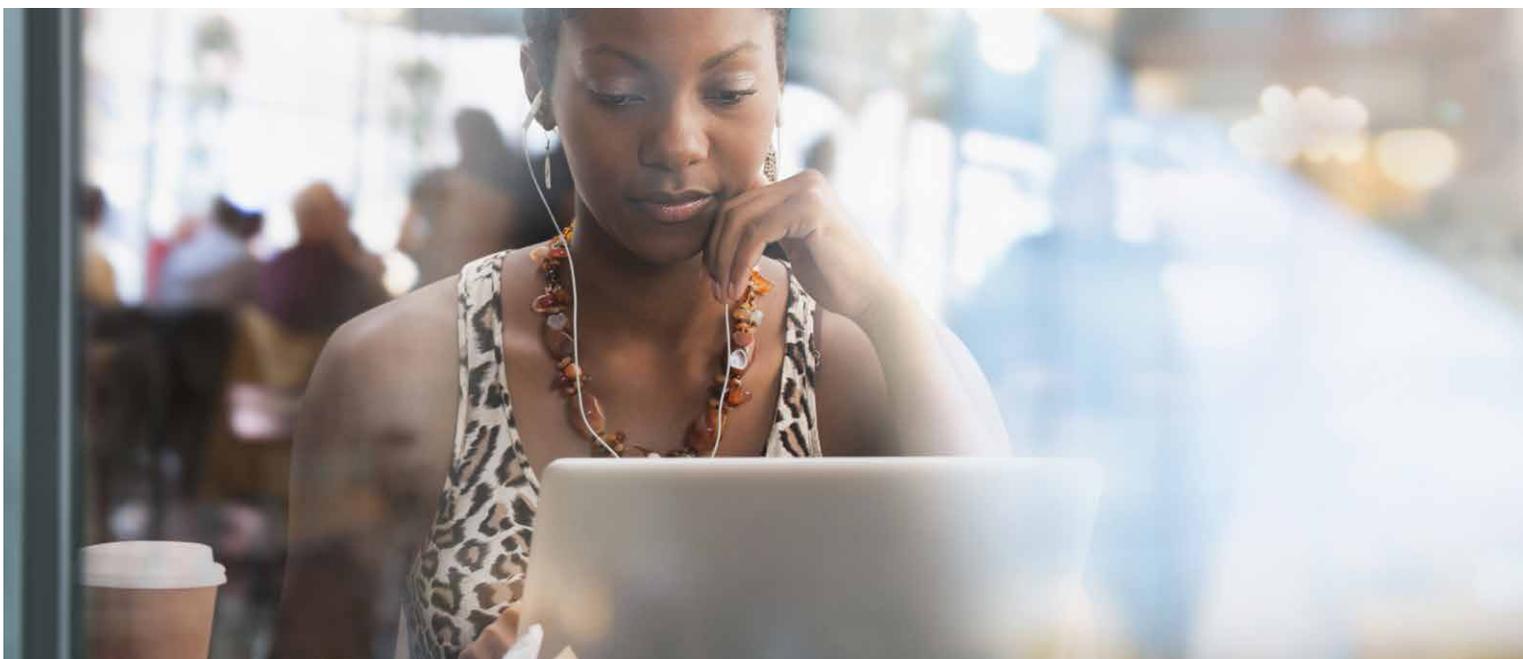
Welcome to your digital platform

PCMS leverages the capabilities of our existing BT Compute Management System (CMS), our over-arching self-service cloud based management platform. Benefiting from the investment and innovation behind our platform rather than building from new, means you can seize the opportunities now to compete in the new fast-growing digital markets.
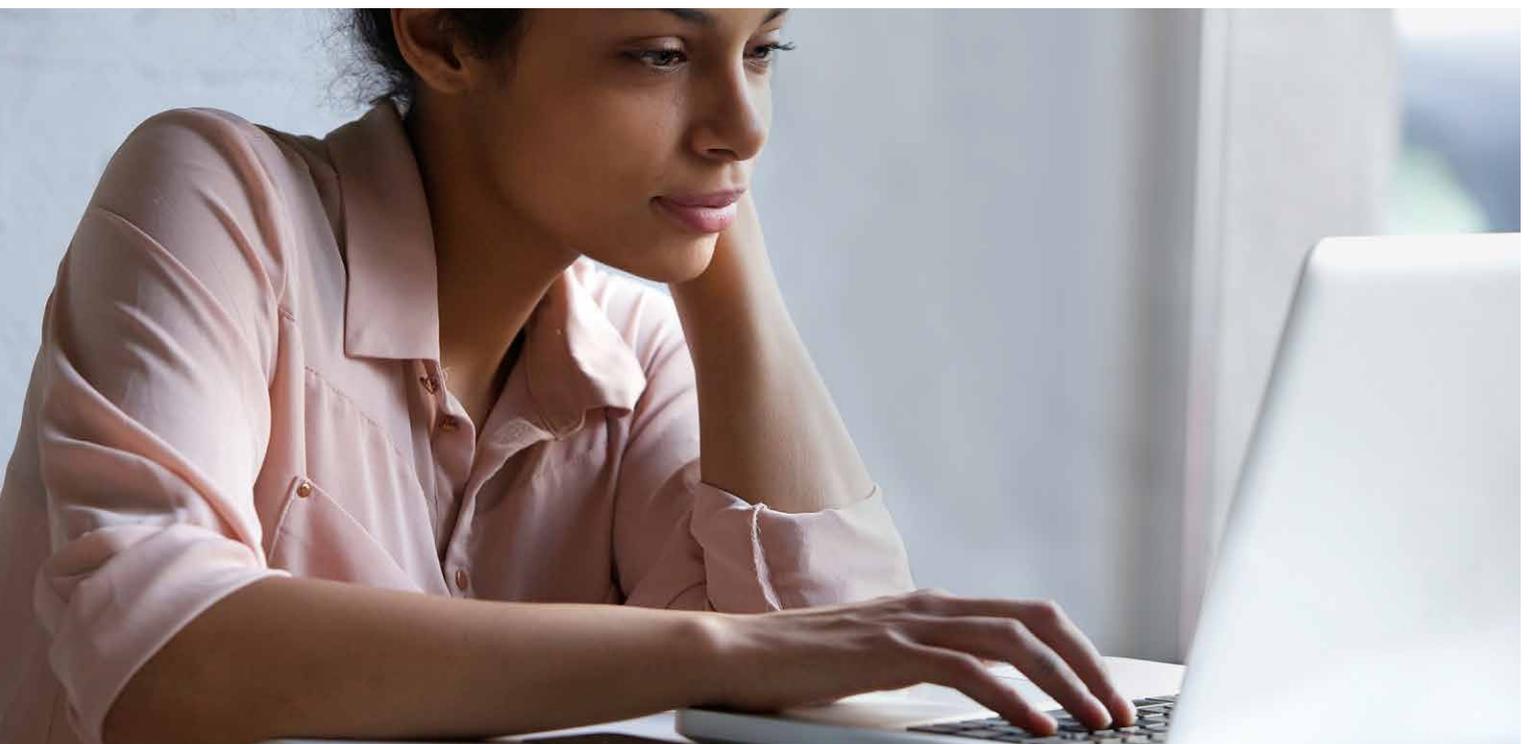
PCMS provides you with:

- a business tenancy, where your business delivers its products and services from. With end-to-end automation and digitalised processes for sales, fulfilment and monetisation, its all provided as a self-service user experience.

- the ability to leverage abstraction, overlay and orchestration capabilities to "virtualise" products and services, to enable them to be sold in conjunction with other physical products and services e.g. creating XaaS (where X can be anything) which is supported by a help desk.

- the power to curate and bundle your own products and services with those partners and to allocate revenue on a pay-per-use basis or via a choice of alternative revenue models. These bundles can be sold in new ways and through new channels.

- the capability to extend digitalisation of processes and virtualisation to partners.

- the ability to easily reconcile cost versus revenue through an integrated reporting, settlement and billing management system.

- the capability to manage access and control of who is using your services – both employees and customers – through an embedded identification and authorisation system.

