

AMDOCS CUSTOMER SUCCESS STORY

ONO OFFERS A WORLD-CLASS CUSTOMER EXPERIENCE USING AMDOCS OFFERINGS FOR CUSTOMER MANAGEMENT AND SERVICE AND RESOURCE MANAGEMENT (OSS)



“We have a strong working relationship with Amdocs, one of our key IT partners. The customer management and OSS solutions from Amdocs are critical to providing the experience that we want to give our customers.”

CARLOS MORENO

IT MANAGER | ONO, SPAIN

The logo for Amdocs, featuring the word 'amdocs' in a lowercase, white, sans-serif font on a dark grey background.

ONO

Headquarters: Madrid, Spain

Website: www.ono.es

Annual Revenue: €1,613 million (2008)

Employees: 4,618

Subscribers: 2 million

Lines of Business: fixed, broadband, television, MVNO mobile operator

Services: Postpaid fixed, ISP, voice, data, TV

CHALLENGES

- > Reduce costs associated with diverse legacy systems
- > Improve operational efficiency
- > Reduce time to market for new services
- > Implement scalable technologies to support stepwise migration

SOLUTION

- > Upgrade the existing Cramer OSS portfolio deployment for fulfillment
- > Upgrade Amdocs Customer Management offering

RESULTS

- > Enhanced customer experience by implementing a more efficient, feature-rich and consolidated customer management system
- > Increased operational efficiency by creating highly automated flow-through processes
- > Lowered operational costs through system consolidation and the requirement for fewer personnel
- > Lowered capital costs by maximizing use of sunk assets
- > Supported growth plans by implementing scalable, proven and robust systems that support multiple technologies

EXECUTIVE SUMMARY

With ambitious plans to expand its market share across a multi-service portfolio, ONO recognized that improving its customers' experience would deliver a vital competitive advantage in the challenging Spanish market. To support this goal, and to enhance its operational efficiency, ONO decided to replace and consolidate its existing systems with the latest Amdocs CES offerings for Customer Management and Service and Resource Management (OSS). With the first phase of its systems renewal project complete, ONO is now enjoying a range of benefits from its new solutions and continuing partnership with Amdocs, including a consolidated network inventory and fully-automated service provisioning for residential customers.

The Amdocs Customer Management and OSS solutions help ONO differentiate its offering and provide a stable, flexible and scalable platform to support its growth plan.

“With the Cramer solution for network inventory from Amdocs, we were able to build an automatic provisioning system that supports online service activation in real time.”

CARLOS MORENO, IT MANAGER, ONO

ONO is the largest cable operator in the highly competitive Spanish market. It is growing strongly both through organic growth and via merger and acquisition activity. ONO is itself the result of the consolidation of a number of regional cable companies, and increased in size substantially following a merger with cable operator Auna. This merger saw ONO expand its geographic footprint considerably and almost doubled its subscribers. ONO is now positioned as a multi-service operator (MSO), offering a complex selection of services and content, including cable, TV and wireless services.

ONO has ambitious growth plans and intends to expand both geographically and by increasing the range of services it offers. It was therefore strategically important that its BSS/OSS support these plans, delivering a low-cost, efficient and highly automated end-to-end solution that enhanced its customer experience while also being scalable and flexible enough to support a multi-service offering. The problem was that its existing BSS/OSS was a barrier to growth. And its aim to enter the wireless market as an MVNO added to the requirement to transform its infrastructure.

ONO's infrastructure issues were a result of the way in which it had grown. Merger and acquisition activity had resulted in a highly fragmented infrastructure that contained considerable duplication. ONO had inherited seven different sets of systems which needed to be consolidated, with the Auna merger only exacerbating the challenges it faced by adding further complexity. ONO decided that it needed to consolidate its systems to improve overall operational efficiency, and because many of its systems were reaching the end of their operational lifespan and were neither scalable nor flexible enough to support its growth plans. The urgency to transform its infrastructure was particularly pressing due to the fact that one of its third-party systems had been de-supported by its vendor.

In addition to supporting growth, ONO needed its new BSS/OSS to provide enhanced customer relationship management (CRM). ONO had identified this as a key method of gaining competitive advantage in the Spanish market. By international standards Spain has traditionally had a low-level of customer satisfaction across its service provider market, and ONO recognized that providing world-class customer service would be a vital competitive weapon and an important way of retaining and attracting customers.

ONO initiated its BSS/OSS renewal program by implementing the Amdocs Customer Management offering, and then rolling out the Amdocs-Cramer OSS inventory solution. ONO now has a robust, feature-rich and scalable CRM solution, which has delivered a 360° view of its customers—revolutionizing its customer experience—and

a consolidated cross-enterprise, multi-technology inventory based on the Cramer OSS solution from Amdocs. This has significantly enhanced its operational efficiency by enabling faster, fully-automated fulfillment, as well as supporting ONO's expansion plans. The solutions have both been in production for a few years, with Amdocs and ONO working together to maximize the system benefits.

Says Carlos Moreno, IT Manager at ONO, "We have a strong working relationship with Amdocs, one of our key IT partners. The customer management and OSS solutions from Amdocs are critical to providing the experience that we want to give our customers."

