

PRODUCT BRIEF



End catalog chaos in your business and capture revenue from a new generation of digital services.



Digital business opportunities are emerging and evolving fast, making it harder and harder for service providers to work along traditional product delivery lines. What's needed is a 'single point of truth' for all critical product data that delivers coordinated and consistent product, resource and service information across the business.

Hansen Catalog is the commercial product and technical service catalog and lifecycle management application that defines your business and makes product, service and resource data available across your enterprise to accelerate product innovation and increase revenue from new business models.

Full Product Data Control

Control every aspect of how you create and deliver products from a single point, with a framework for best-practice lifecycle management activities across the design, build, launch, in-life management and retirement flow of the portfolio.

An Active Catalog

Product, service and resource data is structured, rationalised and made accessible to any system, making products easier to develop and test, configure and launch, components easier to adapt or replace, faults and errors easier to address with immediate effect across the business.

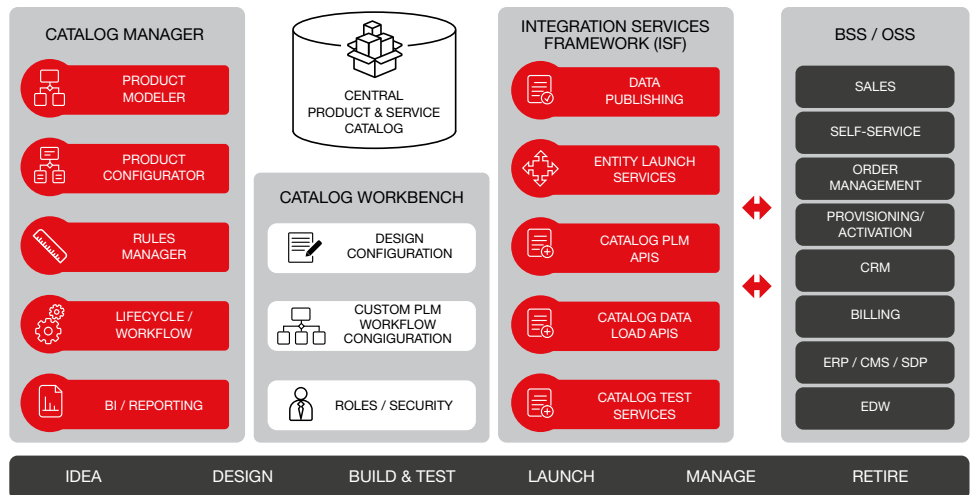
Omni-everything

Hansen Catalog is the unified data repository for all your physical and digital products, online and digital market channels, enterprise and consumer markets, simple and complex propositions. Many business lines, one catalog.

HansenCatalog

Hansen Catalog brings order and efficiency to the most complex but vital area of the business – your product portfolio, the source of your market differentiation and profitability – with immediate impact on cost, quality and customer satisfaction.

Hansen Catalog is a structured data management platform that maintains and exposes the relationships between products, services and their component parts. New products, product variants and versions are created from validated and pre-tested product components, dramatically cutting the time needed to build, test and launch new market offerings.



Hansen Catalog within a Typical B/OSS

BENEFITS

Reduced Time-to-Market

Hansen Catalog simplifies and accelerates product management, bringing vital agility and responsiveness to your business. Introducing clarity to the product management space makes products, services and their components easier to understand, adapt and configure, and confers considerable ‘first mover’ and ‘first responder’ advantage in addressing new market opportunities and competitor initiatives.

Lower Cost-to-Market

Hansen Catalog is a highly-rationalised data store. The amount of product information needed to manage the portfolio is considerably reduced, along with the operating costs needed to manage disparate data stores. The complexity of business processes can be reduced and an optimal reference architecture made easier to achieve.

Innovation Enabled

Simplifying product management increases the enterprise’s ability to address markets emerging from digital transformation and the expansion of AI and IoT – because innovation also becomes less about coding and testing, more about components and configuration. New network and digital service elements can be brought into the product mix and monetised much more quickly.

How To Recognise Catalog Chaos

- Can you bring new product ideas to market quickly?
- Do you know which of your products are technically and commercially viable?
- Is your product, service and resource information co-ordinated and synchronised?
- Do you depend solely on IT to code products – or does Marketing play an active role in development, configuration and launch?
- Is time-to-market for new products and services inhibiting business growth?

