

# Agenda

- O····· GMB Technology: Driving Quote-to-Cash Transformation
- O Accelerate Success with Bistro, Pub, and Ristretto
- O GMB's Bistro for Telco and Media
- Om Proven Tips for a Successful Implementation
- O GMB Technology Credentials







## GMB Technology – A Quote-to-Cash Architecture boutique



GMB Technology boasts over **20 years of combined experience**, technically led by Kurt Wieser, a former SAP Platinum consultant, who has been involved with **SAP BRIM**(Billing and Revenue Innovation Management) since its inception in 1997. Our close connection with **SAP Product Managers** has further enhanced our expertise.

As an American consulting boutique, GMB Technology specializes in Quote-to-Cash based on SAP solutions, serving as service partners for SAP and DigitalRoute across NA, EMEA and LATAM.



Our expertise lies in architecting, stabilizing, and optimizing global Quote-to-Cash installations using SAP solutions, having a proven track record of handling critical and escalated projects.





## What GMB Technology does?



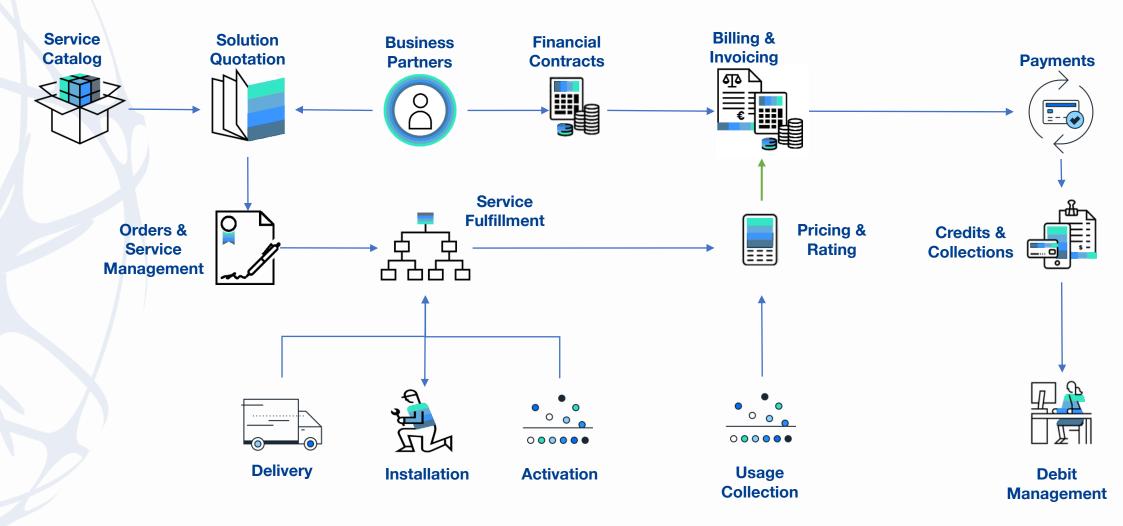
For challenging and innovative **Quote-to-Cash** projects based on **SAP** solutions, **GMB Technology** offers the following services:

- Consistency validation between Enterprise and Solution
   Architecture to meet business objectives and secure revenues.
- Business & Revenue Assurance recommendations and impartial Arbitration among Steering Committee members.
- Sustainable and high-quality Solution Architecture aimed at optimizing project CAPEX and OPEX and minimizing Risks.
- Quality Assurance support to optimize, stabilize, and manage 2nd and 3rd level escalations through GMB's Quote-to-Cash Assurance Office, even in the most complex scenarios.
- Specialized orchestration, implementation, configuration, customization, and integration services across all critical program components, both SAP and Non-SAP.



## Value-Added Expertise in the Quote-to-Cash Process









### The Power of Accelerators



**GMB Technology** offers a suite of **preconfigured solutions**, that facilitate affordable, rapid, and high-impact deployment of **Quote-to-Cash** projects based on **SAP** solutions, such as: *Bistro*, *Pub* and *Ristretto*.

These preconfigured solutions provide significant advantages, including:

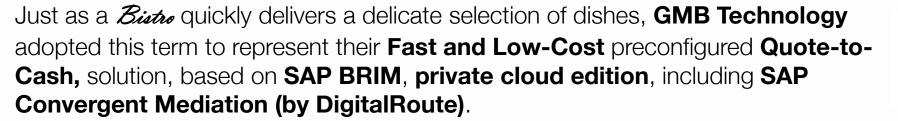
- Cost-effective deployment of Subscription, Consumption, and Everything-As-A-Service models.
- A streamlined implementation timeframe of just 6 months, compared to the typical 12 to 18 months.
- Best practices designed to prevent costly hyper-customizations.
- The option to hire Implementation as a Service under a subscription model, similar to SAP RISE and SAP Public Cloud subscription models.



