

## AMDOCS CUSTOMER SUCCESS STORY

# RECORD-BREAKING 3G NETWORK ROLLOUT AND TIME TO MARKET



“We found that fast, accurate network modeling helped deliver efficient and fast rollout times. This allowed us to focus on optimization and stability of the network, which in turn produced a more reliable network.”

**MARK DISMORR**

HEAD OF NETWORK PLANNING | 3, UK

amdocs

### 3

#### CHALLENGE

- > Competitive imperative to secure first mover advantage with 3G services
- > Ensure stability and network optimization

#### SOLUTION

- > Actively maintained model of end-to-end network
- > Automated design and build
- > Network utilization and capacity planning
- > Network assurance

#### RESULTS

- > Record-breaking network rollout
- > Industry-leading fault management processes

#### EXECUTIVE SUMMARY

In just three years, 3 deployed a UK-wide 3G network comprising 6500 base stations and associated network connectivity.

Arguably the fastest 3G rollout in European telecoms history, at its peak 3 was installing more than 100 base stations per week. This has resulted in 3 securing more than 3.2 million customers in the highly competitive UK market.

## WHO IS 3?

3 is the UK's leading mobile media company, which launched in 2003 and is backed by Hong Kong's Hutchison Whampoa. It has networks in seven European countries, including the UK, and was the first service provider in Europe to launch 3G services. 3's challenge was to establish itself as a new provider in a highly competitive market. Achieving this goal required the rollout of a national 3G network in record time and the introduction of groundbreaking new services. In its first three years of operation it acquired 3.2 million new subscribers through an attractive offering of communications, entertainment and information services.

## 3'S CHALLENGES

3 needed to roll out a cutting-edge 3G network as quickly as possible and it realized that to do this required automation of critical network build processes. It was also essential for 3 to maintain an accurate view of the network, in order to support ongoing network growth, future changes, and assurance processes. 3's ability to streamline and scale network rollout was complicated by the fact that it was using two third-party network equipment manufacturers to support the build process. In addition, 3 recognized that in the competitive UK market, network reliability and fast fault management would provide a competitive advantage, increase customer satisfaction and help to attract and retain subscribers.

## ACCELERATING NETWORK ROLLOUT: AUTOMATION USING THE AMDOCS OSS SOLUTION

To accelerate network rollout 3 selected the Amdocs OSS offering. It was the only solution that provided a representation of end-to-end connectivity across the network, detailed element and network views, offering a single source of network information. Commenting on the benefits provided by the Amdocs OSS solution, 3's Mark Dismorr, Head of Network Planning, said: "We found that fast, accurate network modeling helped deliver efficient and fast rollout times. This allowed us to focus on optimization and stability of the network, which in turn produced a more reliable network."

Using the Amdocs OSS process templates, 3 was able to automatically generate complete design and build plans for both the backhaul circuits and radio network — usually a very time-consuming process. The build plans were then passed to engineering teams for manual installation, based on the standard equipment and process templates defined by 3.

3 was able to complete connectivity of the base station design and plan in just five minutes using Amdocs OSS, which is in stark contrast to a typical industry average of around four to five hours for the same process. This meant that 3 could deploy a phenomenal 100 complete base station installations every week.

Amdocs OSS provides a holistic view of the entire network, enabling 3 to analyze network utilization and perform capacity planning. Network operations are simplified because Amdocs OSS actively maintains a model of the end-to-end network, including associated base stations, linking network technologies, and supporting hardware. 3's network operations teams use the solution to support key maintenance and assurance processes, meaning network reliability is ensured and faults are prioritized and repaired as quickly as possible.

## ASSURANCE IN ACTION

In November 2004, a fire caused the collapse of a 150-meter-high broadcast tower. This resulted in disruption to local TV and radio services but also took out a part of 3's network. For most service providers, this would have caused significant turmoil, as they would have struggled to work out what had happened and how to fix it. Fortunately, because 3 had such an accurate understanding of its network at a fine level of detail, network operations could quickly assess which services, base stations and circuits were affected and what they needed to do to reinstate normal services for customers. In all it took just seven days to recover full network services.

## SUPPORTING 3'S FUTURE PLANS

Innovation is essential for success and survival in the mobile market. Amdocs' future-proofed OSS solution means that 3 can support ongoing innovation and change through high levels of automation and easy software configuration. Amdocs OSS also supports the latest industry advances, such as IMS and SDP, to ensure that 3 and other Amdocs customers can maximize their return on investment.

## ABOUT AMDOCS

Amdocs is the market leader in customer experience systems innovation, enabling world-leading service providers to deliver an integrated, innovative and *intentional customer experience*<sup>™</sup> – at every point of service. Amdocs provides solutions that deliver customer experience excellence, combining the software, service and expertise to help its customers execute their strategies and achieve service, operational and financial excellence. A global company with revenue of \$2.86 billion in fiscal 2009, Amdocs has approximately 17,000 employees and serves customers in more than 60 countries around the world. For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com).

Amdocs has offices, development and support centers worldwide, including sites in:

### THE AMERICAS:

BRAZIL

CANADA

MEXICO

UNITED STATES

### ASIA PACIFIC

AUSTRALIA

CHINA

INDIA

JAPAN

THAILAND

### EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

ISRAEL

ITALY

NETHERLANDS

POLAND

RUSSIA

SOUTH AFRICA

SPAIN

SWEDEN

TURKEY

UNITED KINGDOM

For the most up-to-date contact information for all Amdocs offices worldwide, please visit our website at [www.amdocs.com/corporate.asp](http://www.amdocs.com/corporate.asp)