- an opportunity to participate with our digital marketplace and other digital business partners, leveraging PCMS' multi-sided business model enablement to access more channels to market, accelerating both your and the partner revenues.

- multi-instances so that data sovereignty is maintained across jurisdictions and services offered with right language, currency, tax and legal terms and conditions, and all handled in a fully automated way.

- compliance to Digital Services Reference Architecture (DRSA), providing a standardised best practice for the enablement of open, interoperable virtualised digital services.

Our pre-built platform enables you to:

- uncover new revenue opportunities while keeping the costs down

- offer services to other companies on a wholesale basis, leveraging B2B2X models

- reduce time to market for new services

- improve adoption of new technologies

You now have the power to leverage this innovation to empower your business and your partners to create brand new ways to grow new and existing revenue.

A digital platform for digital business

PCMS provides your business with a wealth of pre-built functionality spanning the end-to-end business process life cycle of a digital business operating in the cloud.
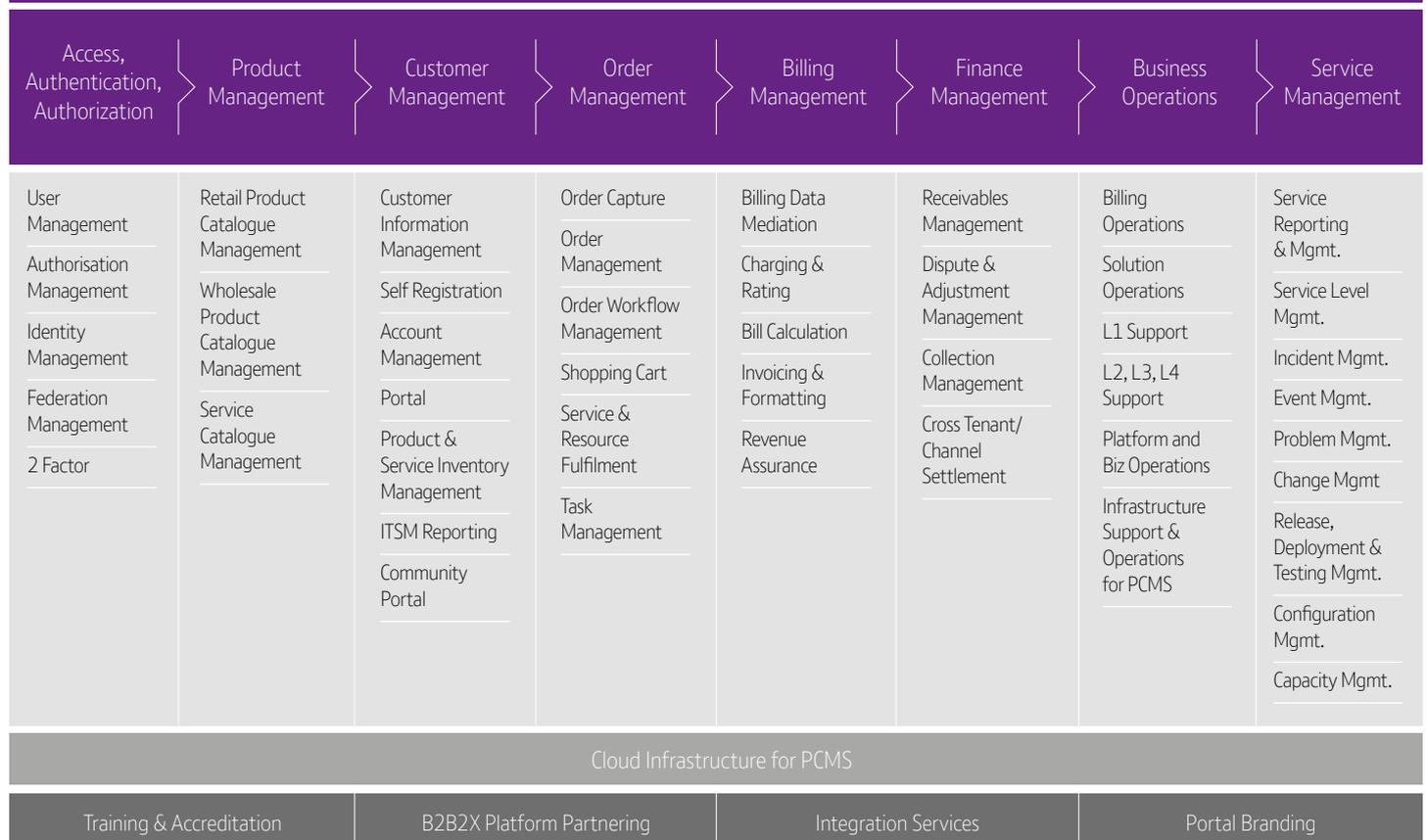
Our platform and underpinning functionality enables you to:

