

Win in the flat world

Cutting Edge

Implementing an Integrated Order Management System to Facilitate New Service Rollout

The client is a global leader and innovator in broadband, wireline and wireless communication to business, government and wholesale customers. Its fiber optic network is capable of providing bundled services of high speed internet access along with video products and basic telephony. The company's video service offering is a cutting-edge application accessible to 1.8 million homes across the US.



Business Context

While the client invested in robust infrastructure, it faced several business issues:

- 1) Stiff competition from cable companies as they offered high quality content and rich video service along with IP telephony
- 2) Declining voice-based business
- 3) Low ROI on the fiber optic network

To compete with cable companies, the client had to roll out product and package bundling across its service offering, including IP voice service with high speed data and content packages. It had to introduce a bundled offering quickly as it was losing market share fast.

The major bottleneck in rolling out the new offering was that the company had two different ordering systems - one for voice and data service, and the other for video service. To launch a bundled offering, the company required an integrated order management system for all services.

Technical Issues

Several technical issues had to be sorted out for developing an integrated order management system:

- 1) Time-to-market for a bundled offering was important during the integration of order management systems
- 2) New applications needed to be developed to meet the demand for more service offerings
- 3) Migration effort had to abstract the existing customer base

The Infosys Solution

Infosys partnered with the client's IT department to design and upgrade the order management system for its video service. The Infosys team was actively involved in validating requirements, driving interface definition for communicating with the existing order management system, implementation, and testing.

To ensure faster turnaround time, Infosys adopted the "Agile Methodology of Development". It ensures that systems interface smoothly without affecting existing customers. In addition, the methodology enables speedy development of the system through faster provisioning of new customers.

In projects with substantial development effort but short turnaround time, it is not always possible to follow the traditional Software Development Lifecycle. The conventional development

methodology is not feasible due to interface coordination and crossover planning. Consequently, Infosys adopted an iterative mode of development, which is illustrated in Figure 1.

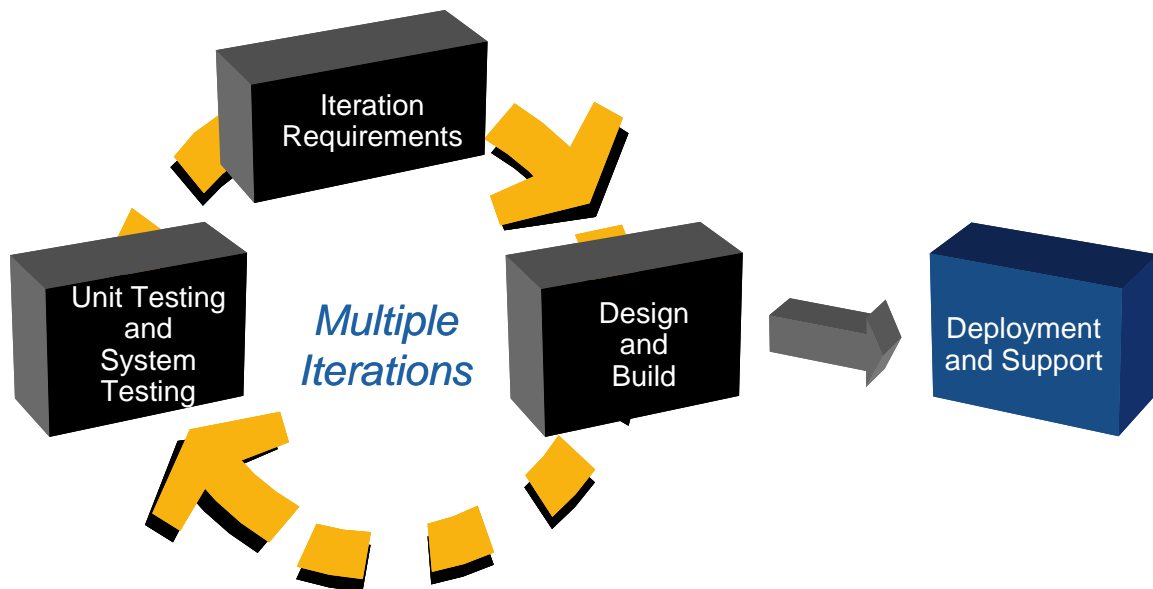


Figure 1: Iterative RAD Methodology

Project requirements were divided into several manageable features, and a certain set of features was selected for implementation in the first iteration. Individual iterations followed a process similar to the traditional development model, thereby leveraging benefits of proven software development models.

The remaining features were implemented in subsequent iterations as depicted in Figure 1. An iteration may overlap with an earlier one depending on the features to be implemented and the resources available.

Infosys completed the project within five months and built all functionality of the original order management system into the new one. The client was delighted by the quick turnaround and entrusted Infosys with supporting the order management system to manage all orders.

Solution Benefits

- **Annual cost savings**

The order management system handles approximately 10,000 orders per day resulting in savings from decommissioning the third-party application. It provides enhanced user interface, since sales representatives don't need to switch between applications.

- **35% cost savings in development costs**

The client saved 35% in development costs by leveraging Infosys' Global Delivery Model. A major part of the development work was undertaken at Infosys' development center in India.

- **18%-20% savings in maintenance costs**

Integration of the existing order management system with video orders leads to fewer integration issues resulting in savings of 18%-20% in maintenance costs.

- **Intangible benefits**

- The company de-risked roll out of new services by avoiding reliance on a third-party to support ongoing application maintenance
- The company developed a scalable platform to expand and consolidate all ordering needs of customers

Infosys integrated the company's order management system, enabling delivery of new and compelling services to customers. With quick turnaround, Infosys helped the company maintain its leadership position.

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