

## AMDOCS CUSTOMER SUCCESS STORY

# NETCOM – DRIVING DOWN THE COST OF BACKHAUL WITH AMDOCS CRAMER



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**TORE MALMO**

TRANSMISSION NETWORKS MANAGER, NETCOM

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### CHALLENGES

- > Significant transmission costs
- > Need to improve efficiency
- > Need to improve service quality
- > Rollout of 3G network

### SOLUTIONS

- > Inventory management for combined 2G/3G network
- > High data quality
- > Efficient transmission planning
- > Network provisioning automation

### RESULTS

- > Spend only 20% of Network OPEX on leased lines
- > Successful, fast rollout of 3G network
- > 99% + data accuracy supporting efficient planning and rollout
- > Increased customer satisfaction through faster provisioning and better service assurance

### EXECUTIVE SUMMARY

By implementing the Amdocs Cramer inventory solution, NetCom has achieved significant transmission cost savings, improved its data accuracy to more than 99%, and rolled out 3G in a very short time frame.

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“Since implementing Cramer, we’ve rolled out UMTS, deployed EDGE, increased our GPRS coverage and carried out massive capacity upgrades. Being able to deploy services at a very high speed definitely gives us a competitive edge.”

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#### **NETCOM'S CHALLENGES – INCREASING PROFITABILITY WITH NEW DATA SERVICES**

NetCom, a wholly owned subsidiary of TeliaSonera, is the second-largest supplier of mobile services in Norway. NetCom has a 34% market share with 1.3 million subscribers and annual revenues of around €800 million according to the TeliaSonera Annual Report 2005.

The Norwegian mobile market is relatively mature, with high usage of data services. Competing successfully means bringing smart new data services to market quickly – and managing them efficiently. Already, NetCom’s existing inventory systems were struggling to keep control of an increasingly complex multi-technology network. This situation would be further complicated by the imminent rollout of a new UMTS network. “Building our own transmission network cut costs and reduced delays, but losing inventory control was a real risk,” says Tore Malmo, Transmission Networks Manager, NetCom.

But when it comes to delivering data services, inventory control is just one concern. Profitability is another, bigger issue. Next-generation services are bandwidth-hungry, resulting in higher costs. But such services do not necessarily result in higher return for the capacity used. To address this challenge, NetCom aimed to improve planning and utilization of its backhaul transmission network, to manage its leased line suppliers more effectively, and to improve the efficiency of its planning and provisioning processes. NetCom knew that becoming a next-generation service provider would require OSS transformation.

### **THE SOLUTION – STREAMLINING INVENTORY AND NETWORK PLANNING**

NetCom had four main goals for its OSS transformation project:

- > Regain control of an expanding multi-layered multi-technology network
- > Reduce operating costs
- > Improve network provisioning
- > Improve customer satisfaction

These goals drove the requirement for an integrated inventory management and network provisioning solution that could work across both 2G and 3G networks. Following a rigorous selection process, NetCom chose Cramer, Amdocs OSS Division, to deliver its next-generation solution. “Cramer’s proven track record and in-depth project involvement were key factors behind its selection. One of the things that differentiates the OSS Division is that they are so professional in their approach,” says Malmo.

NetCom now uses Cramer to manage the complete 2G & 3G network, including all associated transmission technologies. With Cramer, a team of only six transmission planners can successfully manage an increasingly complex and growing network and all its transmission infrastructure planning and delivery. Network data accuracy has increased from 80% to more than 99%, enabling automation and process efficiencies from planning to field engineering. And with new well-defined provisioning processes in place, new staff can be fully productive in 14 days or less, and services can be rolled out more quickly.

### **CONTROLLING NETWORK INVENTORY AND COSTS**

Providing backhaul links from cellsites to central switching centers is expensive for mobile operators, with 25–30% of service providers’ typical network operating expense (OPEX) going toward leased lines. The cost of backhaul capacity is expected to grow due to the rollout of high-speed, high-bandwidth data services, making it vital for service providers to control their spending on such services.

Following its implementation of Cramer, NetCom has been able to control its backhaul costs by a number of means. For example, having more accurate inventory data has helped the company significantly improve capacity utilization and automate the reconciliation of supplier invoices, not only cutting costs but improving efficiency. Plus, NetCom now has very tight control of its leased-line supplies, which ensures that late deliveries can be easily identified and addressed, reducing slippage and improving time to market.

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NetCom has driven down spending on leased lines to a highly competitive 20% of network OPEX. With Cramer NetCom has achieved a valuable reduction in transmission cost. In addition, being able to control and automate leased-line billing reconciliation has freed up staff time, generating further efficiencies.

### **IMPROVING PRODUCTIVITY AND TIME TO MARKET**

The first real test of Cramer came when NetCom deployed its new 3G UMTS network. The company needed to bring the network online quickly – and the Cramer system delivered. The company was able to deploy 382 transmission lines, its normal annual rollout, in one month. “One of the big advantages of what we have achieved by implementing Cramer and its efficient work processes is the ability to scale our productivity so rapidly,” comments Malmo. “We were able to increase productivity overnight and we had total control of the operation.”

## **IMPROVING SERVICE QUALITY AND CUSTOMER SATISFACTION**

With its impact on customer satisfaction, NetCom considers service quality as a vital competitive differentiator. Because inventory data accuracy can impact service quality, NetCom's Cramer implementation has substantially improved performance in this key metric.

Data accuracy of 99%+ provides NetCom Network Operations with the means to improve fault analysis, minimizing the impact and recurrence of network outages, reducing time to resolution and improving customer satisfaction.

NetCom finds that its improved inventory and provisioning capabilities help speed time to market for individual new services, too. Tore Malmo comments, "Fast provisioning is something that helps us get to market quicker, and ultimately that's good for the customer. And it's good for business."

## **CRAMER, AMDOCS OSS DIVISION – HELPING NETCOM ACHIEVE BUSINESS GOALS**

NetCom is among the more than 26 mobile operators who have realized their business goals using Cramer – reducing OPEX, speeding time to market and improving customer satisfaction. To augment these benefits, NetCom has also implemented Amdocs revenue and customer management products.

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These Amdocs solutions provide combined business and operational support functions that help improve overall speed, agility and customer focus. Today, NetCom continues to grow, building on its OSS transformation to become a world-class next-generation service provider.

**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, services and expertise to help its customers execute their strategies and achieve service, operational and financial excellence.

A global company with revenue of \$3.16 billion in fiscal 2008, Amdocs serves customers in more than 50 countries around the world.

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