## Bistro, Pub and Ristretto











Just as a *Pul* quickly delivers a selection of drinks, **GMB Technology's** *Pul* represents their fast and cost-effective **preconfigured Quote-to-Cash**, **public cloud solution**, based on **SAP S/4 HANA Cloud for Contract Accounting and Invoicing**, **Subscription Billing**, **SAP CPQ**, and **Data Mediation** (by **DigitalRoute**).





Just as a *Ristrette* is a short, concentrated shot of espresso with a rich, intense flavor, **GMB Technology's** *Ristrette* represents their most accessible preconfigured **Quote-to-Cash on-prem solution**, based on **SAP Business One** and integrates **Subscription Billing** or a **GMB Technology**'s extension called **U2B (Usage-to-Billing)**.





## Bistro

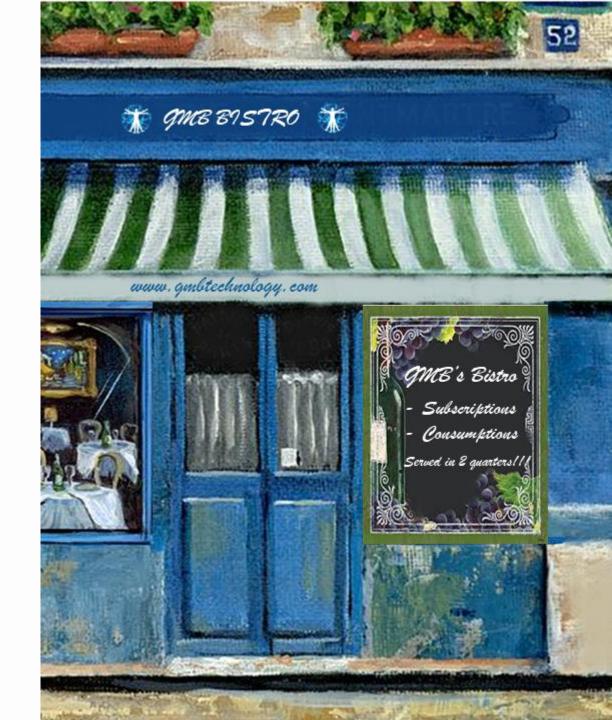
The name *Bistro* originated from troops occupying Paris during the Napoleonic wars, who would shout *Bistro* ("quickly") to tavern waiters.

Just as a *Bistro* quickly delivers a delicate selection of dishes, **GMB Technology** adopted this term to represent their **Fast and Low-Cost** preconfigured **Quote-to-Cash**, solution, based on **SAP BRIM**, **private cloud edition**, including **SAP Convergent Mediation** (by **DigitalRoute**).

This solution accelerates an **SAP BRIM** implementation to about **2 quarters**, offers **industry templates** for **Telco**, **Hi-Tech**, **Servitization** and **Public Sector**, and for those seeking a "gourmet" implementation, below the hood, the robust **SAP BRIM**, offers a lot of additional "horsepower".

More information at: https://www.gmbbistro.com







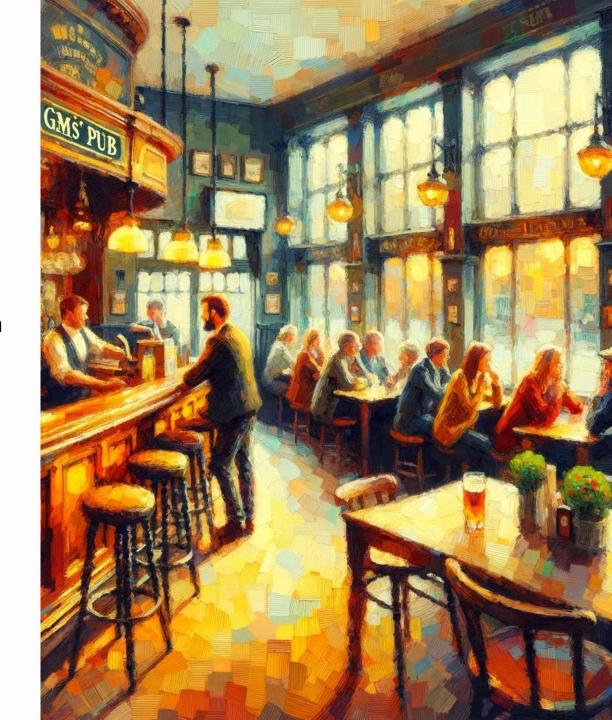
## Pub

Just as a *Pub* quickly delivers a selection of drinks, **GMB Technology's** *Pub* represents their fast and cost-effective preconfigured Quote-to-Cash, public cloud solution.