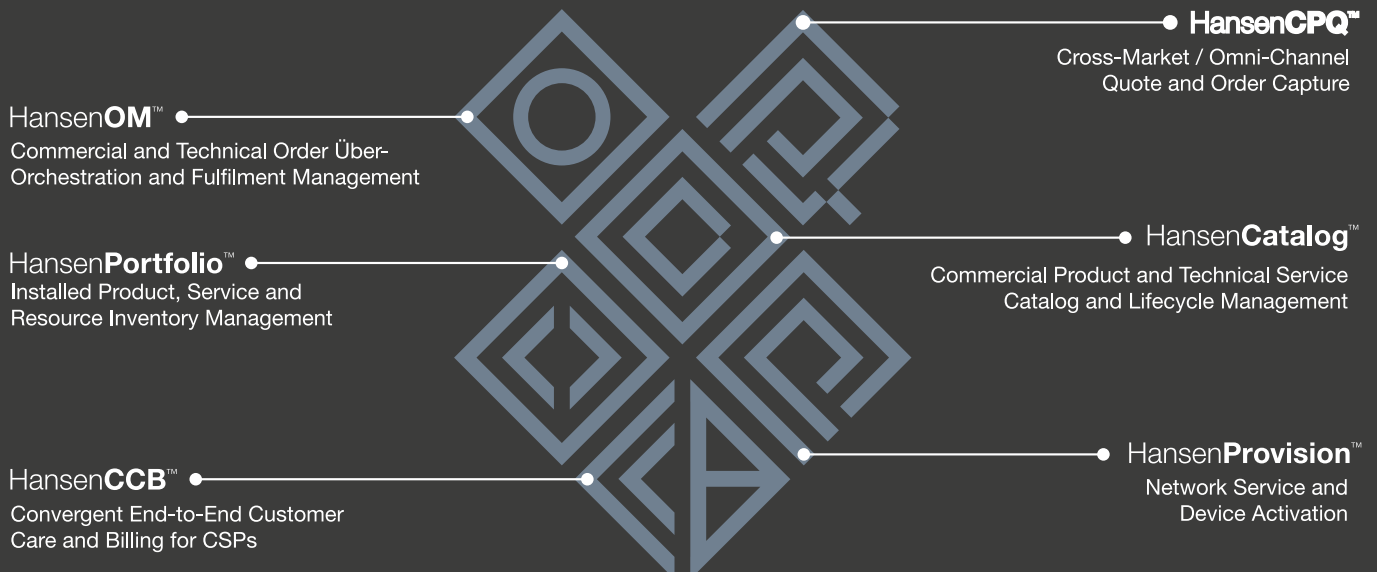
Improved PLM Quality

Introducing Hansen Catalog as a centralised data master eliminates the overhead and risk of duplicate data entry into multiple systems, and the transfer of data between disparate business functions and players. The product lifecycle becomes much more transparent, making it easier to see where products and propositions are most viable and profitable.

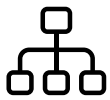


HansenCreate-Deliver-Engage™

for Communications Services Providers



Product Data Management



A centralised product, service and resource catalog, providing master data management (MDM) for products and components that are controlled and reused throughout their lifecycle.

Lifecycle Management



Integrated product lifecycle management (PLM) capabilities to drive products, service and resources through transparent, repeatable and measurable lifecycle stages.

Active Interoperable Catalog



Seamless, automated integration through Hansen Catalog's standards- and microservices-based integration framework, which allows interoperability across multiple platforms, applications, technologies and enterprise boundaries.

Product Performance



Sophisticated reporting and analytics through the Hansen Catalog system for review and tracking of products and services throughout the lifecycle.

Single Point Of Truth



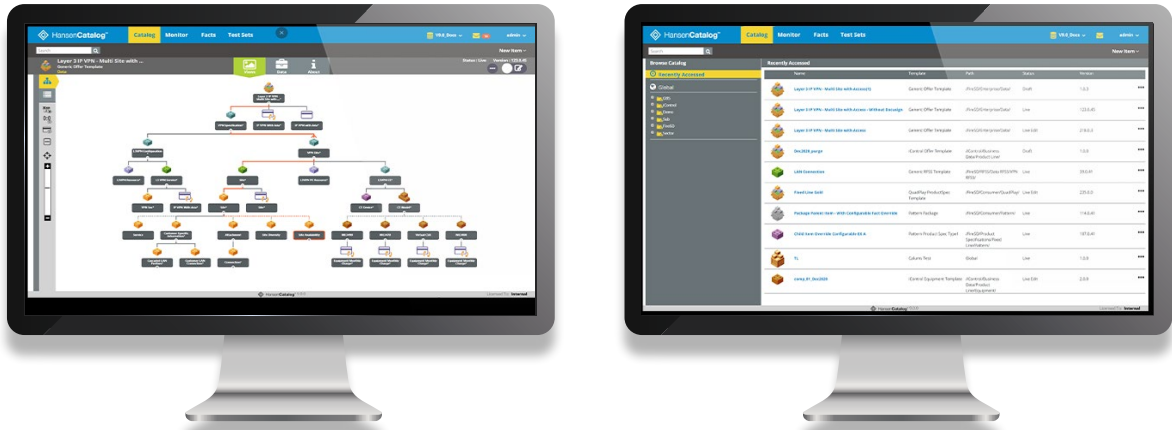
A 360-degree view and 'single-point-of-truth' for products, and a global system of record for all product information, eliminating inconsistencies across the enterprise.

Collaborative Configuration



Multi-purpose configuration and build capability delivered by a set of workspaces and tools that support both core component build (in IT and engineering) and product packaging and offer creation (by Marketing, product managers and business users).

RAPIDLY DESIGN, TEST AND RELEASE NEW OFFERINGS



Hansen Catalog Design and Deployment Interfaces

HANSEN CATALOG: AGILE INNOVATION FOR NEW PRODUCTS AND SERVICES

Agile product innovation – Products that can be built quickly from proven components can be tested and brought to market quickly too – faster by a factor of up to 80% – helping the service provider get early-mover advantage in its response to new and changing markets.

Lower cost-to-launch – The cost to launch new products can be reduced by as much as 25% – and the time saved in not routinely recreating existing products can instead be applied to innovation.

Smarter working – The product set is defined ‘once only’ but then accessed many times, by multiple business functions and users. Data is no longer replicated

across multiple systems, with the potential for error and inconsistency leading to order fallout, unhappy customers and costly rework.

Greater service quality – Hansen Catalog is a major contributor to service quality. Avoiding duplication and errored product data means a better customer experience, contributing to greater customer loyalty and much higher lifetime value.

Happier customers – Being early to market with new and innovative products tends not only to gain a greater share of available spend, but also enhances the service provider’s market reputation, with long-term benefits for customer acquisition, retention and NPS.

Powered by Hansen



Hansen Technologies (ASX: HSN) is a leading global provider of software and services to the energy, water and communications industries. With its award-winning software portfolio, Hansen helps over 620 clients from over 30 offices worldwide to create, deliver and engage with their customers, to manage and analyze customer data, and control critical revenue management and customer support processes.

