

## Case Study



### Intelligent Service Fulfillment System for IP VPN

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#### Abstract

A leading global European telecommunication player in the enterprise and retail segment wished to explore new revenue-generating opportunities in the IP domain. The client wanted to replace traditional VPN services with the new IP VPN service. Infosys enabled the client to develop an intelligent service fulfillment system that automates various complex operational processes involved in activating VPN. The system provides an alternative method of installation to address customers' demand for the service.

## The Client

The client, a leading global European telecommunication player in the enterprise and retail segment, is a pioneer in rolling out new services based on next-generation IP networks.

## Business Need

With the decline of the traditional fixed mobile segment, the client wanted to explore new revenue-generating opportunities in the IP domain. The client has made huge investments in IP-based services, specifically Information and Communication Technology (ICT). ICT has turned out to be a growth-driver for the client, generating about 20% of the company's revenue. The client has various offerings in the ICT domain and IP VPN was one of them.

The client wanted to replace the traditional VPN service with the new IP VPN service. To convince customers to move from traditional services to new IP-based services, it was imperative that the new IP VPN service offer benefits over the traditional service. Despite a growing demand for IP VPN from the business sector, the client had several concerns about its VPN order management and fulfillment capabilities. The manual activation process resulted in:

- **Longer cycle time:** Completion of orders via the activation process was time-consuming
- **Costly manual activation:** Activation (installation) required highly skilled engineers with detailed knowledge both of the network and the layout of IP router commands
- **Difficulty in tracing and repairing faults:** The manual process was characterized by non-standard system configuration, which made it difficult to trace and repair faults

The client therefore sought to automate its IP VPN activation system, with a view to:

1. Reduce the activation time to four hours, through better order entry/handling, accurate inventory management (network and logical inventory), and automated service provisioning
2. Enable timely reporting on order status
3. Reduce activation cost

## Challenges

To develop, test and implement the automated installation system, the client wanted a partner who could offer

- Domain expertise in service fulfillment space (OSS product) for IP VPN
- Rich experience and practical insight into implementing industry frameworks such as eTOM® (TM Forum) (the client strictly adheres to the eTOM framework)
- Expertise in MetaSolv products
- Low cost of implementation while improving the quality of customer service

## The Infosys Approach

Infosys helped the client to develop an intelligent service fulfillment system that automates various complex operational processes involved in activating VPN. This intelligent system provides an alternative method of installation to address customers' demand for the service. The easy-to-use installation software and a 'wizard' style graphical user interface guide users through the process, abstracting and automating the installation process behind the scenes without a need for in-depth knowledge of networks and routes.

The client chose Infosys for its expertise, replacing two vendors who had initiated the project.

The Infosys team was involved in all core activities of implementation, including:

- Requirement analysis for the intelligent service fulfillment system
- Design for automating the activation of the new IP VPN service
- Development, verification, validation and testing to automate the activation of new services
- Recommendation and implementation of migration to a J2EE-based architecture using integrated capabilities of MetaSolv OSS Products, using eTOM framework for Order Management, Service Activation and Inventory Management
- User documentation

Infosys operated the entire project at CMMI Level 4 ensuring high quality of deliverables.

## Benefits

Infosys helped the client to realize its objectives. Highlights:

- **Service fulfillment**
  - Rapid activation of VPN services within four hours, through better order entry and streamlined complex operational processes
  - Scalable fulfillment platform to accommodate additional IP services in the future
  - Control and flexibility for customers, simplifying the addition of sites and to change bandwidth on their network at short notice. Eliminates the need for expensive and time-consuming re-provisioning programs.
  - Lower fulfillment costs due to graphical representation. In-depth knowledge of network was not required. Fulfillment staff with fewer skill sets were sufficient to activate the system.
- **Fault detection in the activation system**
  - Easy fault detection and repair
- **Customer self service**
  - The client's customers have the option of not having the client manage their customer-premise equipment while still subscribing to the clients' VPN service
- **Overall cost reductions and productivity gains leveraging the Global Delivery Model pioneered by Infosys**
  - 20% reduction in development time
  - USD 800K cost reduction on 12 months service developments
  - 75% increase in development throughput compared to in-house
  - 20% cost reduction in overall project deployment



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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.

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