- manage single sign-on via triple A (Access, Authentication & Authorisation)

- abstract and define your products and services into digital offers

- automatically expose them in a catalogue for the customers to select and buy

- orchestrate order management which can span your own products and services as well as those of your partners (B2B2x)

- bill your customers and collect the money

"BT's Compute Management System is the secret sauce enabling integrated access to multiple third-party and BT-supplied services, a field-proven platform benefiting from years of R&D investment"

John Marcus, Current Analysis, BT's 'Cloud of Clouds' Articulates a New Services Integration Vision.

Personalised Compute Management System (PCMS) 'Digital Platform'

Access, Authentication, Authorization	Product Management	Customer Management	Order Management	Billing Management	Finance Management	Business Operations	Service Management
User Management	Retail Product Catalogue Management	Customer Information Management	Order Capture	Billing Data Mediation	Receivables Management	Billing Operations	Service Reporting & Mgmt.
Authorisation Management	Wholesale Product Catalogue Management	Self Registration	Order Management	Charging & Rating	Dispute & Adjustment Management	Solution Operations	Service Level Mgmt.
Identity Management	Service Catalogue Management	Account Management	Order Workflow Management	Bill Calculation	Collection Management	L1 Support	Incident Mgmt.
Federation Management		Portal	Shopping Cart	Invoicing & Formatting	Cross Tenant/ Channel Settlement	L2, L3, L4 Support	Event Mgmt.
2 Factor		Product & Service Inventory Management	Service & Resource Fulfilment	Revenue Assurance		Platform and Biz Operations	Problem Mgmt.
		ITSM Reporting	Task Management			Infrastructure Support & Operations for PCMS	Change Mgmt
		Community Portal					Release, Deployment & Testing Mgmt.
							Configuration Mgmt.
							Capacity Mgmt.

Cloud Infrastructure for PCMS

Training & Accreditation	B2B2X Platform Partnering	Integration Services	Portal Branding

The choice of business functions available will be tailored to your unique set of requirements to realise your vision and strategy.

Launch a digital service in 12 weeks

The benefits of our PCMS platform can be achieved in matter of weeks, since our platform already exists today. Delivering jointly with our partners BearingPoint, bringing together their expertise in digital platform integration and our skills in digital platform management, we can typically design, build and launch your choice of services in 12 weeks.

By leveraging lean start up techniques we can help you develop real business value. However simple or complex, our team can make your vision a reality. We will take you through the following simple steps:

Set your vision and strategy

We work together with you to create a vision, strategy, roadmap and high level design that meets your timescales and requirements for how you want to use PCMS.

Determine the optimal design

We work together with you to design how to on board your products, services and relevant IT systems to deliver a Day 1 proposition.

Deliver and configure

We work together with you to configure and expose your relevant products, services, relevant IT and other systems.
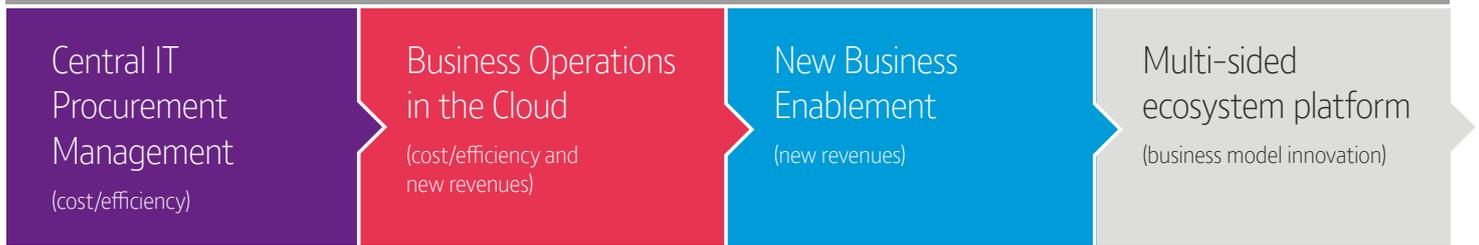
Operationalise and monetise

