

**CELFOCUS**

With new  
challenges  
comes

a chance  
for change

The great challenges for  
your company are here.  
**Are you up for it?**



# what

# we offer

**Combining customer-experience  
with improved offer**

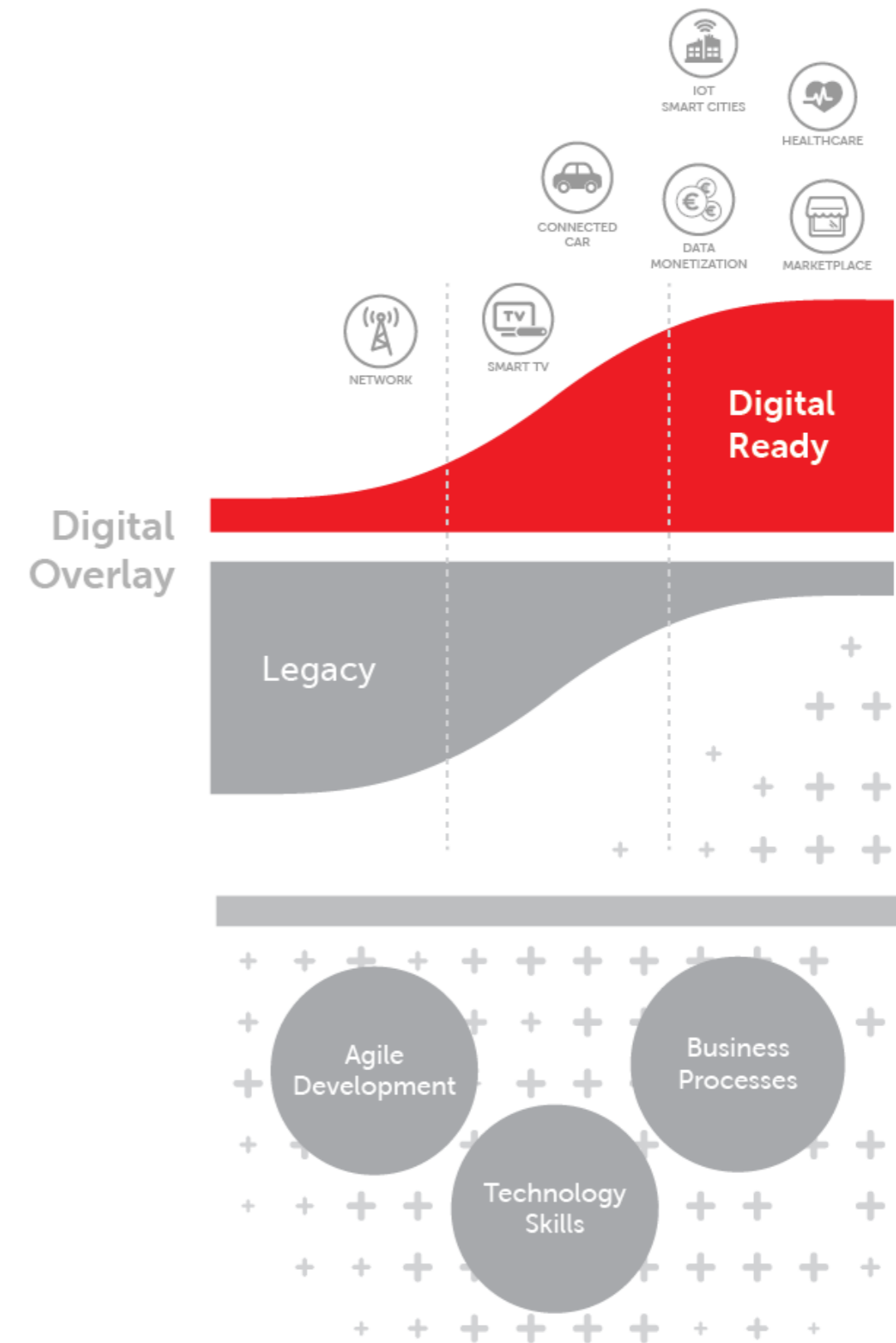
Celfocus has grown from delivering experiences that combine technological expertise and business solution fillings.

what

# ▶ IT Services for the Digital Era

## Digital overlay

An evolutive architecture that assures business transformation capabilities, through Agile development.



