Perancangan Model Strategi Transformasi Proses Bisnis melalui Kolaborasi Lintas Industri berbasis Internet of Things (IoT) untuk Perusahaan Telekomunikasi Masa Depan = The Strategy Model Design of Business Process Transformation through Cross-industry Collaboration based on Internet of Things (IoT) for the Future Telecommunications Enterprise

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Abstrak

Perusahaan telekomunikasi tergolong perusahaan teknologi komunikasi informasi (TIK) yang memiliki tipikal biaya tinggi, untuk penyediaan dan pemeliharaan infrastruktur. Munculnya over the top (OTT) tanpa investasi infrastruktur yang mahal, kini marak digunakan, mengakibatkan banyak layanan telekomunikasi menjadi usang. Itu terjadi karena OTT secara pragmatis mampu menggantikan layanan telekomunikasi. Berkaca pada kemampuan konektivitas dan jangkauan, telekomunikasi perlu menciptakan pasar baru dengan memberikan perhatian khusus pada kota pintar yang dibangun dari koneksi internet yang masif. Model bisnis operasional telekomunikasi saat ini berbasis pelanggan manusia, sedangkan kota pintar merupakan multi service digital (non human), sehingga diperlukan proses bisnis baru untuk mengelola pelanggan kota pintar (non human). Penelitian ini menyajikan transformasi proses bisnis dalam domain pelanggan dalam operasi sistem yang kompleks dari sebuah perusahaan telekomunikasi. Kebaruan penelitian adalah metode business process reengineering (BPR) yang dikombinasikan dengan soft systems methodology (SSM) dan enterprise knowledge development (EKD) untuk mendefinisikan, memetakan, memodelkan, dan memproyeksikan proses bisnis baru. Hasilnya adalah tujuh model enterprise architecture (EA) untuk mengelola pelanggan baru kota pintar. Pada akhirnya diharapkan dapat meningkatkan daya saing telekomunikasi. Studi ini menghasilkan terobosan model strategi bagi transformasi proses bisnis telekomunikasi dalam domain yang berpusat pada pelanggan (customer-centric) antara lain (1) Request to answer, (2) Order to payment, (3) Usage to payment, (4) Request to change, (5) Termination to confirm, (6) Problem to solution, dan (7) Complaint to solution.

.....The telco is an information communications technology (ICT) company that has a typical high cost, for the provision and maintenance of the infrastructure. The emergence of over the top (OTT) without expensive infrastructure investments is now being massively used, which has resulted in many telco services becoming obsolete. It occurs because OTT is pragmatically able to substitute similar services. Reflecting on the capabilities of connectivity and coverage, telco needs to create a new market by paying special attention to smart cities that are constructed from massive internet connections. The current telco operational business model is based on human customers, whereas smart cities are a multi-service digital (non-human), so a new business process is required to manage smart city (non-human) customers. This research presents the transformation of business processes in the customer domain in the complex systems operations of a telco company. The research novelty is the business process reengineering (BPR) method combined with soft systems methodology (SSM) and enterprise knowledge development (EKD) to define, map, model, and project a new business process. The result is seven models of enterprise architecture (EA) for managing new smart city customers. In the end, it is expected to increase telco competitiveness. This study produces a

breakthrough strategic model for the transformation of telecommunication business processes in a customer-centric domain: (1) request to answer, (2) order to payment, (3) usage to payment, (4) request to change, (5) termination to confirm, (6) problem to solution, dan (7) complaint to solution.