

ABSTRACT

PT Telkomsel is the leader in Service Telecommunication Industry, it is implicated by many innovation that have been launched like 3G Service. As the leader Telkomsel always give the best service to the customer, especially to the 3G services. Therefore, Telkomsel always develop their business process to give the best service to the customer. In this case Telkomsel always develop their business process especially in the operational day to day 3G network and services. One way to develop the business process is with using Reengineering. Reengineering is the way to make a significant improvement to the business process Operational day to day 3G. Another way, eTOM framework is the standard of business process framework to Service provider especially in Telecommunication. This research will give a suggestion, to make a business process framework based on eTOM after Reengineering.

This Research use clean sheet methodology as the reengineering approach. These include some steps, understanding the existing business process Operational 3G, bring a creative idea which include brainstorming, benchmarking, and fantasizing. The next step is designing the process and the last step is validation.

Validation using simulation method. It is done to Corrective BSS Equipment. For simulation with 50 alarms there are no bottleneck, and simulation with 100 alarm still there is no Bottleneck. It's mean that Corrective BSS business process was effective and adaptive.

The next step in this research is mapping the business process into eTOM framework. In the mapping business process obtain that business process operational 3G into level 0 eTOM framework is on the *operations* area. In level 1 eTOM functional process, it is in the *resource management & operation area*. And for level 3, the business process operational 3G are in *Enable resource provisioning, Support resource trouble management, allocate and install resource, configure and activate resource, dan survey & analyze resource trouble* area in eTOM.

Level 4 is decomposed with swim-lane approach to depict process flow. Lanes are *Customer Lane, Customer Relationship Management Lane, Information Lane, Service Management & Operations Lane* and *Resource Management & Operation Lane, Supplier/Partner Lane*.

Keywords: Business Process Reengineering (BPR), eTOM