



ACHIEVING GLOBAL INTEGRATION WITH THE WEBMETHODS PRODUCT SUITE

Challenge

Due to the acquisition of several Internet Service Providers (ISPs) worldwide, Cable & Wireless' IT landscape consisted of redundant systems and applications in several countries. In addition, many of Cable & Wireless' own internal applications and databases acted as individual silos, without the ability to automatically share or exchange information.

Solution

Cable & Wireless' key back office applications were linked throughout the U.S., U.K. and Japan. A software infrastructure was implemented to enable connecting to outside vendors, suppliers and customers at a future date with minimal development efforts.

Benefits

Thanks to information flowing automatically through a chain of linked applications — from ordering to billing — customer orders can be processed faster and more accurately. In addition, customer and business data can now be viewed on a 24x7 basis and costly mistakes have been eliminated.



CABLE & WIRELESS

Cable & Wireless is one of the world's largest telecommunications companies, with yearly revenues in excess of £8 billion and customers in 70 countries. Its focus for future growth is on providing business customers with seamless IP and data services and solutions on a global scale. Now, more than ever before, corporations with operations on multiple continents require their employees to be able to access the same set of customer and business data, regardless of geographical location or time of day.

Get there faster.™

“Based on the webMethods integration backbone, Cable & Wireless can function as one global company with one **standard set of global business processes and products. We consider the webMethods product suite a crucial part of our system”**

Trey Smith | Global CTO | Cable & Wireless

To position itself as a one-stop provider of global telecommunications services, Cable & Wireless has aggressively acquired operations in the U.S., U.K., and Asia and built out its existing network to offer high performance products and applications. The company has committed \$3.5 billion toward building the most advanced single-hop Internet infrastructure in the world and has spent more than \$650 million acquiring ISPs and network integrators in Europe. The result is a global reach that provides Cable & Wireless with a competitive edge in the world’s biggest marketplaces.

The challenges of global expansion

Global expansion doesn’t come without world-class technological challenges. Cable & Wireless acquired 11 ISPs in Europe alone, each bringing its own internal systems and applications to the table. In addition, many of Cable & Wireless’ own internal applications and databases acted as individual silos, without the ability to automatically share or exchange information. In order to offer its clients truly seamless customer service, no matter where they were based in the world, Cable & Wireless required applications and databases to be tightly linked. The goal was to create a 100 percent global operation, with global business processes, delivering global products. Cable & Wireless called on the expertise of the webMethods product suite to solve the technological puzzle.

One of the key drivers behind the implementation was the integration of the company’s order-to-billing system. It was imperative that information obtained at the time of ordering be flowed through to the billing system. Prior to the webMethods product suite implementation, it could take as long as six months before changes to billing and account information were reflected

throughout the entire system, resulting in unnecessary costs and outdated data.

Cable & Wireless uses a range of best-of-breed applications to run its global operations. For example, it relies on BroadVision for the customer Web-based experience, and on Siebel for customer relationship management. Order information is managed by a custom Oracle database application and billing is handled by Kenan Arbor/BP 9.1. Trouble tickets are managed via Clarify and a custom Java application was developed to manage order provisioning.

A total of 11 separate systems had to be integrated so that information could be automatically flowed through a chain of linked applications from ordering to billing. Another goal of the project was to provide a software infrastructure that could be used to connect outside vendors, suppliers and customers at a future date with minimal development efforts.

A strong team

By teaming with consulting partner Deloitte & Touche, the integration was completed in less than four months. The webMethods product suite was used to link the company’s key back office applications, so that information is now automatically exchanged and updated among the various applications and databases. The result is that sales staff in New York is now able to view the same customer and business data as their counterparts in the UK from the time information is entered into the system.

Complete integration

Cable & Wireless has now an integrated platform that is up to the challenge of its global ambitions. The webMethods product suite enables Cable &

Wireless to process customer orders faster and more accurately. Information automatically flows through the entire process of order placement to billing and customer and business data can now be viewed, regardless of geographical location, on a 24x7 basis. More importantly, because sales and customer service staff are working from the same set of information, costly mistakes are being eliminated and efficiencies promised by the best-of-breed applications are being achieved.

KEY COMPONENTS

webMethods Product Suite

The webMethods product suite delivers Business Infrastructure Software, enabling companies to automate and improve business processes and eliminate point-to-point integration challenges.

ABOUT SOFTWARE AG

Software AG is the world’s largest independent provider of Business Infrastructure Software. Our 4,000 global customers achieve measurable business results by modernizing and automating their IT systems and rapidly building new systems and processes to meet growing business demands.

Our industry-leading product portfolio includes best-in-class solutions for managing data, enabling service-oriented architecture, and improving business processes. By combining proven technology with industry expertise and best practices, our customers improve and differentiate their businesses – faster.

Software AG – Get There Faster

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