

AMDOCS CUSTOMER SUCCESS STORY

SUNRISE COMMUNICATIONS AG COMPLETES THE MIGRATION TO CRAMER6

Sunrise

“The main benefit of using Amdocs or Cramer is their ‘best of suite’ approach. In the past, we had a policy of ‘best of breed’ that we specified 100% for every end-user and every department. It is really expensive and you have to glue between interfaces; if you change something in one place, you have to adapt everything. The best result is to have Amdocs responsible to glue everything together and you have it under control. It delivers the best trade-off for overall suite functionality versus cost of ownership.”

SVEN DUNCKEL

TEAMLEADER NETWORK, SUNRISE COMMUNICATIONS AG

amdocs

COMPANY AT A GLANCE

COMPANY: Sunrise

HEADQUARTERS: Zurich, Switzerland

WEBSITE: www.sunrise.ch

EMPLOYEES: 2,200

REVENUES: \$922M in 2001

SUBSCRIBERS: 2.3M

EXECUTIVE SUMMARY

Sunrise Communications AG was one of Cramer's (now Amdocs) first customers, originally implementing Cramer Dimension mainly for SDH inventory. Now, with the market opportunities of IP technology and the unbundling of the local loop in the Swiss market, Sunrise plans services for voice and data. Their migration to Cramer6 was a key milestone in this initiative, and is being followed by the implementation of Amdocs end-to-end service fulfillment including activation.

THE SUNRISE COMMUNICATIONS AG SUCCESS STORY

Sunrise was established as a brand in 1996. Following a merger with diAx and an acquisition by Tele Danmark, the company became known as Sunrise Communications AG. With a record of impressive growth, Sunrise is now the second-largest telecommunications operator in Switzerland. They provide voice, both fixed and mobile, and data services to over 2.2 million business and residential customers.

THE CHANGING TELECOM MARKET ENVIRONMENT

Sunrise knows that it will continue to thrive only if it can successfully adapt to the constant change in their competitive and technological environment. Current challenges and opportunities include the introduction of new technologies and services, increased competition due to deregulation, and the recent introduction of the unbundled local loop in Switzerland.

The company has responded by planning the launch of residential and business services incorporating voice and data. They are also launching a project to improve efficiency and provide customer satisfaction through true end-to-end service provisioning. The implementation of Cramer6 has been central to this project.

CUSTOMER EXPECTATIONS CHANGE

Quality of service is becoming a key factor in the ongoing success of telecommunications operators, as is the efficiency with which service is delivered. Customers are less interested in shiny new technology and much more interested in a service that works from a responsive supplier. They expect operators to be much more capable than they have been in the past. CSRs have to be able to tell them exactly which services are available on their street and when they can be provisioned.

Network faults have to be fixed promptly – ideally, even before they become aware of the problem. Triple- and even quadruple-play services must be delivered reliably and efficiently.

Increasing efficiency is not only for the benefit of the customer. Being too inefficient also means being too expensive and, as the market becomes ever more competitive, this is something operators can no longer afford

THE 'SILO' CHALLENGE

The 'silo' nature of most legacy OSS architecture has made it difficult to successfully address these issues. As individual needs and operational problems have come up, they have historically been addressed by implementing point solutions. These solve specific issues in the most cost-effective way, but they also proliferate over time. Operators typically have hundreds or even thousands of point solutions installed. Each needs maintenance and updating. Each tends to occupy its own silo with little integration with others. The net results are ever-increasing costs, ever-increasing inefficiencies and poor overall service for the customer.

THE OSS TRANSFORMATION VISION

In contrast, a single, unified platform allows the operator to create and deliver a large range of services. An integrated, cohesive and enterprise-wide solution eliminates the need for individual point solutions related to each service.

That is the vision of Amdocs. Amdocs offers a unified range of 'best of suite' solutions built around an inventory-centric model of the network. This model is kept accurate through discovery and synchronization, providing a consistent and accurate basis for all network planning, fulfillment and assurance activities to be carried out.

THE SUNRISE COMMUNICATIONS AG OSS TRANSFORMATION

For any established operator, migrating away from the OSS currently in place is a major challenge. An OSS transformation of this kind is massively scaled and needs to be carefully handled to minimize disruption to the business. A number of approaches can be taken, ranging from a full 'big bang' BSS and OSS transformation project to more gradual methods such as process or inventory consolidation.

Sunrise decided on a middle path: to transform the OSS for its new and selected existing business services, while keeping the existing OSS in place for legacy and mobile services. Such an approach promised to save time and money. Their long, successful experience with Amdocs and appreciation of the 'best of suite' architecture led them to upgrade from Cramer4 to Cramer6. This is being followed by the implementation of end-to-end automated service fulfillment, including activation, for their residential services.

RESULTS

The project has moved on to the next phase, extending the implementation for complete and automated end-to-end service fulfillment.

The company has yet to see just how quick the new fulfillment process will be. Much depends on when the incumbent operator, Swisscom, can make a line available and how long they will take to switch over. However, Sunrise is confident that the configuration will be free from backlog and highly efficient once it is automated using Cramer6. After this current project is completed, Sunrise intends to start scoping a project to implement IP VPN. They are confident that their decision to use the Amdocs 'best of suite' approach will pay dividends.

Sunrise also uses the Amdocs Clarify product range.

ABOUT AMDOCS OSS DIVISION

Amdocs OSS Division was formed following the acquisition of Cramer, a leading provider of operations support systems (OSS). The Amdocs solution is unique in its combination of OSS and BSS, delivering complete visibility of the customer, the network and the service. This will help service providers transition from legacy to next-generation networks and systems and rapidly launch new converged services that quickly turn network investment into service revenue.

“Previously, when dealing with business customers, everything was customized and done through a mainly manual process. Now that we are also providing these services to residential customers, we require a much higher level of automation. In order to cope with these challenges, we decided we needed to expand the Cramer stack.”

ABOUT AMDOCS

Amdocs is the market leader in customer experience systems innovation. The company combines business and operational support systems, service delivery platforms, proven services, and deep industry expertise to enable service providers and their customers to do more in the connected world. Amdocs' offerings help service providers explore new business models, differentiate through personalized customer experiences, and streamline operations. 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 worldwide. For more information, visit Amdocs at www.amdocs.com.

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

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