



MAJOR TELECOM PROVIDER GETS CLEAR ANSWER FOR BUSINESS FLEXIBILITY

Challenge

This major telecom provider's IT systems were inflexible, tightly-coupled and not scalable. Costs were too high, as were rates of errors, escalations and inconsistencies. The inability to support new business needs and business process improvement was adversely impacting the company's ability to attract and retain customers.

Solution

Implement webMethods Business Process Management Suite (BPMS) to automate ISDN and IP-VPN product line business processes, emphasizing maximum reusability and long-term flexibility. Realize key objectives for seamless integration of interfaces, standardized workflows and user-friendly order management.

Benefits

- Significantly improved customer response and order execution times
- Gained clear business process visibility and monitoring capabilities
- Eliminated all process dependencies on external parties
- Greatly accelerated time-to-market through business efficiency gains

Customer

This major European telecom provider caters to the Dutch market with an extensive product portfolio of fixed telephony, data, internet and mobile products, and an extensive DSL and fiber optic network.

Partner



Satyam, Software AG's BPM partner and a leading global business and IT company, delivers consulting, systems integration and outsourcing solutions for 600+ global companies in 20+ industries and 57 countries. Satyam's Software AG practice is its largest EAI practice with 300+ trained webMethods professionals. Their key competencies include strategy development, implementation planning, system migration, management and maintenance, and realization of Integration Competency Centers (ICC).

Get there faster.™

“Working together Satyam and Software AG were able to significantly improve our client’s business flexibility in a record nine months — within budget and on time. Now they are a key player in the extremely competitive European telecom market.”

Rajeev Sundaresan | VP, Enterprise Integration | Satyam Computer Services

Inflexible and outdated systems unable to meet competitive business needs

This telecom provider faced major business challenges offering voice and data communication services to its business and residential customers in the Netherlands and Belgium. The IT systems and applications that supported their business processes were inflexible and growing outdated, unable to provide the comprehensive visibility needed for business process improvement or meet the demands of the company’s customer acquisition and retention strategies.

Without an easily adaptable IT architecture and infrastructure, or a comprehensive and informed view to guide changes, their business processes and information were rapidly becoming uncoordinated across their many systems and technologies leading to:

- Lost orders and cancellations
- Ineffective customer care and customer dissatisfaction
- Product build-up and data inconsistencies
- Excessive costs for software development, maintenance and cost per order
- Configuration errors, delivery timing issues and provisioning delays

It was clear that they needed to address their major business challenges—and quickly—in order to remain competitive. Their main goal was a flexible, adaptable and scalable system with a well-designed integration framework, one that would support these key business objectives:

- Standardize products, network building blocks and provisioning processes
- Establish stable, scalable provisioning platform
- Provide operational services effectively and efficiently
- Build foundation to support future value-added business applications
- Reduce configuration, installation and provisioning complexities and times

Fast business flexibility with Satyam and Software AG

To stay competitive, this major telecom provider needed to make a swift, effective turnaround in their business flexibility—and so they called upon the combined forces of Satyam and Software AG. Satyam’s depth of experience in solution integration, the telecom industry and business process improvement plus Software AG’s webMethods BPMS and Professional Services team provided the right combination of expertise and tools to achieve this client’s demanding project schedule and objectives.

In order to meet the client’s objectives, the team needed to maximize reusability, significantly improve flexibility, standardize processes and workflows, and create a user-friendly order management process. The solution was to automate the business processes for the ISDN and IP-VPN product lines using the webMethods BPMS combined with:

- An integration framework for reusability of key services components
- A data model that would support dynamic addition of future products and services
- An application interface strategy with a middleware layer to act as a gateway for all external application transactions
- Validation criteria for orders based on configurable entities
- A fully-configurable, front-end Order Management Application (OMA) with new product task management and facilities for user management, controls and escalations
- Test simulation and test stub generation
- A configurable engine to handle inter-process event synchronization between processes and tasks (IPSE)
- Innovative utilities to reduce project time despite its complexities

Using a small and efficient team, the project was completed in a record nine months from design to production deployment—on time and within budget.

The result was 54 end-to-end processes and 300 process models, almost two-thirds of which are reusable.

Clear business process visibility = ready for the future

The Satyam and Software AG solution using webMethods BPMS helped achieve the client’s objectives in record time. Major improvements were realized in quality-of-service, time-to-market, resource utilization and productivity, turnaround and provisioning cycle times, and maintainability. The client has better, easier control over process changes, they can monitor SLAs with efficient and configurable task allocation and have good business process improvement visibility. Now they have the business flexibility they need to take on the challenge of their competition and lead in their market.

KEY COMPONENTS

webMethods BPMS

The webMethods BPMS simplifies the understanding for process improvement possibilities and facilitates new capability design collaboration—for quicker, superior business solutions.

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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