what

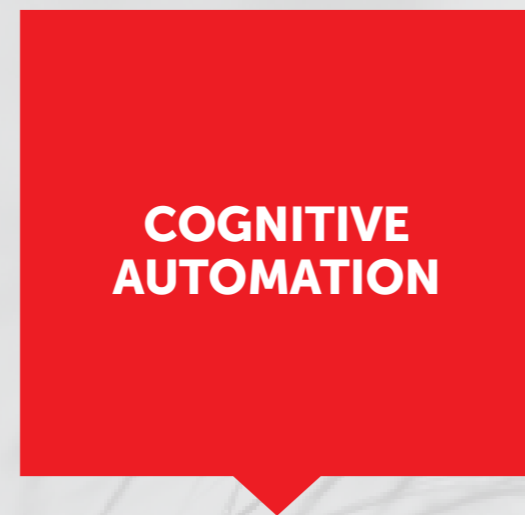
# ▶ Putting customer-experience first when transforming businesses Take Lead.



**Undergoing Digital Transformation without losing pace**

**Becoming a Digital Centric Customer Organisation.**

Celfocus Customer Centric IT Architecture: meeting the digital economy challenges by redesigning the whole operation around the customer, revisiting and rethinking the IT architecture.



**Unlocking Operations for the Digital Age**

**Adding value along the customer digital transformation journey, with an eye on efficiency gains and better customer service.**

Cognitive Automation positions operations higher in the value chain, evolving from a traditional cost centre to a new and pivotal role in the business model transformation that customers are undergoing to become centred on digital.



**Integration challenges of the digital era**

**Organisations and industries across the globe are being challenged, at their core, by new customer expectations and business dynamics.**

Integration plays an important role in customers' IT architecture, ensuring agility and flexibility to smoothly introduce new systems and answer today's critical questions.

To reach meaningful experiences we've pinpointed the obstacles and learned to remove them. Ultimately, we reduce the risk of failing to solve customers most difficult IT problems.





what

# ▶ Putting customer-experience first when transforming businesses Take Lead.



### DIGITAL MARKETING

**Doing Campaigns the Smart Way**

**From a product-centric to a customer-centric approach, Celfocus Digital Marketing Offer allows continuous improvements of customer experience by constantly ingesting and using feedback.**

This way it is possible to ensure that customers receive the right message at the right time in the right channel.

### API EXPOSURE

**Enabling new business in a fast, secure and controlled environment**

**Creating processes and tools specifically designed to manage APIs.**

Celfocus Digital Integration Platform encompass the use of full life cycle management, providing the agility and flexibility for exposing new features by configuration.

### NEW MONETIZATION

**Core Billing function under control**

**Building upon our rich experience in Convergent Charging and Billing.**

Celfocus created a flexible and powerful Monetization ecosystem, ready to support and monetize forthcoming services and new business propositions around IoT, 5G and Open Digital Architectures.

### B2B ENTERPRISE

**Supporting the transition to an B2B Enterprise Digital Service Provider**

**A holistic approach for the B2B Enterprise segment that assists DSPs with growth of products and digital native users.**

Using an integrated, pre-built and modular Enterprise Care solution for Backoffice and Self-care channels.

### ORDER MANAGEMENT

**Mapping, sequencing and fulfilling any customer application request**

**Ability to map complex business-oriented processes and break them into specific technical processes, which are thereafter ready for automation and system synchronization.**

This orchestration allows any operator to quickly access information on any given step of the fulfillment order that was previously initiated.



how

we deliver

**The toughest challenges need resilience**  
Our team is built of people truly passionate about solving complex problems – turning difficulties that for many are merely impossible, into challenges.

how

What we do differently

▶ **A reason for achieving 100% success rate in our projects**  
**Creating Innovative Solutions**



The combination of deep technological knowledge and business sense, a focused team of experts and the ability to leverage past experiences is key to achieving success in project delivery, like Celfocus has.



how

What we do differently

# ▶ Extensive hands-on experience in critical information systems

## Delivering continuous value



### Steady rhythm

A people-centric disciplined approach to continuously deliver value to customers.

Celfocus' Agile offer is set on value discovery, solution design and customer delight foundations, and adapted to the value-based economy of Client's digital ecosystem.

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### Assuring quality

Ensuring the delivery of high quality and robust solutions, with high business impact, visibility and time-to-market.

