

enhanced Telecom Operations Map

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SUMMARY

The **eTOM (enhanced Telecom Operations Map)**, published by the [TM Forum](#), is a guidebook, the most widely used and accepted standard for business processes in the [telecommunications](#) industry. The eTOM model describes the full scope of business processes required by a [service provider](#) and defines key elements and how they interact.

eTOM is a common companion of [ITIL](#), an analogous standard or framework for best practices in [information technology](#).

Both of these frameworks are part of the larger context of [Total Quality Management](#), in which many industries have since 1950 increasingly formalized their business processes and metrics in search of higher quality, fewer defects, and greater efficiency. [ISO 9000](#) is probably the best-known of these "process and results improvement" standards, but it is far more generic than either eTOM or ITIL.

eTOM has been adopted by [ITU-T](#) as a Recommendation and published in the M.3050.x series.

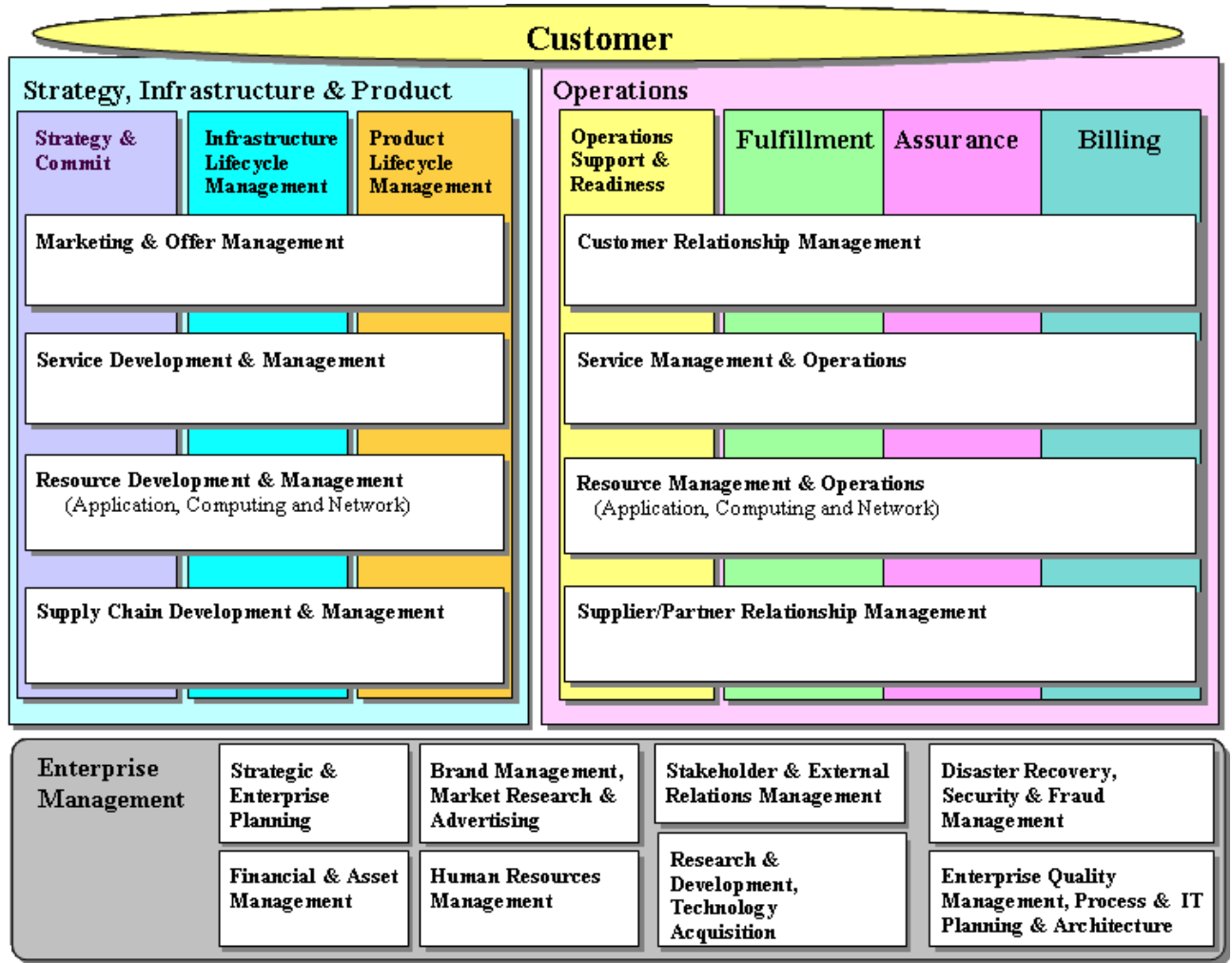
Description

The eTOM model consists of Level-0, Level-1, Level-2 and Level-3 [processes](#). Each level drills down to the more specific processes.

The graphic representation of an eTOM model consists of rows and columns. The intersections of these rows and columns point out to specific processes as specified by eTOM. The topmost row denotes the customer facing activity i.e. marketing while the bottom most row indicates the supplier facing activity and the support activities.

In this manner the eTOM map indicates the whole value chain. The map thus also gives a good indication of the interaction between the processes.

The broadly classified sections are Strategy, Infrastructure & Product and Operations.



Strategy, Infrastructure & Product:

Columns:

Strategy and commit, Infrastructure Lifecycle Management and Product Lifecycle Management

Rows:

Marketing & Offer Management, Service Development & Management, Resource Development & Management and Supply Chain Development & Management

Operations:

Columns:

Operations Support & Readiness, Fulfillment, Assurance and Billing

Rows:

Customer Relationship Management, Service Management & Operations, Resource Management & Operations and Supplier/Partner Relationship Management.

External links

- [TeleManagement Forum](#)

Reference

- <http://www.tmforum.org/browse.asp?catID=1647>
- <http://wpedia.goo.ne.jp/enwiki/ETOM>