Improving Business Agility of a Multi-play Service Provider Through Digital BSS/OSS transformation

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CASE STUDY: Improving business agility of a multi-play service provider through digital BSS/OSS transformation

The situation: Former “mobile only” provider rapidly moving into the wireline business

Growth through development of own network, acquisitions of cable & fiber providers and wholesale rental

Transforming the OSS to drive faster service rollout, streamline end-to-end business processes and improve customer experience

Assessing the range of OSS products on offer to manage multiple network technology domains

Integration and automation tasks to digitize customer journey from product need to activation

Looking back on implemented solutions, lessons learned, future plans to ensure and maintain agility
TELEKOM AUSTRIA GROUP

We pave the way to your worldwide connection

24M
Customers in seven countries

4.21BN
Revenues as of year-end 2016

1.35BN
EBITDA as of year-end 2016

18,203
Employees as of year-end 2016
DIGITAL TRANSFORMATION - OUR STRATEGY

DIGITAL SERVICE PROVIDER VISION...
- Business Agility & Innovation
- Customer Centricity
- IT & Data Centricity
- Operational Agility & Effectiveness

...AS ENABLER OF
- Digital Services
- Digital Operations
- Digital Engagement
DIGITALIZATION JOURNEY - OSS

DEFINED TARGET...

• Extend OSS into value chain
• Architecture landscape
• Digital native capabilities
• TCO reduction

...WITH TANGIBLE RESULTS

• Add Information out of OSS data
• Dynamic Closed Control Loop Orchestration
• Zero touch Operations (NFV & PNF)
• Bring Applications to data
Problem Statement

- make the end-to-end multi-play services delivery faster, more flexible and agile
- business processes and tasks orchestration to be performed automatically whenever possible
- support for five network technologies including
  - xDSL
  - ULL
  - HFC
  - FTTH
  - Satellite
- manage and optimize use of network assets, CPE devices and materials
- automation and reduction of steps and time to needed to activate, deactivate, upsell, cross sell and suspend services
- increase of customer satisfaction and service quality
- accessibility from any location, any device and at any time
Developing Own Network and Acquisitions

Network and Systems Consolidation to One-Click Responsive and Workflow Driven Service Order Management System
## Residential Workorders

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## Solution

### Customer Domain
Product catalogue and Order Management BSS

#### Service Domain
- **Service Catalogue and Inventory**
  - Service Inventory (instances) and Service Catalogue (templates) tracking
- **Service Order Orchestration**
  - Order Validation and Decomposition, Service Order Management, Fulfilment configuration and Activation
- **Workforce and Material Management**
  - Work Order Management, CPE and Material Management

#### Resource Domain and APIs
- **Resource Management**
  - Resource Inventory, Location Manager, Geo-enabled Portals, Geographical Information System (Esri)
- **Integration APIs**
  - Activation (Tertio), Billing, Warehouse and Logistics (SAP), Enterprise Services Bus (Tibco), Data Warehouse and External WFM

### Business Analytics
- Operational Reports, Dashboards, KPI Tracking

### Agile implementation of fulfilment processes
Workflow driven service order orchestration

The processes consolidation was a prerequisite for a successful integration of acquired service providers and their networks.
Provisioning and Activation

Service Order Decomposition

- Broadband internet 4 Mbit/s
- CGNAT
- Modem ADSL: Huawei HG558 VDSL modem
- Wifi Password ADSL: Wifi Password
- Self Care Account ADSL: Self Care Account
- ADSL Account: ADSL Account
- Option3 ADSL: Option3 ADSL
- Home Pass ADSL: ADSL Home Pass

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Consolidated Resource Inventory for Multiple Technologies
Reports, Statistics and KPIs
Lessons Learned

- the deployment of new information technology and systems not only allows digital transformation but encourages change within the organization
- workflow driven fulfilment solution helps the organization to gain an overall and detailed understanding of complex inter-departmental operations
- field technicians have to be empowered to handle provisioning and assurance tasks directly from the customer location, whenever, wherever and from any device
- the processes have to be integrated end-to-end with the activation platform in order to automate execution of service orders
- the increased ability to share information has an impact beyond daily fulfilment and assurance processes; it also supports finance and controlling needs by providing accurate cost management reports
- data gathering, cleaning and quality is essential for successful solution implementation to achieve process automation and increase process efficiency
Mr. Boris Gotovac, IT Director of Vipnet and one.Vip in Croatia & Macedonia Cluster said:

“Following Vipnet’s transformation plan we put multi-platform consolidation and processes automation as a primary goal in order to decrease time-to-market and improve customer experience. This brings us a significant decrease of operating costs at the same time.”
Benefits (II)

- consolidation of complex multi-technology and multi-platform fixed-line networks
- visibility, compliance, and control over network assets revealing network value
- reducing transformation risks through process automation
- increasing operational efficiency of workforce as a result of process centric collaboration and process automation
- growing revenue by decreasing the time to market as a result of more agile and effective provisioning
- empowering a field technicians to act as a salesman directly from the customer location
- increasing customer satisfaction through faster time to resolve outages and faults in the network
- efficient tracking of material depletion and collection
- better management of maintenance, replacements, invoicing and subcontractors
- efficient workforce planning and scheduling
About TAG/Vipnet and GDi

### Vipnet

- Vipnet ([www.vipnet.hr](http://www.vipnet.hr)) operates multi-play and multi-technology telecom networks and delivers convergent bundle of mobile and fixed-line products to residential and business customers.
- The mobile communication services are offered on the 4G+/LTE network.
- The fixed-line services include Broadband, Voice, and TV as well as complete ICT solutions running on Vipnet’s own next-generation network offering speeds up to 1 Gbit/s.

### GDi

- GDi ([www.gdi.net](http://www.gdi.net)) is an innovative and award winning provider of applied technology solutions, with over 25 years of successful growth and over 1,000 customers. Our proven, industry focused family of GDi Ensemble OSS, Fulfilment and Workforce solutions with the Vizion PNI, LNI and SI product components are used by major communication service providers throughout Europe and the World. GDi products are being used to manage assets, resources and operations within infrastructure industry and commercial business as well as government.
- GDi provides a full range of professional services, training and on-going long-term support and maintenance. We are particularly well known for leadership in the field of Operations Support Systems (OSS), Decision Support Systems (DSS), Cloud Computing and Geoinformation Systems (GIS).
Thank you!

Q&A