

Case Study



Infosys improves Service Delivery of an European Telco by managing its Service Provisioning and Assurance Platform

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- Project Director, Client organization

Overview

End-to-end ownership of the Service Provisioning and Automation Control Engine for one of the largest European Telecom operator is with Infosys. It is a business critical application for the customer based on Clarify CRM. It provides Lead-To-Cash (L2C) for Wholesale Calls and Local Loop Unbundling (LLU) and Trouble-To-Resolve (T2R) processes of Broadband and other IP-based products and services. The application manages orders and trouble tickets for a range of wholesale-based products from the CRM layer. It is also responsible for the end-to-end process of provisioning and assurance; including line qualification, diagnostic testing, and tasking out to the engineering workforce.

Business Needs & Challenges

The customer required

- A single, high-quality partner to support its critical application to reduce the total cost of ownership and minimize operating costs.
- Meticulously planned and aggressively executed transition, without any major risks to business operations or users due to its business criticality.

Some important goals were...:

- Compliance with Telecom Regulations: The telecom regulatory body of the country mandates telecoms to achieve Equivalence of Input (EOI). All current products and service portfolios using the same processes must be available in exactly the same way to all communications providers, under the same timescales and terms & conditions (including price).
- Managing Next Generation OSS Service Assurance: Next generation networks help the customer to meet the increasing expectations of both businesses and consumers and retain its position in the competitive telecom market by transforming the telecommunications infrastructure into a pure IP-based network. The application is a critical engine in the T2R process for service faults of next generation networks and its management was the key thing.
- Upgrade of Application: need for application upgrade to maintain the support level of Oracle for database and Amdocs for Clarify. Since both were running on unsupported versions, the upgrade was key to reduce the year-on-year software maintenance cost for support.
- Achieve service and operational excellence: The application is a critical engine coordinating various systems for Broadband IPStream & DataStream assurance and LLU / Wholesale call provisioning. Moreover, hundreds of operational users are dependent on the system for service faults / provisioning order progression. Thus, 24/7 application availability, was imperative to customer's productivity and competitive advantage.

Infosys Approach

Since the inception of the engagement, Infosys recognized the importance of the application for the business in its day-to-day operations. A proactive approach for transition at every level- individual, work group and the company ensured smooth and satisfying transition and established clear, end-to-end ownership and accountability. Commenting on the transition, the Project Director remarked, "Service management now exceeds the levels provided previously and I can see the amount of contact and communication with other programmes and users of the application improving, as the relationships are established."

The upgrade project of the application was achieved with minimal service outage by using Infosys' 'Intune' methodology, which uses live-like upgrade at an alternative site to ensure data sanctity. Infosys team demonstrated a fine balance of process-oriented framework and out-of-box thinking. It achieved the task in 20 hours as against the standard 168 hour service outage. The team's effort to enable higher availability of the system was greatly appreciated by the customers' Management.

The application was a key component in achieving a number of changes taking place within the customer's organisation to fulfil the compliance criterion of regulatory authorities. Infosys made changes in the end-to-end service assurance process that included logical separation of various systems, customer fault communication between customer and their new third party suppliers, and introduction of common identifier for telecom circuits. The projects were successfully delivered in a 90-day delivery cycle. Infosys team has helped the customer to achieve Equivalence of Input compliance for Broadband assurance of IPStream and DataStream products (a commitment given by our customer to the regulatory authority). Infosys engaged in a proactive approach in each stage of project delivery coupled with fast-turnaround time in development to use

new systems of third party suppliers as a common system to retrieve the information for service related customer data. The team also enabled the customer meet compliance for SDSL provisioning in a short time-frame of less than two months. The SDSL compliance involved the introduction of provisioning of new product on the application. The team is now working on other regulatory compliance for Wholesale Calls. The team is also working towards ensuring smooth Trouble-to-Repair (T2R) process, for products and services on the next generation networks

Business Benefits

The application provides higher performance and reliability with 100% availability. This has helped the client improve service delivery. Rationalization of the team structure and offshoring by Infosys helped the customer to reduce the total cost of ownership of the platform.

Infosys supported the customer to successfully meet their regulatory obligations. The team enabled various functionalities for Equivalence of Input compliance of Broadband products. It is now working on meeting various other compliance regulations for different product offerings.

Successful upgrade of the application led to easier maintenance and eliminated the need for extended support arrangements from Oracle and Amdocs and thereby reduced operating costs. Infosys' innovative solution decreased service outage from 168 to 20 hours during upgrade; and helped save 66,000+ manhours for 450 users. In the process, the team also created reusable tools that enabled savings in excess of \$450,000 in costs.

The engagement helped our customer to save an estimated 40% in reduced development and support costs, in the first year of transition. Resource utilization has improved through the use of a shared cost model across multiple and parallel deliveries. Additionally, Infosys also enabled the customer to transition the existing in-house resources to other key strategic programs in service fulfilment and assurance in a short span of time.

Since the beginning of the engagement in October 2005, the team has delivered over 14 major and 100+ minor releases across multiple lines of business — each on-time and within budget.

Did you know?

Infosys among the world's top 50 most respected companies

Reputation Institute's Global Reputation Pulse 2009 ranked Infosys among the world's top 50 most respected companies.



About Infosys

Infosys provides its clients with business and technology consulting services that deliver measurable business value to help you build tomorrow's enterprise. Through a well-integrated end-to-end range of consulting, technology, engineering and outsourcing, Infosys clients derive the business value they've always been requiring from enterprise transformations. Our extensive research teams, including the award-winning SET Labs, ensure Infosys solutions are always cutting-edge and relevant. Our high investment in training – over 10,000 graduates a year pass through our Mysore campus, the world's largest corporate university – ensures our people stay best-in-class. Infosys (NASDAQ:INFY) also believes in giving back to the communities with scholarships, libraries, schools, and many other fields through the Infosys Foundation.

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