Assuring the quality of fast software development streams requires a Testing approach that can keep up the pace, has no dependency of the market's scarce technical resources and clearly separates responsibilities.

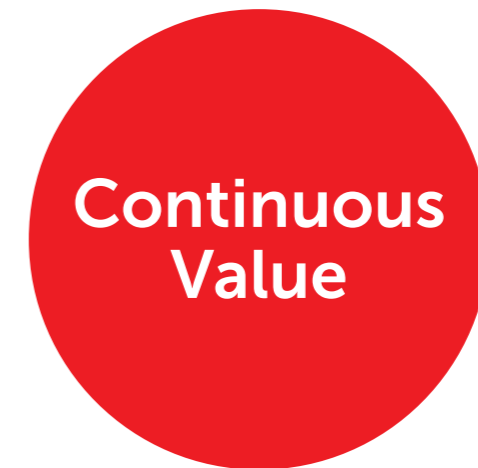
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### Operational readiness

Extensive knowledge on core competences helps supporting innovative solutions, guaranteeing systems' management and performance, as well as all the stages of the applications' lifecycle.

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The ability to execute changes in a complex IT architecture, assuring high quality standards and solution sustainability, is what any customer demands when launching new products and services.

how

What we do differently

# IT Strategy Pillars

## Distinctive Digital and Analytics Capabilities

- Omni-channel experience
- Filling the digital customer's expectations
- Enable a partners' ecosystem
- Analytics at the core



### ▶ Digital Experience Management

Seamless channel experience, Journeys Designer, Targeted Experiences, Content Management, Service Personalization, Privacy, Experience Measurement and Improvement.

### ▶ Analytics and Predictive

Offer and Content Targeting, Marketing Automation, Usage Analytics, Personalization, Big Data.

### ▶ Customer Care

Registration, Self Service, Bill Presentment, Loyalty management, Customer/ Account/ Subscriptions Management.

### ▶ eCommerce and Retail

eShop, Campaigns, Loyalty Management, Product Catalogues, Order Capture, mCare, Customer Registration, Door2Door Sales and Field Service.

### ▶ B2B

Partner's ecosystem, service as a platform, Enterprise Care solution for Backoffice and Self-care channels.

## Modern Platform Architecture

- Modular Platforms and APIs
- Cloud-native applications
- IT Innovation and disruption Enabler
- Layered simplified approach



### ▶ Customer Centricity at the core

Seamless channel experience and on-time access to Customer historic and reference data.

### ▶ Layered Architecture

Enabling Multi-Speed IT, Streamlined delivery of new features and enhanced features.

### ▶ Data Insights and Big Data syndication

Capable to collect and manage information from huge number of transactions from business processes (Shopping, Campaigns, Loyalty, Orders, usage, traffic).

### ▶ Cloud Ready

Elasticity & Scalability on resources usage, Costs Optimization, Future Proof.

### ▶ Open and Modular

Microservices, Platforms Approach, API Exposure, Enable new sources of revenue.

## New IT Operating model

- Agile Delivery
- New Engagement Model with the business
- Re-aligned Governance



### ▶ Agile

An incremental approach to identify, prioritize and coordinate fast paced developments.

### ▶ Quality Automation

Automated Test Platform to provide the right tools and proceedings required to assure a continuous flow of agile developments.

### ▶ Zero Touch Operations

Increase communication and process automation towards E2E Operational Excellence.

### ▶ Governance

Well-defined roles based on clear communication flows, assuring transparency and accountability.

## Collaboration Dynamics

- Design Experiences
- Solution Discovery



### ▶ Facilitation methods and tools

Use of Facilitation Maps® to describe the user stories, experiences, processes and systems necessary to provide the customer desired experience and define how all decision layers fits together.

### ▶ Handle collaborative relationships

Face to Face and virtual interactions, working with client's teams seamlessly, involving the required skills, SMEs and experiences to design user experiences and create solutions.

### ▶ Prototype and test concepts

Design, prototype and test experience flows, outputs, dependencies.

The background of the slide is a network diagram consisting of numerous black dots (nodes) connected by thin black lines (edges). The diagram is split vertically: the left half is set against a solid red background, and the right half is set against a white background. The nodes and lines are more densely packed on the left side and become sparser towards the right.

