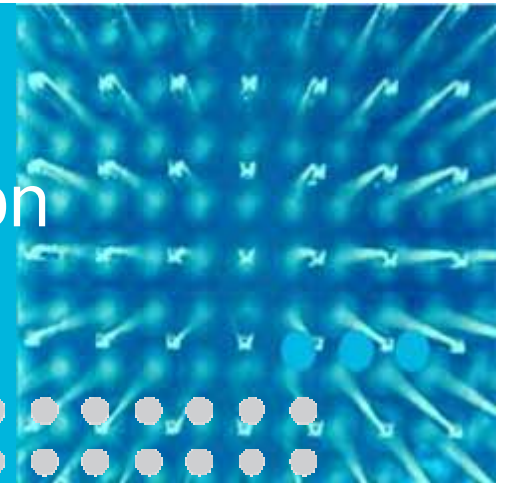


Entitlement Management

Taking the Complexity Out of the Equation



Manish K. Sharma

Soft Summit 2008

Alcatel-Lucent

Oct 21, 2008

Outline

- ☑ 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

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

$$1 + 2 + 7 = 9$$

Entitlement Management

- WHO
- WHAT
- WHICH
- WHEN
- WHERE

WHO



CUSTOMERS

WHAT



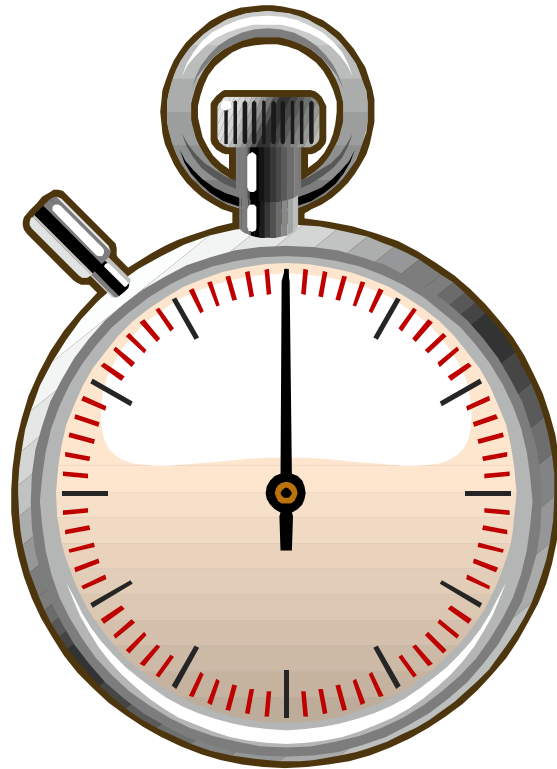
PRODUCTS & SERVICES

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

www.alcatel-lucent.com