Based on SAP S/4 HANA Cloud for Contract Accounting and Invoicing, Subscription Billing, SAP CPQ, and Data Mediation (by DigitalRoute), this solution accelerates an SAP public cloud Quote-to-Cash project to approximately 2 quarters, and it provides all the benefits of a Best Practice implementation.

More information at: <a href="https://www.gmbpub.com">https://www.gmbpub.com</a>







### Ristretto

Just as a *Ristretto* is a short, concentrated shot of espresso with a rich, intense flavor, **GMB Technology's** *Ristretto* represents their most accessible preconfigured **Quote-to-Cash on-prem solution**. It is targeted at **small markets** and **ramp-up ventures**, without sacrificing the robustness of an **SAP** solution.

This solution is based on **SAP Business One** for **CRM** and **Invoice-to-Cash** processes and integrates with **Subscription Billing** or a **GMB Technology**'s extension called **Ristretto Mediation & Rating Engine**, both dedicated to mediate, rate, and bill consumptions.

More information at:

https://www.gmbristretto.com









# Empowering Telco & Media Companies to Scale Smart Executive Summary



In today's hyper-digital landscape, **telcos and media companies** must do more than just deliver connectivity and content, they need to reinvent their business models to drive recurring revenue and build lasting customer relationships.

GMB Technology's *Bistro*, *Pub*, and *Ristretto* accelerators, powered by SAP solutions, make that transformation effortless.

By leveraging our accelerators, small telcos and media companies can:

- Transition from single-sale interactions to dependable, ongoing service subscriptions.
- Rapidly deploy new content and connectivity solutions to stay agile and ahead of market trends.
- Offer tailored pricing structures, be it fixed subscriptions, pay-peruse, or hybrid options—that adapt to customer needs and drive loyalty.



# Empowering Telcos & Media Companies to Scale Smart Value Added (1 of 2)



#### Rapid Time-to-Value

- Go live in few months using prebuilt Quote-to-Cash flows for Telco & Media
- Avoid complex customizations with templated processes for subscription, bundling, and pay-per-use

#### Cost-Effective for Smaller Players

- Access enterprise-grade SAP capabilities at a fraction of traditional cost
- Ideal for lean teams needing fast ROI and minimal overhead



# Empowering Small Telco & Media Companies to Scale Smart \*\* Value Added (2 of 2)



#### Built for Media & Connectivity Innovation

- Enable dynamic monetization models: freemium, tiered, metered, hybrid
- Bundle content + connectivity in customer-centric offers
- Manage customer lifecycle, renewals, and billing with a unified view

#### Scalable and Future-Proof

- Start with basic subscription models and expand as needed
- Add OTT, edge billing, and IoT as your portfolio evolves



# Empowering Telco & Media Companies to Scale Smart Use Cases (1 of 2)



#### Streaming Service Monetization

 Launch regional OTT platforms with flexible subscription models, usage-based pricing for premium content, and promo bundles.

#### Fiber & Mobile Micro-Operators

o Bill per user or per GB for connectivity services; bundle with devices, entertainment, or support.

#### Triple Play Launch Packs

 Preconfigured bundles for TV, internet, and voice, ready to go live in weeks with billing, customer management, and renewals built in.



# Empowering Telco & Media Companies to Scale Smart Use Cases (2 of 2)



#### Community/Co-Op ISPs

 Enable neighborhood or municipal ISPs to offer agile plans, shared infrastructure monetization, and transparent selfservice billing.

#### Freemium-to-Premium Conversion

 Use flexible product catalog and pricing rules to transition free content to paid subscriptions seamlessly.

#### Telco-as-a-Platform (TaaP)

 Expose APIs and billing for B2B2X offers, such as Mobile Virtual Operators (MVPs) or app store partners—without needing complex integrations.



# Bistro: A Friendly, Fast and Low-Cost SAP BRIM Accelerator

Bistro, a small and inexpensive place, whose name was originated among Russian troops who occupied Paris during Napoleonic wars, which used to shout the Russian διίστρο (býstro, "quickly") to request food to the tavern waiters.

