

Enterprise customer portal evolution: from ‘view only’ to ‘Googlization’

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Abstracts

The early enterprise portal began with ‘view only’ functionality, allowing customers to monitor a single network service. This functionality has expanded, with many global operators integrating all major services and with features that enable self-service, full control and realtime communications. The primary drivers behind these new functions are the growing complexity of ICT managed services, convergence of wireline and wireless services, and the globalization of MNC service offerings. The evolution of the enterprise portal has been in the direction of complete ‘Googlization’, meaning that the portal incorporates Web 2.0 features, multimedia graphics and user-generated content.

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