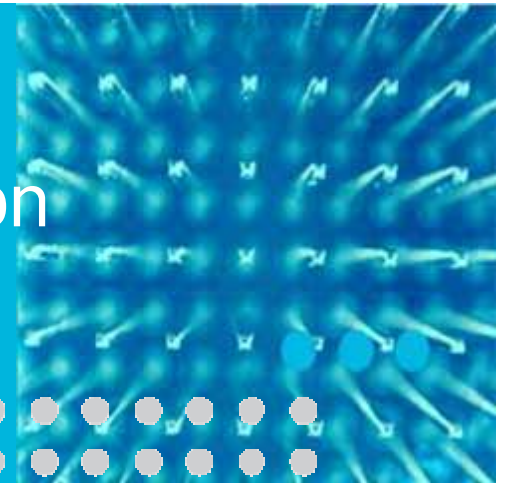


# Entitlement Management

## Taking the Complexity Out of the Equation



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Alcatel-Lucent

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# Outline

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- ☑ Define Entitlement Management
- ☑ What Makes Entitlement Management Complicated
- ☑ Business Impact Of Complexity In Entitlement Management
- ☑ Challenges to Simplifying Entitlement Management
- ☑ How Entitlement Management Can Be Simplified

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$$1^{\text{complexity}} + \text{complexity}^{\text{complexity}} + 2^{2\text{complexity}-1} + 7 \times \text{complexity}$$
$$=$$
$$\text{complexity} - \text{complexity} + 9\text{complexity}$$

---

$$1 + 2 + 7 = 9$$

# Entitlement Management

- WHO
- WHAT
- WHICH
- WHEN
- WHERE

# WHO



# CUSTOMERS

# WHAT



# PRODUCTS & SERVICES

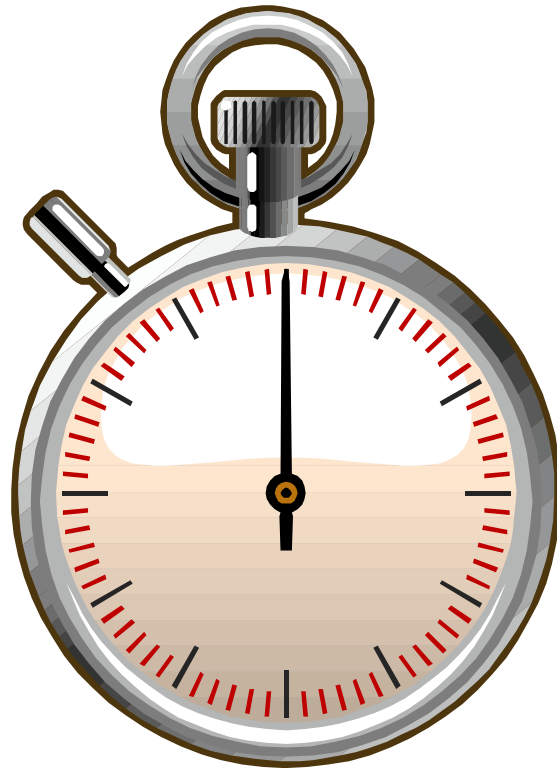
# WHICH



# BENEFITS



# WHEN



# BENEFITS EXPIRE

# WHERE



## LOCATION of DELIVERY

# What Makes Entitlement Management Complicated

- ☑ Fragmented Infrastructure
- ☑ Inconsistent Processes
- ☑ Out-of-bound Transactions
- ☑ Missing Contextual Information

# What Makes Entitlement Management Complicated

- ☑ Privacy Restrictions
- ☑ Compliance Regulations
- ☑ Lack of Strategic Thinking

# Business Impact of Complexity

- ☑ Costly Silos
- ☑ Dissatisfied Customers
- ☑ Failure To Respond To Dynamic Business Needs
- ☑ Lost Revenue
- ☑ Brand Erosion

# Challenges to Simplifying Entitlement Management

- ☑ Lack of Clear Ownership
- ☑ Competing Business Priorities
- ☑ Reorganizations

# Challenges to Simplifying Entitlement Management

- ☑ Turf Wars
- ☑ Unplanned Business Growth
- ☑ Partial Technology Solutions

# Simplifying Entitlement Management

- ☑ Implementation Strategy
- ☑ Success Factors



# Implementation Strategy

- ☑ Start Small and Expand
- ☑ Centralize Infrastructure
- ☑ Integrate and Automate
- ☑ Distribute Roles and Responsibilities

# Implementation Strategy

- ☑ Establish Supporting Business Policies
- ☑ Implement Licensing Controls
- ☑ Engage Customers

# Success Factors

- ☑ Organization/People
- ☑ Business Value
- ☑ Technology
- ☑ Partnerships

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