So that, **GMB** took on the meaning of Bistro for a **Fast** and **Low-Cost** implementation of an **Everything-as-a-Service (XaaS)** solution based on **SAP BRIM**.

More information at: <a href="https://www.gmbbistro.com">https://www.gmbbistro.com</a>







# **BISTRO** Telco & Media Accelerator

- A customized Telco & Media oriented cockpit
- Product Management and Order Management adapted for B2C standardized sales, and for B2B, configuration, pricing and quoting features.
- The availability of flexible services, to quickly enable new services requested under a Low to Zero-Touch configuration model.
- A tailor-made catalog, with Accelerators or Best Practice Preconfigured Services for Telco & Media.







## Bistro Cockpit

**SAP BRIM** operation normally enforces the user to access about 70 applications, accessible through their different components: SOM, CM, CC, CI and FICA.

Bistro operation is based on the natural flow of Quote-to-Cash business process through industry cockpits (Telco, High-Tech, Everything-as-a-Service and Road Usage Management) to facilitate a fast ramp-up and a smooth change management.



Business Partners Management



Proposal Management



**Contract Accounts** 



Pricing & Charging



Road Usage Collection



Billing & Invoicing



**Payments** 



Credits & Collections



Debits Management



## Product Management





- First key step of the Quote-to-Cash process is to catalog Products and their Pricing attributes. For that, *Bistro* uses the **Advanced Variant Configuration (AVC)** facilities as **CPQ**. **AVC Classes** can be used as a template and expanded upon depending on customer's requirements.
- Following best practices, 2 separated roles are considered, one for the Products
   Master Management and other for Pricing Management.
- To enable a **quick start** directly by key users, there are **Flexible Services** or basic "**Product Templates**" for *one-off services or materials*, for *recurrent charges* and for *3 types of consumptions* (distance, time, data and event based). These Product Templates enable the possibility to quickly take one of them, assign a new product name and their pricing parameters, under a ZERO configuration basis.
- For specific industries like Telco, High-Tech & Everything-as-a-Service, Road Usage Charging and Motor Vehicles Management, there are Accelerators or Preconfigured Services, that follow industry practices and only require their pricing parameters.

# New Services & Bundles Telco Catalog





Service Type	Accelerators	Flexible Services
One-Off	<ul> <li>Installation Fee</li> <li>Configuration Fee</li> <li>Activation Fee</li> <li>Implementation Project Fee</li> </ul>	Flexible One-Time Service
	<ul><li>IP-Phone</li><li>Mobile Phone</li><li>SIM Card</li><li>Router</li></ul>	<ul> <li>Flexible One-Time Material</li> </ul>
Subscriptions and Recurrent Charges	<ul><li>Cloud Service</li><li>Software as a Service</li><li>Collaboration Room</li></ul>	<ul> <li>Flexible Subscription</li> </ul>
Consumptions or Usages	<ul><li>Minutes</li><li>Messages</li><li>Data</li></ul>	<ul><li>Time-based Usage</li><li>Event-based Usage</li><li>Volume-based Usage</li></ul>

## **Business Partners Management**





- 2<sup>nd</sup> step of the Quote-to-Cash process is to enable the possibility to manage Business Partners.
- For that, *Bistro* facilitates, through their process-based cockpit, a friendly access for **CSRs** and **Account Executives** to create **Prospects** and, the with the closing of Contracts, to convert them into **Customers**, with the possibility to associate **Business Contacts**.
- Because the need to associate those Business Partners to specific persons in the Sales, Provisioning or Financial organization, also could be accessed **Employees** under a read-only model.

## **Contract Accounts**



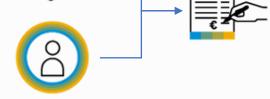


- At this step of the Quote-2-Cash process, it is necessary to associate a Financial Contract Account to the Customer, to which different Provider Contracts are going to be associated. This Contract Account will include Payment and Billing conditions.
- According with best practices, the following preconfigurations are available:
   Contract Account Types, including related Number Ranges like Sales,
   Partner Debits and Partner Credits, as used in Roaming and Wholesale. Also, as accelerators, some sample accounts have been preconfigured to create copies.
- Bistro, through their process-based cockpit, offers a friendly access to preconfigured Master Agreements, with samples to accelerate implementation.