We work with you to ensure that your products, services and IT are supported in life, to assist with customer billing and other enquiries, and to help identify new revenue generating opportunities.

Delivering business benefits for the digital business

We're already partnering with forward-thinking enterprises to provide them with the agility they need to succeed in the digital world. PCMS offers significant flexibility to deliver a range of business outcomes.

PCMS Supports:

Central IT Procurement Management (cost/efficiency)	Business Operations in the Cloud (cost/efficiency and new revenues)	New Business Enablement (new revenues)	Multi-sided ecosystem platform (business model innovation)

Central IT procurement management

When a centralised multi-national IT procurement department issued a tender for a secure hybrid cloud requirement with charge back capabilities, PCMS was created to give the client full use of the platform. This enabled them to define, sell and bill their own offerings using a private cloud from BT.

Business operations in the cloud

When a water company wanted a front and back office IT platform to enable them to define, sell and bill water products in a new geography, PCMS was configured to support their operations. Given the alternative was an expensive Capex option from a major software company, PCMS provided a cost effective way to stand up CRM and billing, "as a service" from BT's cloud.

For new business enablement

A print company wanted to launch a new print "invoicing" application for the SME market. PCMS was quickly configured to provide the necessary commercial definitions and orchestration for this new business – presenting the "invoicing" application in an approach allowing customers to self-serve and buy online.

For the multi-sided ecosystem platform proposition

Digital transformation has created whole new business models and innovation, such as connected car, Smart Cities, Smart X partnering, all of which need commercial orchestration and monetisation services and tools. PCMS is a prime candidate for these new B2B2x business models and for example, has already won several research awards for how it enables the commercial partnering and monetisation in the Milton Keynes Smart City.

Hybrid Cloud with "charge back"	**IT Outsourcing and IT Transformation**	**Digital business enablement**
Enterprise buys IT services centrally and configures tailored bundles for its operating units as reseller	Enterprise leverages advanced business-support functions (e.g. Billing, CRM-as-a-Service)	Enterprise sells new types of (digital) services to customers (current or new). Enterprise or consortium creates and monetizes a digital ecosystem

Winner of:

The best performing catalyst for Smart City on the Edge. TM Forum Catalyst Awards, 2017.

The most innovative catalyst, Service level management for Smart City Ecosystems & Trusted IoT built on our Compute Management System. TM Forum Excellence Awards, 2016.

Best new Catalyst, Enabling the Smart City Digital Ecosystem for the MK: Smart project built on our Compute Management System. TM Forum Excellence Awards, 2015.

The Open Digital Ecosystem award for our Compute Management System. TM Forum 2015 Excellence Awards, 2015.

A trusted partner for your digital transformation journey

Our customers trust us to provide high performance, integrated and secure network and IT infrastructure services. Our portfolio strategy, the Cloud of Clouds, creates powerful new possibilities by combining our capabilities and expertise with those of our market-leading partners, globally into one cloud ecosystem.

This is what truly brings digital initiatives to life for our customers. Our global footprint and portfolio solutions mean we can take the role of leader and trusted partner to our customers, helping them at every stage of their digital transformation journey.

Delivering jointly with our partners BearingPoint, a leading management and technology consulting organisation, we bring together their expertise in digital business transformation and our skills in digital platform management, to provide an end-to-end digital business service. Together, we work with you to shape a vision and strategy, defining the right designs and operational execution to accelerate delivery of your digital business outcomes so you can seize the growth opportunities of the digital economy.

For more information on BT Personalised Compute Management System, please visit: www.bt.com/personalised-cms

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