

Comparing Telecom Offers and PSS

by

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Presentation Plan

- Context
- Methodological framework
- Case study: Senior Residency Solution
- Case study: Open Pro Office
- Comparison
- Conclusion

Context of the study

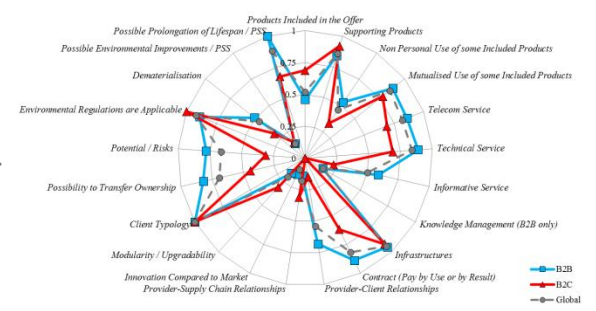
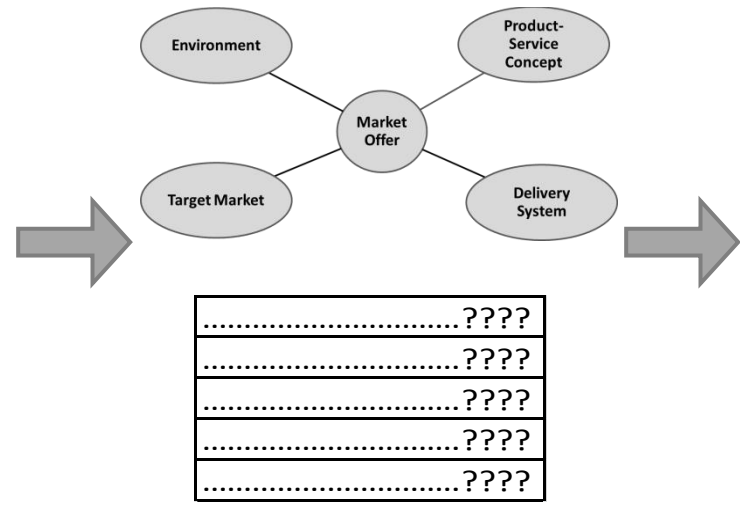
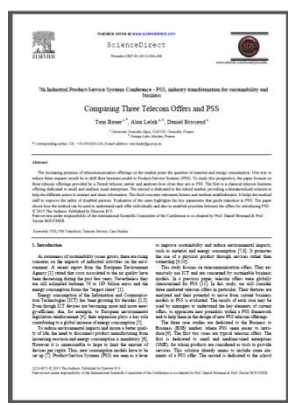
Telecoms and PSS

- Motivation: the environment
- Large panel of telecom offers

“How are two different telecom offers comparing in a PSS context?”