Order Management (B2C



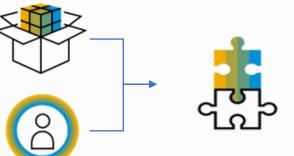




- Next step of Quote-to-Cash process, is the creation of **B2C Orders** driven by CSRs, based on the picking of Products and Prices predefined by Product Managers.
- According with best practices, Subscription Orders, Fulfilment Orchestration and **Provider Contracts are preconfigured**, following Product Catalog rationale that is based on: Flexible Services and Accelerators.
- Other Bistro unique difference is that a custom moves customized names assigned to Flexible Services, into invoice line-item descriptions.
- Note: The other option is the creation of **B2B Orders** or **Solutions**.

# Solution Management (B2B)

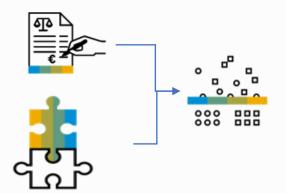






- At this step, the other option, offered by *Bistro*, is the creation of **B2B Orders** driven by **Presales and Solution Engineers**, responsible for the creation of tailor-made **Solutions**, based on **Bundles** created and priced directly by them.
- Bistro offers the possibility to capture these orders through the Solution Quotation, when the offering is complex and several interactions with final customer are needed. Anyway, a Subscription Order can be created when the Bundle is simple.
- According with best practices, Solution Quotation, Subscription Orders,
   Fulfilment Orchestration and Provider Contracts for Solutions are
   preconfigured, following Product Catalog rationale that is based on: Flexible
   Services and Accelerators.
- In this case, *Bistro* also offers a unique feature, that moves customized names assigned to Bundles, into invoice line-item descriptions.

### **Usage Collection**





- After Fulfilment Orchestration, below Order and Solution Management processes, *Bistro* is prepared to receive Usages or Consumptions.
- Bistro, through their process-based cockpit, offers the possibility to upload:
  - Usage Data Records (UDRs) into Convergent Mediation, from a JSON or CSV file format,
  - Consumption Items (CITs) from a CSV format,
  - o Or eventually, **Billable Items (BITs)**, also from a CSV format.

## **Usage Collection – Mediation Accelerators**

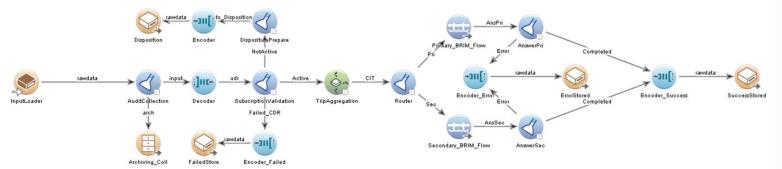




What is different?

**Bistro** offers some unique preconfigurations at Mediation, that accelerate consumption-based model implementation:

- An initial process maps all different consumption record collected from different sources, into a
   Universal or Generic UDR, what simplify the standardization and mapping of input formats.
- A UDR loader allows the upload of consumption files into Mediation, directly from Bistro
   Cockpit, what facilitate the ramp-up of those that don't like to setup an interface or manage low volumes of consumptions.
- A Validation Flow is in charge of audit, archiving, de-duplication, subscription validation, failed/error/disposition records allocation, Universal UDR to Universal CDR aggregation and their mapping based on the interaction of Mediation with CC and SOM.



## **Pricing and Charging**

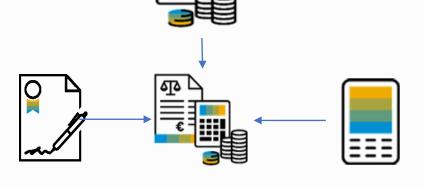




- Based on Provider Contracts information and Consumption Items, Bistro rates One-Off charges, Recurrent Charges and Consumptions.
- According with best practices, Bistro offers the following preconfigurations:
  - At least 2 Pricing Plans with different pricing model calculation that can be reused or enhanced,
  - CIT and BIT Classes to support the pricing are already created,
  - CITs and BITs Mapping,
- Finally, from *Bistro* cockpit, **Rating Jobs** could be displayed and executed.

## Billing and Invoicing





- Based on Provider Contracts, Contract Accounts and Rating, Bistro runs
   Billing and Invoicing processes.
- According with best practices, Bistro offers the following preconfigurations:
  - A set of Billing Plans.
  - A set of Billing Processes.
  - A set of Invoicing Processes.
  - A set of **Reverse Reasons** for different purposes, prepared to move BITs to Billable or Excepted.

