

ABSTRACT

Along with era growth where the map of telecommunications business is change very rapid and uncertain, TELKOM as one of the service provider companies is trying to give the best service for customers in order to survive within. So, TELKOM required a simple and easy business process to be evaluated and redesigned, where enhance Telecom Operation Map (eTOM) defined by TM Forum fits that requirement. eTOM is a reference business process framework for enterprise process which needed by service provider. It can be adopted at a variety of levels that's allowed evaluation and redesigned business process in an easy way.

This research is conducted by mapping process business of development and management of TELKOM RisTI's product into the eTOM framework. First step taken is by doing a justification the business process existing into the eTOM framework, this step is conducted to know the business process existing enters into which area in the eTOM framework. Next step is doing a decomposition process start from zero level up to lowest level so that process business of high level and end level can be identified. Besides that, by doing decomposition process flow of the process will be seen and facilitates perpetrator process in comprehending the business process and knowing its responsibility. After business process existing justification, the next step is redesign business process based on the eTOM framework.

In mapping the business process of development and management of product into business process level 0 (the Conceptual View), its take possessions of Strategy, Infrastructure & Product area. For business process level 1 (The CEO View) that justification as a functional, it takes possessions into Strategy, Infrastructure & Product functional grouping area. At level 2 of decomposition process, the business process of development and management of product take possessions at marketing & offer management and resource development & management area. From this level 2 decomposition each area is being decomposed again into level 3 and the results are: for the marketing & offer management the decomposition take possessions at Product & offer development & retirement – gather & analyze new product ideas, Product & offer development & retirement – develop new product bussiness proposal, Product & offer development & retirement – develop detailed product spesifications, Product & offer development & retirement – manage product development, Product & offer development & retirement – launch new product, Product & offer development & retirement – manage product exit. While for the resource development & management the decomposition take possessions at Resource strategy & planning – gather & analyze resource information, Resource strategy & planning – produce resource bussiness plan.

The final step is decomposition at level 4, by doing a business process redesign with swim-lane approach. The lanes that used are Marketing & Offer Management lane, Service Development & Management lane, Resource Development & Management lane and Supply Chain Development & Management lane. At this level, the details and the flow of the process will be seen clearly so the interaction at each process will be seen.

Keywords: Business process, Re-design, *enhance Telecom Operation Map (eTOM)*.