

## Case Study



### BT on the Fast Track to Achieving Exceptional Customer Experience Goals with Infosys as its Strategy Execution Partner

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Dr. Bola Oshisanwo

*Project Director – BT Wholesale Customer Experience Design*

## About the client

British Telecom (BT) Wholesale provides network services and solutions to over 600 communication providers (including BT Retail and BT Global Services, subsidiaries of BT). These services range from traditional private circuits to advanced broadband. BT Wholesale's products focus on providing core network capabilities, broadband, conveyance, and connectivity products.

## Situation

BT Wholesale's vision is to be a world-class enabler of converged network solutions. Its ability to drive growth in broadband and advanced network services is critical to the BT group's overall development. With this goal in view, BT has launched its '21CN Business Transformation' program. The three main objectives of the program are – migrating to a single, fully converged Internet protocol (IP) network, re-creating its product portfolio and improving customer experience. The \$20-billion 21CN program has been acknowledged as one of the most ambitious projects undertaken by any telco in the world.

BT Wholesale's Customer Experience Solution Design team is at the forefront of the 21CN program. It is responsible for transforming business processes and the OSS to ensure that BT Wholesale's customer experience goal of being number one for service by March 2009 is achieved.

## Challenges

BT Wholesale's team faced the following challenges in realizing its strategic intent:

- Scale and complexity of rolling out the world's most advanced next-generation network while working under tight deadlines
- Launching products on a new network, aligning products to a new systems architecture using the new COTS-based OSS, and designing new business processes – all undertaken simultaneously – while improving customer experience and meeting regulatory requirements
- The constant pressure to achieve faster service/product rollouts to stay ahead of competition

## Infosys' Contribution

Infosys has been involved with BT Wholesale's Customer Experience Design program from its inception, and is now a strategic partner in this initiative.

Infosys worked on SOA (Service-Oriented Architecture) and led the Service Solution Design, Business Process Design and Infrastructure Solution Design to transform the OSS that handled various products and services, and was managed by the 21C network. The SOA approach to architecting the IT infrastructure eliminated redundancy and accelerated project delivery through consolidation and re-use of services.

Infosys championed the design of capability-based reusable components, the adoption of industry standards and frameworks (such as, Multi-Technology Operations System Interface [MTOSI] and enhanced Telecom Operations Map [eTOM]), and the usage of tools like Borland and Aris.

Infosys exhibited thought leadership in the next-generation OSS space by aligning the solution mindset to business objectives that the program was meant to achieve.

Working along with BT and selected vendors like Cisco, Alcatel-Lucent, Juniper, Fujitsu and Huawei in the metro/core and access domain, Infosys provided cutting-edge solutions.

Additionally, Infosys adopted the agile methodology in capturing business/product requirements, and in the designing, developing, testing, and implementation work.

In the course of the project, Infosys worked with a diverse portfolio of products, including 21C PSTN, Wholesale Line Rental (WLR), Ethernet, ISDN30, 8 Meg Broadband, 24 Meg Broadband, and Voice Interconnect.

“Infosys has established itself as a thought leader in being able to envision, design and build the next-generation OSS. The entire team has shown a detailed understanding in the areas of next-generation networks, SOA-based architecture, next-generation products and business processes, and next-generation telcos as a whole.”

“Agility and process are generally thought of as antonyms, but Infosys was somehow able to remarkably marry the two and work with a process-oriented approach while meeting BT's demands of agility. The Infosys approach gave BT reduced time to market, and simultaneously brought a great degree of predictability. I am sure they will build on this success and help BT in achieving the vision of world-class customer experience and in staying ahead of the game.”

Dr. Bola Oshisanwo,

*Project Director – BT Wholesale Customer Experience Design*

## Business Benefits

- Infosys' innovative strategies like Element Manager Abstraction enabled BT to save over \$30 million, reduce carbon footprint, and simplify network management
- New converged business processes and OSS solutions defined by Infosys helped BT Wholesale in improving the broadband customer experience index by 29%
- Infosys' agile process approach reduced BT Wholesale's product launch time by an average 30%
- Infosys' Global Delivery Model reduced the cost of consultancy by 25%
- Infosys helped BT meet its regulatory Equivalence of Input (EoI) commitments by designing data cleansing and the migration of 8.2 million lines



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### About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit [www.infosys.com](http://www.infosys.com).