### **Payments**





- Based on Billing and Invoicing and Contract Accounts, Bistro is capable to process Payments.
- According with best practices, Bistro offers the following preconfigurations:
  - Bank Statements and basic Assignment Rules.
  - Handling of different Incoming Payment Files, like Checks, Credit Cards,
     Payments and Return Lots for US and Europe.
  - Payment Runs.
  - Exception Handling.
  - Online Payments with PayPal, and soon SAP Digital Payments.

### **Credits and Collections**





- Based on Payments, Bistro is capable to manage Credits and Collections.
- According with best practices, Bistro offers the following preconfigurations:
  - **Dunning**, under 2 different option, a basic based on **Dunning Processes**, for customers looking for a low-complexity and, a more complex, based on **Collection Strategies**, for customers with heavy customization needs.
  - Promise to Pay Process.
  - Dispute Handling samples.

### **GL** Management





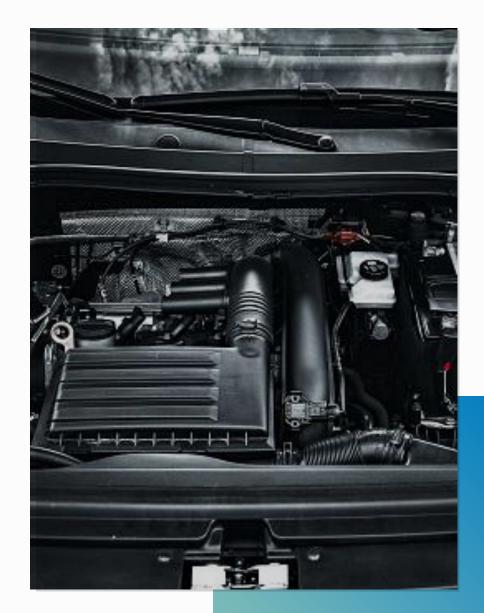
- Based on all previous transactions, Bistro is capable to manage GL Posting.
- According with best practices, Bistro offers the following preconfigurations:
  - Creation of GL Documents.
  - Reconciliation Process FI-CA/GL.
  - Period Closing execution directly from Bistro cockpit.

# Bistro, a preconfigured Quote-to-Cash Solution



Which are the core configurations below the hood?

- Customized Cockpit
- Company Codes
- Sales Organizations
- Baseline configuration of Number Ranges
- S4Hana, SOM, CI and FICA preconfigurations
- CC and CM preconfigurations
- SOM-CC connection
- CM-CC connection
- New Invoice form with breakout by service type with descriptions inherit from Orders





## **Highlighted Implementation Tips**



- Sidecar Strategy. Running a parallel Quote-to-Cash installation, organizations can mitigate risks associated with large-scale transformations and avoid disruptive decisions.
- **Seamless Integrations.** Feasible creating an architecture capable to exchange replications and transactions, through an integration layer, based on SAP Mediation by DigitalRoute.
- Service Fulfilment and Asset Traceability. Orchestrating materials, services and activations, in alignment with billing and, ensuring assets traceability from the inventory to the capitalization.
- Convergent Invoicing. Allowing legacy systems and sidecars to continue managing their orders and billing, while consolidating billing items into one invoice and a single Customer Financial Contract.
- Migration Splitter. Implementing a Migration Splitter based on SAP Mediation by DigitalRoute, to mitigate risks of a big-bang approach enabling a Roll-Out strategy.





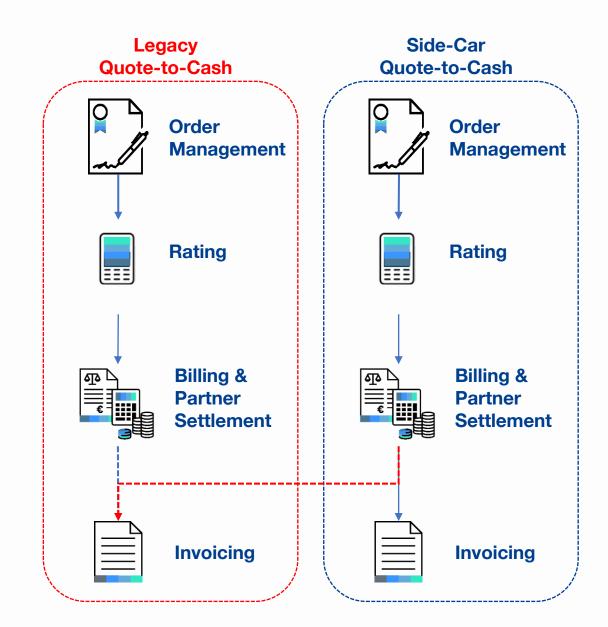
## Transformation leveraged through a Sidecar Strategy



Adopting a "Side-Car Strategy", for the Quote-to-Cash implementation, offers a pragmatic approach to integrating new services and complex solution bundles.