ENHANCED CUSTOMER EXPERIENCE

The Spanish market has traditionally had relatively low levels of customer satisfaction. ONO decided that it could gain substantial competitive advantage and differentiate itself from its rivals by implementing a cutting-edge CRM solution and upgrading its OSS so that it could optimize its operational processes and reduce time to deliver new services.

"The Amdocs Customer Management solution gives our contact center agents the tools and information they need to efficiently provide the best possible service."

CARLOS MORENO, IT MANAGER, ONO

ONO selected Amdocs CES – Cramer OSS as the strategic solution upon which to standardize and consolidate its existing OSS infrastructure. Successfully consolidating its resource inventory data into the Cramer OSS solution has improved its customer experience by speeding up and increasing the accuracy of service fulfillment. "With the Cramer solution for network inventory from Amdocs, we were able to build an automatic provisioning system that supports online service activation in real time," says Moreno.

In addition, the Amdocs Customer Management offering is now used to provide a 360° view of customers, which has created a consistent and enhanced customer experience. "Amdocs is providing us with the solutions we need to improve our customers' experience," notes Nicolas Martinez, configuration manager at ONO.

TECHNICAL ENVIRONMENT

AMDOCS OSS PRODUCTS:

- > Amdocs Resource Manager
- > Amdocs Task Engine
- > Amdocs Sync Engine
- > Amdocs Route Finder

AMDOCS CUSTOMER MANAGEMENT PRODUCTS:

- > Amdocs Call Center
- > Amdocs Support
- > Amdocs Sales
- > Amdocs CM Process Manager
- > Server platform: Solaris
- > Database: Oracle

OPERATIONAL EFFICIENCY, LOWER COSTS

ONO's management team had identified the need to consolidate and renew its BSS/OSS as quickly as possible, recognizing that standardising on one set of tools was vital to enable the business to operate efficiently and to continue to grow. Consolidating its inventory into Cramer OSS has meant that ONO has been able to roll out a fully-automated fulfillment solution for residential customers.

"Cramer OSS software has given us great operational benefits by allowing us to consolidate our data. We are now able to provision our residential customers in seconds," says Martinez. The new solution has lowered operational costs by removing system duplication and because far fewer personnel are required to support it.

SCALABILITY AND FLEXIBILITY KEY

In response to its key business requirements, ONO scoped a phased BSS/OSS transformation project that spanned the replacement of discontinued legacy products, the integration of customer care systems and CRM tools, and the implementation of a consolidated enterprise-wide inventory management solution. Its aim was to begin with the access network and subsequently increase the footprint of this new infrastructure to its other networks. It was important for ONO that the chosen solution was scalable enough to support its growth plans and flexible enough to be able to manage a multi-service offering.

"Contact center agents have a unified view of each customer, and are able to manage all customer support processes from within the Amdocs application. This allows us to define and deliver the customer experience that we want our customers to have."

CARLOS MORENO, IT MANAGER, ONO

ONO decided to use the Amdocs Customer Management and OSS offerings for its project and has rolled out these systems in a stepwise fashion. In the first phases of the OSS part of the project ONO worked to consolidate its resource inventory data into the Cramer OSS solution, and then subsequently increase its data accuracy. This was the first step to improving both its fulfillment process and its operational efficiency and led to the development of an end-to-end automated fulfillment system for residential customers. Thanks to the new solution, ONO is now able to provision a variety of services very quickly and enjoys low failure rates due to much higher levels of data accuracy.

“The Amdocs Customer Management solution gives our contact center agents the tools and information they need to efficiently provide the best possible service,” says Moreno. “Contact center agents have a unified view of each customer, and are able to manage all customer support processes from within the Amdocs application. This allows us to define and deliver the customer experience that we want our customers to have.”

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NICOLAS MARTINEZ, CONFIGURATION MANAGER, ONO

The first two phases of ONO’s BSS/OSS transformation project are now complete, and ONO is planning to expand the use of Cramer OSS into the data, transport and switching networks. It anticipates that this will deliver even more transparency and support increased levels of automation, resulting in further cost savings and more effective planning. Pleased with the performance of both the OSS and Customer Management offerings from Amdocs, ONO is currently planning to upgrade both solutions, and plans to run the Amdocs Smart Client in the future.

AMBITIOUS GROWTH PLANS

ONO has ambitious growth plans and it was therefore essential that its chosen solutions were proven, flexible and scalable. As a multi-service operator it also wanted a solution that could span multiple technologies so that it could benefit from a consolidated enterprise-wide solution. For all these reasons it decided to standardize on the Amdocs Customer Management and Amdocs OSS offerings.

It was also very important to ONO that its chosen vendor was committed to ongoing product development and support, as one of its most pressing business problems was that a third-party solution it was using at the time had been de-supported by the vendor. Martinez says, “ONO enjoys a very good relationship with Amdocs. Amdocs has provided us with continuous support to improve our processes, which has meant we have been able to substantially increase the quality of service we give to our customers.”

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*[™] 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 \$2.84 billion in fiscal 2007, Amdocs has more than 17,000 employees and serves customers in more than 50 countries around the world. For more information, visit Amdocs at <http://www.amdocs.com>

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UNITED STATES

ASIA PACIFIC

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CHINA

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JAPAN

THAILAND

EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

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