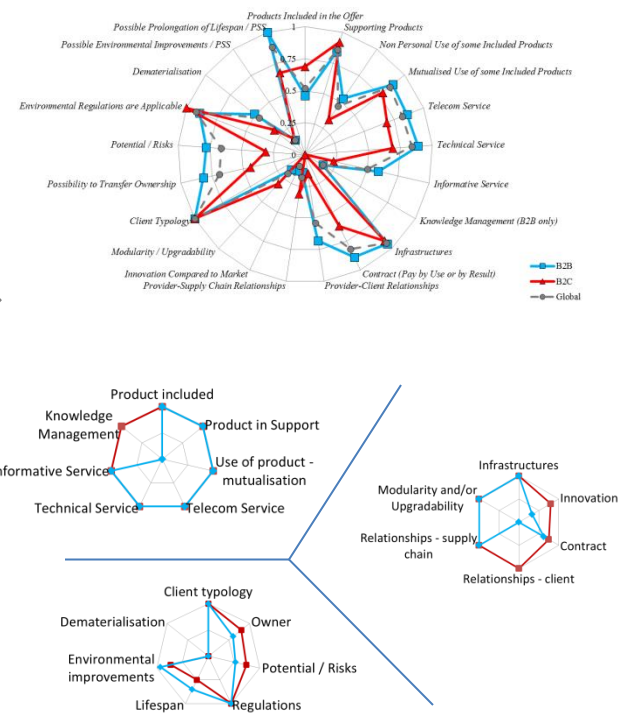
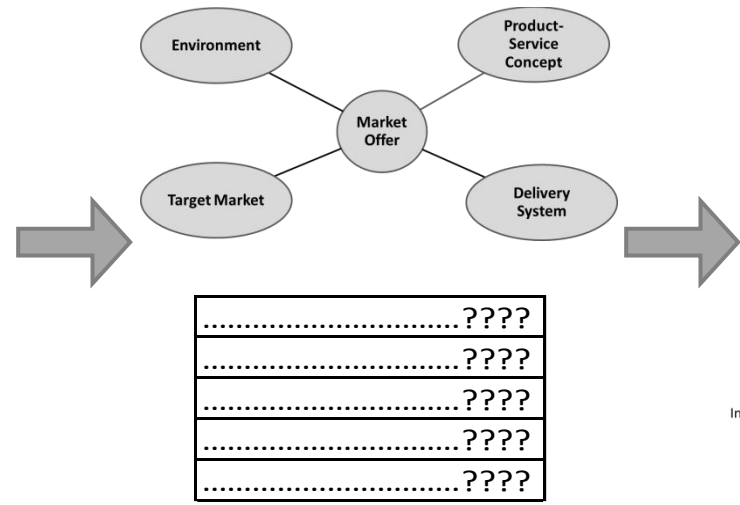
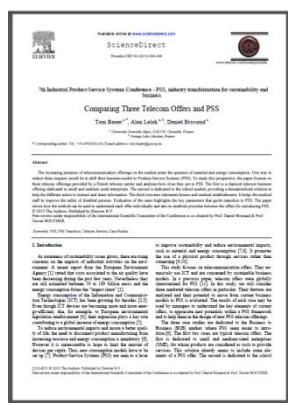
Methodological framework

- From Lelah et al.
PSS Characterisation of Telecom Offerings



Methodological framework

- From Lelah et al.
PSS Characterisation of Telecom Offerings



Senior Residency Solution

Case description

- Features:
 - Full-custom solution
 - Care homes
 - Safety of patients and medical staff
- 4 different products
- Services
 - Training
 - Maintenance, on-site interventions



Open Pro Office

Case description

- Features:
 - Complete, modular telecom solution
 - SME activities
- Products owned by
 - Orange (box, phones...)
 - Clients (phones, computers, mobiles,...)
- Services based on products
 - Telecommunication
 - Installation
 - Training
- Service Reestablishment