By running a **parallel Quote-to-Cash** installation, organizations can **mitigate risks** associated with large-scale transformations and **avoid disruptive, high-stakes decisions**.

This strategy allows for incremental improvements, fostering agility and innovation without compromising existing systems.





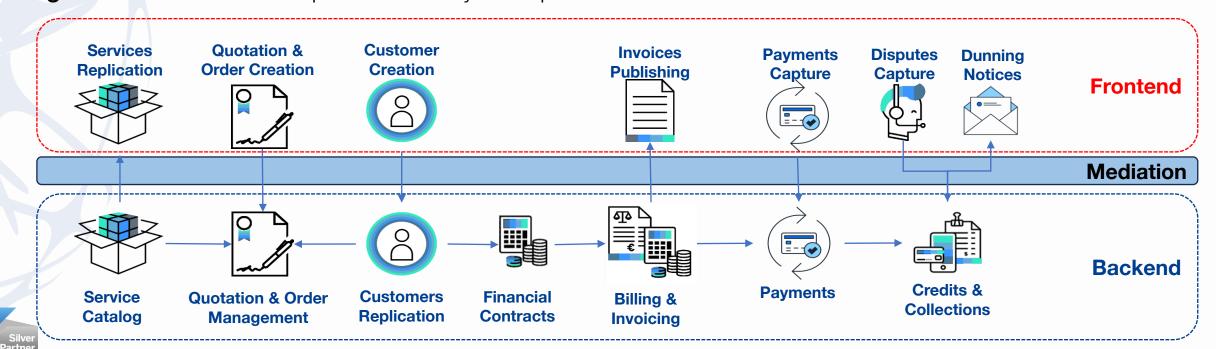
## **Seamless Integrations**



A robust **Quote-to-Cash** backend doesn't automatically ensure a superior **customer experience**, much like traditional CPQ solutions. Achieving seamless coexistence between frontend and backend solutions requires a well-thought-out approach.

The **foundation** lies in building a **solid architecture** that effectively manages master data, replicated data, and transactions between the front and backend systems. This process may involve significant reengineering efforts.

Moreover, any ecosystem supporting **disruptive ventures needs a powerful integration layer**. This layer should go beyond a limited middleware, leveraging a world-class mediation solution such as **SAP Mediation by DigitalRoute** to enable deeper connectivity and operational excellence.

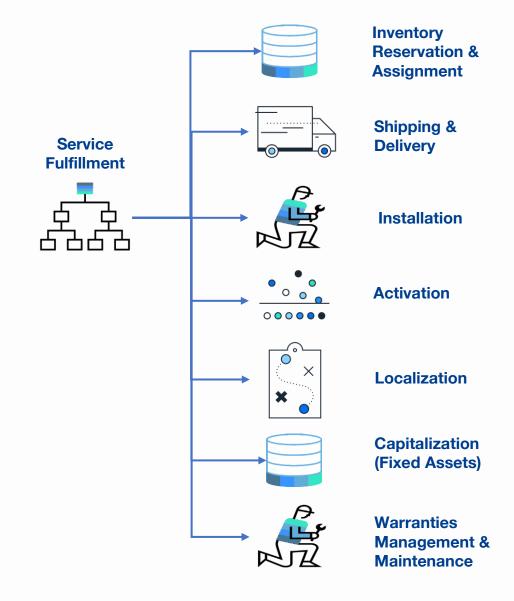


## Service Fulfilment and Asset Traceability



#### **Servitization** requires two key activities:

- Service Fulfillment. Orchestrating materials, services, and activations in alignment with billing triggers to ensure seamless service delivery and accurate invoicing.
- Assets Traceability. Managing the inventory reservation, shipping, delivery, localization, capitalization and maintenance of assets, since Customer Premises Equipment (CPE) remains company-owned under servitization models. This includes configuring warranty management, tracking value changes and associated depreciations.