# who

# we are

**Celfocus is a living ecosystem**

It's all about connection, interaction  
and development - you and us.

who we are

# ▶ Empowering Innovation

## The History of Celfocus



### High Technology profile

Delivering high-tech system integration services in the digital and cognitive space.

- Experts in the transformation of mission critical systems
- Deliver customer-centric architecture to undergo Digital Transformation
- Agile approach to deliver effective results and service quality



### Skilled Team

A team of >1500 consultants that combine business knowledge technical edge and design experience.

- The ability to leverage past experiences is key to our achieving success in project delivery
- Skilled team with an extensive hands-on experience
- Rapid growth to support ongoing partnerships



### Global Presence

Extensive hands-on experience working across our five global offices in Lisbon, Oporto, Newbury, Dubai and Eindhoven.

- Deployment teams focusing on joint opportunities
- Recognition for our successful Global projects
- We are a partnership – we grow as our clients' business needs grow



### Turn over

Celfocus generated a turnover of €90 million in 2020.

- Founded in 2000, Celfocus is fully owned by Novabase Group with a total turnover of €125 million in 2020.





**ref**erences

**of our work**

**Cases to remember  
for the next achievements.**

# references



▶ **Celfocus Footprint**

 **Celfocus Offices**

# references

## ▶ Celfocus Footprint

### ▶ United Kingdom

#### Vodafone Group

##### Internet of Things implementations

**Projects:** Customer Portal supporting 12 countries; IITC (Internet In the Car) CRM & OM solutions to be; Revenue Share models with IoT Partners; OTA SIMs transformations between Group, OpCos & Partners. Managed Services supporting existing BSS solution.

#### EOL Programme

**Project:** Deploy a Single & Unified Enterprise Portal solution supported across OPCOs ensuring a common solution

#### DxL Programme

**Project:** part of an overall program defining the target Digital enablement solution for Group & OPCOs using as core capabilities CELFOCUS Omnichannel product.

**Project:** Deploy a Single & Unified Integration solution supported across OPCOs ensuring a common service definition.

#### NOC Cognitive

(Group Network Operations)

**Project:** Deploy an Automation and Cognitive solution to reduce by 80% the cost of 1st Line network operations. Global deployment supporting all 13 European OpCos and integrating with A4E and directly with OSS from NL and DE.

#### Vodafone UK

##### OneNet Programme

**Projects :** OneNet development & Support over a number of different releases. Managed Services supporting Legacy & project delivery.

### ▶ Portugal

#### Vodafone Portugal

##### Where we started.

4 key transformation projects delivered over the last 15 years; Delivering innovation: IPTV; Convergent offer with FTTH and ADSL; Omni-channel; Managed Services: Vodafone Trusted partner supporting AO, AM and AD in extensive domains.

### ▶ Turkey

#### Vodafone Turkey

##### BSS Transformation Programme

**Project:** Enterprise BU and Consumer BU Process and Legacy Systems transformation program in CRM System, Billing, Order Management and Enterprise Service Bus, integrated with Huawei's Convergent Charging. Managed Services supporting Legacy & project delivery.

### ▶ Ireland

#### Vodafone Ireland

##### Business critical channels implementation. Backend systems decoupling.

**Transformation Projects:** Digital Omni-channel for assisted & non assisted channels (Unified Front End from Acquisition to Customer Care domains focused in Digital Enablement Commissions for 4P Consumer services. Managed Services supporting wide Consultancy profiles.

### ▶ Germany

#### Vodafone Germany

##### EOL Programme

**Project:** Assessment for Enterprise Online Digital Transformation analyzing self-care capabilities for Small Office/Home Office (SOHO) and Small and Medium Enterprises (SME).

### ▶ Qatar

#### Vodafone Qatar

##### Business channels & app implementation. Backend systems decoupling.

**Transformation Projects :** Digital Omni-channel for non-assisted channels (eShop & Selfcare). New MyVodafone mobile app. Managed Services supporting DEVOPS stream.

### ▶ Dubai

#### du

##### A long lasting relationship with transformation in mind

**Project:** Order Management Transformation or CRM Unification programs allowing develop du's digital transformation program, leading projects like the App Backend Revamp and du.ae Portal Evolution.

### ▶ Kenya

#### Safaricom

##### Technologies to enable Safaricom's Innovation roadmap

**Projects:** Creation of strong technology foundations starting by a BSS transformation, enabling new products and services while improving customer experience.



Start **now!**



**CELFOCUS**