*SME Small and Medium-sized Enterprises

1 accès internet
HD pro



1 ligne fax



des lignes fixes avec
standard téléphonique



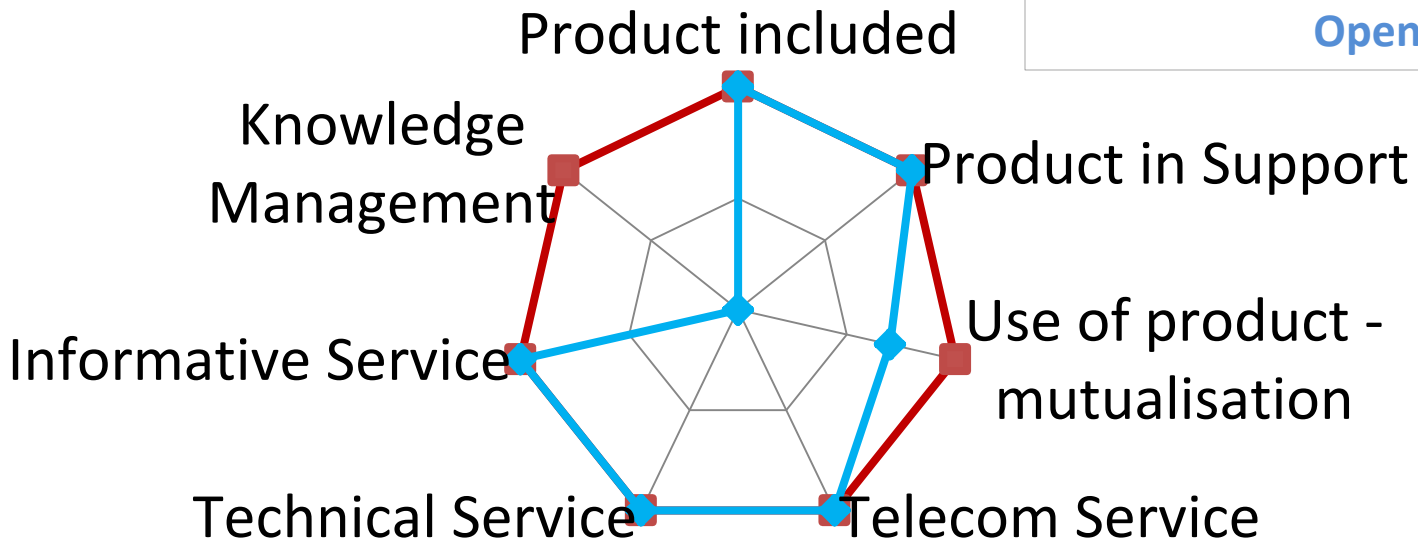
des lignes mobiles



Comparison

Product-Service Concept

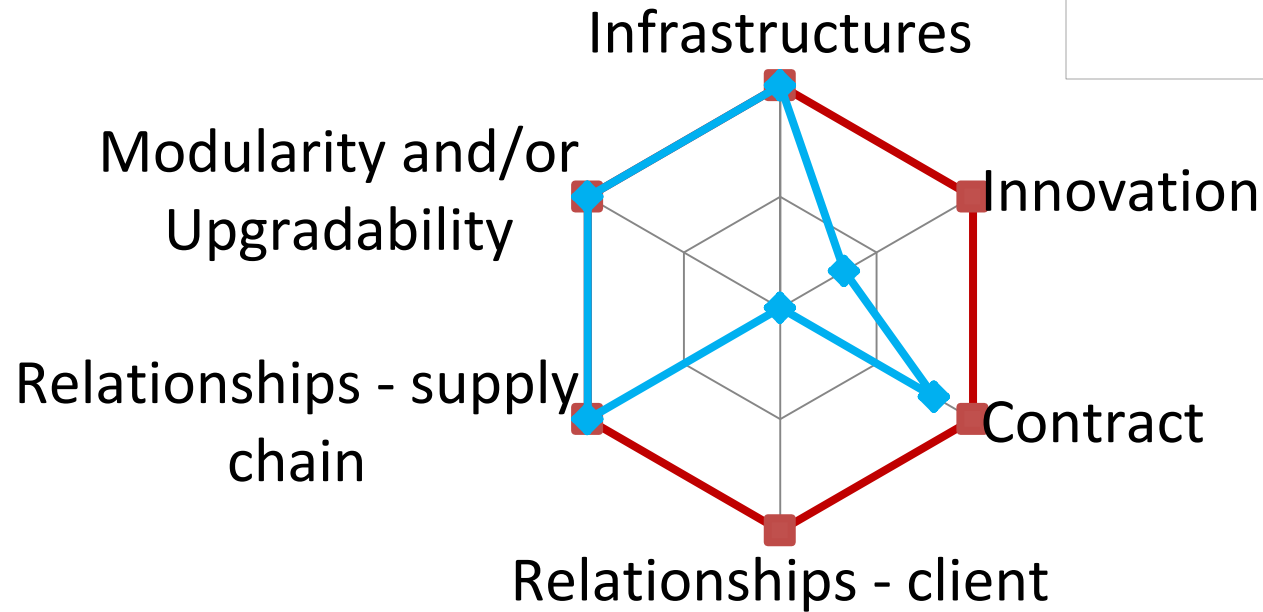
Senior Residency Solution
 Open Pro Office