Convergent Invoicing and **Financial Contract Accounts Management** 

Order

A **sidecar** implementation for new services or

ventures, alongside multiple legacy billing

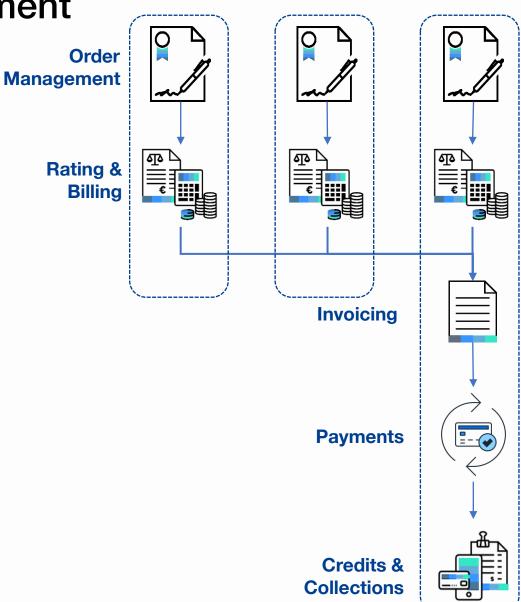
systems, can fragment the financial view of the

customer, resulting in multiple invoices from the same

vendor and impacting customer experience.

Implementing Convergent Invoicing capabilities allows each legacy systems or sidecars to continue managing their orders and billing, while consolidating billing items into one invoice.

This unified approach also streamlines payments, collections, and credit management through a single **Customer Financial Contract.** 



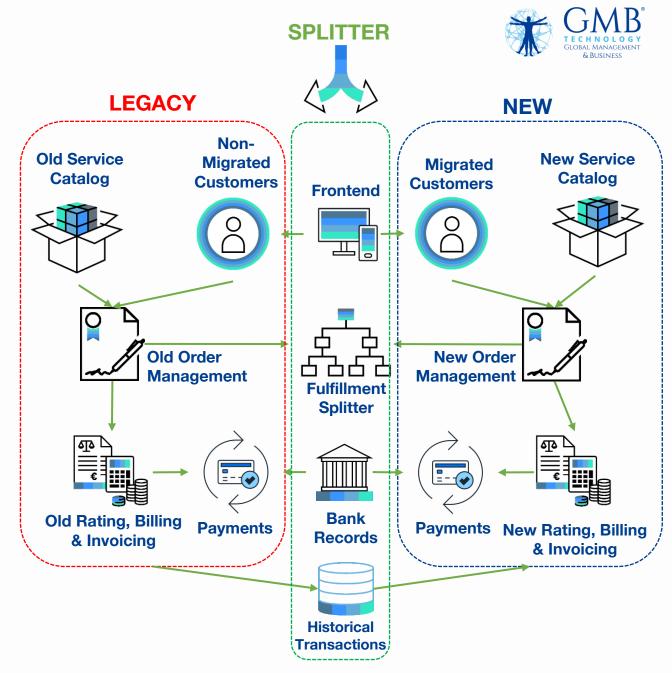


## Migration Splitter

When implementing Quote-to-Cash projects, mitigating risks is crucial. A Roll-Out strategy always is preferable over a Big-Bang approach. However, Roll-Outs often raise several concerns:

- How to identify migrated and non-migrated customers?
- Which front-end and back-end systems (legacy or new) should be used for each transaction?
- How bank records should be addressed not enforcing new bank accounts?
- Which service platform should be accessed for service fulfilment?
- How can historical transactions be accessed in the future without complicating the migration?

These challenges can be addressed using a Migration Splitter based on SAP Mediation by DigitalRoute.





## Major Credentials (1 of 2)

Optimization of SAP BRIM Installation dedicated to Tolling for TEXAS

Department of Transportation



Discovery Phase & MVP Design Authority for the Migration of Cloud

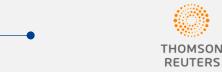
Based Services into SAP BRIM for AVAYA



Design Authority and Quality Assurance for the Back-Office Transformation based on SAP BRIM for SWIFT



Quality Assurance and Troubleshooting Authority in SAP BRIM Implementation for Thomson Reuters



1<sup>st</sup> Worldwide Implementation of SAP BRIM in Media for Grupo O Globo/Globosat



1<sup>st</sup> Implementation and Localization of SAP BRIM for a CLARO Operation at America Movil







## Major Credentials (2 of 2)

SAP BRIM Travel Management Proof of Concept Support for SABRE



Design Authority for the Migration Strategy from SAP Industry Solution Media into SAP BRIM for the 3<sup>rd</sup> Spanish media group



agea

2<sup>nd</sup> Worldwide Implementation of SAP BRIM for Maxcom a Quad-play

Operator

Operator



SAP BRIM Proof of Concept for Media Publishing, Digital Services and Subscription Management for EBSCO



SAP BRIM Proof Of Concept for Directv LATAM • • • •









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