

COX COMMUNICATIONS ACHIEVES MILLIONS IN PRODUCTIVITY SAVINGS WITH WEBMETHODS BPMS

Challenge

Keeping competitive is critical for Cox—like all telecom companies. To lower costs, Cox needs to update a nearly defunct work-order management system. Replacing the system also will help Cox increase customer satisfaction when its 3,500 technicians are on site, installing or repairing video, telephone and high-speed Internet service.

Solution

Cox uses the webMethods Business Process Management Suite (BPMS) to create a new field-service portal known as iWerks. An easy-to-use tabbed environment integrates with a hosted work-order management system, called ETADirect, to revolutionize Cox's productivity and customer service in the field. The BPMS solution gives Cox a platform to build even more productivity-enhancing solutions in the future.

Benefits

- By saving 10 minutes per tech per day, Cox expects \$4.4 million in annual productivity gains, nearly \$40 million in net present value
- iWerks up and running faster than expected—in less than two months
- Project aligns with Cox's process excellence strategy, thanks to end-to-end BPM and SOA lifecycle governance
- Quality design assured due to guaranteed design-time governance
- Assets can be re-used in future projects
- Collaboration improves with a cross-project view of service development



As the third-largest cable provider in the nation, Cox Communications Inc. is noted for its high-capacity, reliable broadband delivery network and superior customer care. With more than 6 million total residential and commercial customer relationships and more than 22,000 employees, Cox is widely regarded as an industry leader, having earned multiple distinctions in customer satisfaction, diversity practices and company strategy. In addition to receiving 13 top honors for overall customer satisfaction in J.D. Power and Associates' research studies, Cox is the only operator to receive the highest honors for all three residential services (video, telephone and high-speed Internet) from J.D. Power and Associates.

Get There Faster.™

“This particular project uses the webMethods software to help integrate the legacy applications and present them in a much more user-friendly way.”

John Smiley | Executive Director, IT | Cox Communications

Increasing productivity and improving quality

With an aging work-order management system, Cox Communications was looking for another solution that would help keep field technician costs low and provide the necessary flexibility and extendibility to introduce even more productivity solutions into the business.

“We needed a system that would keep up with the ever-changing capabilities we wanted our techs to have at their fingertips,” says Mark Leuenberger, Director of Field Service Technology. “The goal for the new capability was a time savings of up to 10 minutes per tech per day. Although the primary business challenge was the need for productivity improvements, a strong secondary challenge was the need to extend tools and capabilities to the techs that would help ensure quality. We wanted to make sure we met a customer’s needs the first time.”

The iWerks solution designed by Cox and Software AG achieved all goals. According to Jason Dziczkowski, Lead Software Engineer at Cox Communications, “The largest task, integrating the ETADirect application, was completed with great results. The user experience has been enhanced with an elegant design that incorporates ETADirect into iWerks with a single login to both systems. All work-order management tasks are performed within ETADirect, with iWerks seamlessly sharing the data and output from that system.”

iWerks is an “all-in-one” system. It enables automated diagnostics on the customer premise equipment. The system renders maps of daily work orders with driving directions for technicians. iWerks even lists equipment on the technician’s vehicle that needs service. According to Dziczkowski, “the overall solution has proven itself in the field as we continue to deploy it across the enterprise.”

Todd Dean, Director of IT at Cox, elaborated: “What we have done is effectively laid out the tech’s day for them. Their office is their truck. They have work orders for the day; they have maps to the locations where they need to go to fill the work orders; and they have all the tools in there that they need to service the customer to the best of Cox’s ability.”

Cox’s Director of Field Service, Mike Horton, adds, “By replacing the old workforce management system with iWerks, we’re able to avoid costly calls back into our dispatch centers and, in fact, raise our level of productivity.”

Expert help speeds up results

The iWerks application evolved through several proof-of-concept trials with other vendors. The decision to use Software AG was based on overall cost of ownership operating in an environment that is also robust and scalable.

Cox technicians consistently offer praise for the ease of use and new capabilities of the iWerks solution.

“It’s is the right tool for our business, and we’re confident this will be a cornerstone on which we continue to build our efficiency for years to come,” Leuenberger said.

\$4.4 million expected yearly savings

Using iWerks, Cox expects to save 10 minutes per tech per day. At 3,500 techs at roughly \$25 per hour, the system would deliver some \$4.4 million in annual productivity gains and nearly \$40 million in net present value.

As a Web-based service, iWerks requires no client software installation or maintenance, which reduces capital and support costs. Cox can develop and maintain the solution using far fewer resources and with less code. As Dziczkowski put it, “The portal already does a lot of the work for us.”

Doing a better job “each and every time”

Cox currently has several applications across the enterprise running on Software AG. In addition to the benefits immediately realized by iWerks, the organization as a whole has realized benefits for other applications.

“Our IT strategy has to reflect our business strategy,” says Scott Hatfield, Senior Vice President and CIO. “We’re all about convergence; we’re all about one platform for the business.”

This one platform has made a huge difference to field service, according to Catherine Mitchell, department Vice President. Technicians now have the data they need “to do a better job each and every time,” she said.

KEY COMPONENTS

webMethods BPMS

webMethods BPMS is the platform that synchronizes and optimizes all work-order tasks for Cox’s field technicians.

ABOUT SOFTWARE AG

Software AG’s 4,000 global customers use our software to improve business processes and drive an agile IT infrastructure. Our customers’ goals are to reduce costs and increase flexibility and efficiency. We help them do this by optimizing and governing their operations and aligning IT with the business goals.

Our leading Business Infrastructure Software portfolio is used for data and system integration and modernization. It fosters new levels of IT agility through SOA and allows the rapid creation of new business processes with BPM.

Our 40-year history of success ensures our customers have a reliable platform for driving future business results – faster.

Software AG – Get There Faster

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