- Included products: sensors / internet box
- Mutualised vs personal use
- Main difference: Knowledge Management Service

Comparison Delivery System

Senior Residency Solution
 Open Pro Office

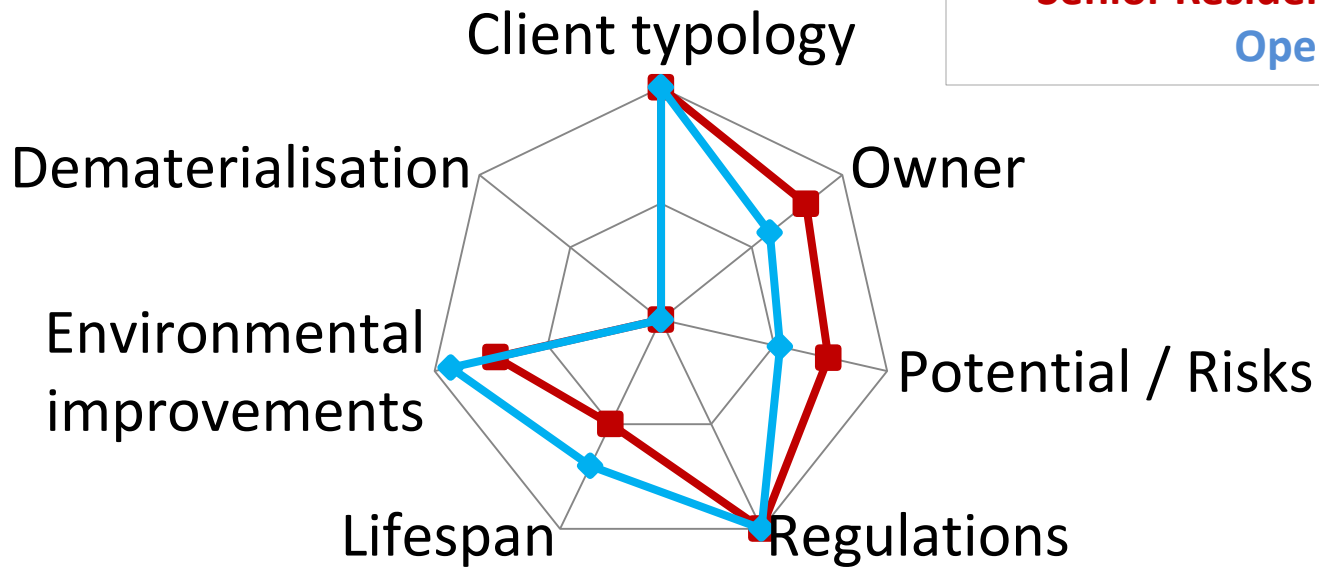


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- Contract
 - Client relationships contacts & feedbacks
 - Innovation = Help for implementation

Comparison

Target Market & Environment

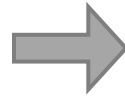
Senior Residency Solution
 Open Pro Office



- Risks
 - Client interactions
 - Acceptability for new business model
- Acceptability / Transfer of ownership
- Product Take back
- Potential lifespan improvements

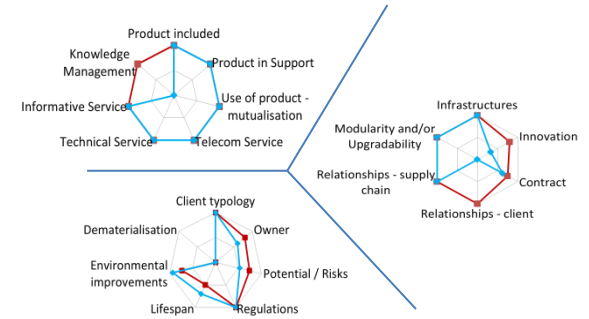
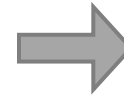
Summary & perspectives

- Comparison of telecom offerings
- Better understanding of telecom offers
- Orientate decision
- Facilitate the choice



Senior

Office



G-SCOP softwares CPP

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THANK YOU