Product Domain

The Product Domain is concerned with the lifecycle of products and information and contract operations related to products' lifecycle. The Domain contains Aggregate Business Entities that deal with the strategic portfolio plans, products offered, product performance, product usage statistics, as well as the product instances delivered to a customer.

Product Domain ABEs	eTOM L1s	Primary Process	Secondary Process
Product ABE Represents an instance of a product offering subscribed to by a party, such as a customer, the place where the product is in use, as well as configuration characteristics, such as assigned telephone numbers and internet addresses. The Product ABE also tracks the services and/or resources through which the product is realized.	CRM – F	• Order Handling	• Bill Inquiry Handling • Bill Invoice Management • Bill Payments & Receivables Management • Charging • Customer QoS/SLA Management • Verify Product Configuration • Problem Handling • Selling • Create Resource Orders • SM&O Support & Readiness • Develop Detailed Service Design • Create Service Orders • Service Configuration & Activation • Service Guiding & Mediation • Service Problem Management • Service Quality Management
Product Offering ABE Represents tangible and intangible goods and services made available for a certain price to the market in the form of product catalogs. This ABE is also responsible for targeting market segments based on the appropriate market strategy.	M&OM – PLM	• Product & Offer Development & Retirement	• Marketing Fulfillment Response • Determine Customer Order Feasibility • Order Handling • Selling • Correlate Service Performance Event Notifications • Product & Offer Capability Delivery • Product Marketing Communications & Promotion
Product Performance ABE The Product Performance ABE handles product performance goals, the results of end-to-end product performance assessments, and the comparison of assessments against goals. The results may include the identification of potential capacity issues.	CRM – OS&R	• CRM Support & Readiness	• Enterprise Performance Assessment • Customer QoS/SLA Management • Resource Performance Management • Service Quality Management • Product & Offer Development & Retirement
Product Specification ABE Defines the functionality and characteristics of product offerings made available to the market.	M&OM – PLM	• Product & Offer Development & Retirement	• Create Resource Orders • SM&O Support & Readiness • Develop Detailed Service Design • Create Service Orders • Service Configuration & Activation • Product & Offer Capability Delivery
Product Usage ABE Represents usage trends of products associated with various demographics, such as market segment.	CRM – OS&R	• CRM Support & Readiness	• Enterprise Performance Assessment • Customer QoS/SLA Management • Problem Handling • Product & Offer Development & Retirement
Strategic Product Portfolio Plan ABE Is concerned with the plans of the product portfolio, which product offerings to make available to each market segment and the plans to development and deploy product offerings, as well as retirement of products.	M&OM – S&C	• Product & Offer Portfolio Planning	• Market Strategy & Policy • Product & Offer Development & Retirement