

AMDOCS CUSTOMER SUCCESS STORY

LEADING NATIONAL COMMUNICATIONS SERVICE PROVIDER STREAMLINES ITS OPERATIONS THROUGH INVENTORY CONSOLIDATION WITH AMDOCS OSS



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PAUL HENDRIKS
CHIEF TECHNOLOGY OFFICER AT ZIGGO

amdocs

COMPANY AT A GLANCE

COMPANY: Ziggo

HEADQUARTERS: Utrecht, The Netherlands

WEBSITE: www.ziggo.nl

REVENUES: €1,284 billion (2009)

STOCK MARKET: Privately held by Zesko Holding B.V.

EMPLOYEES: 2,257 (end 2009)

SUBSCRIBERS: 3.2m households; 1.6m digital, 1.5m broadband and 1m telephony customers

SERVICES: Broadband Internet (HSIA), Cable TV, HDTV, video-on-demand, Telephony, VLAN and VPN services

CHALLENGES

- > Merger of three regional organizations resulted in more than twenty separate and disconnected OSS
- > Improve the customer experience while reducing operational costs and reducing time to deploy new services

SOLUTION

- > Rationalized more than twenty disparate OSS inventory systems and support tools into a single Amdocs OSS inventory system
- > Amdocs OSS transformed three merged companies' operations support systems into a streamlined and consolidated inventory system.
- > Amdocs OSS integrates network inventory with GIS data

RESULTS

- > OSS processes are optimized for increased efficiency and effectiveness of planning, network provisioning and fulfilment for new services
- > Reduction in operational costs and a cut in order rejects
- > Makes deploying new services much faster
- > Significantly increases nationwide network resource visibility by increasing data accuracy
- > A centralized view of network physical and logical information over the combined national network
- > Increased co-operation across the company through consistent and uniform processes

EXECUTIVE SUMMARY

The merger of three separate, regional operators created Ziggo, the leading national communications service provider in the Netherlands, delivering a raft of triple-play services to 3.2 million households. Key to its successful merger was rationalizing the network inventory, operations and systems of its three regional businesses. With more than twenty different operational support systems, Ziggo needed to find an effective way to consolidate them and centralize the information. In addition, logical inventory needed to be integrated with their Geographic Information System (GIS) to add location-based network data. Based on the success that one of its acquired companies had with Amdocs OSS, Ziggo decided to centralize all the inventory systems with Amdocs OSS. By creating a single repository for capturing and delivering up-to-date and reliable network and service data, Amdocs OSS enables Ziggo to manage the entire network more efficiently and easily while at the same time improving the customer experience. The results have been impressive, reducing service fulfillment time, cutting operational costs and the number of order rejects. Optimizing OSS processes has made Ziggo much more efficient and effective, with consistent and uniform processes across the business.

“Customers are now up and running quicker with their new broadband services and are experiencing fewer problems.”



The Netherlands' communications market has undergone significant changes in recent years, with increasing numbers of subscribers and new technologies. Broadcasting and cable TV generates annual revenues of over \$2.5 billion and an annual growth rate of 2.3%. More than one in two Dutch households now have a digital TV and one in five owns a high definition (HD) TV receiver. New technologies, such as Docsis 3.0 and Hybrid Fiber Coax (HFC), offer much more flexibility and cost effectiveness for delivering digital internet, TV and telephony services.

One company at the forefront of bringing advanced, feature-rich and high-quality TV entertainment into the living room is Ziggo. It offers multiple analogue and digital channels, an increasing number of HD channels, special-interest packages, and interactive television, including video-on-demand.

Ziggo owns and manages the largest fiber optic HFC network in the Netherlands, on average terminating just 300 meters from customer premises which increases the ability to deliver high-bandwidth content into the home. With the final connection via high capacity coaxial cable, the infrastructure delivers data at around 4Gb/s (Gigabits per second) daily to each home.

“Order rejects have been reduced because Amdocs OSS helps provide a clear and simple view of a single inventory which in turn improves and speeds up the service design process.”

Ziggo was formed by merging three regional Dutch cable operators—Essent Kabelcom (@Home), Casema and Multikabel. With this merger, Ziggo faced the challenge of combining the operations of three different organizations, with twenty different operational support systems. One of the main challenges was to rationalize inventory content by determining exactly what information and database systems were in use and what data they held. But with so many separate databases containing network inventory information—and even some spreadsheets—it became very complex to determine what information was stored where and how it related to data in other systems. It became very clear early on in the acquisition that some form of simplification and consolidation of these systems was necessary.

One of the acquired companies, Essent Kabelcom, had been very successfully using Amdocs OSS to manage its network inventory. “Amdocs OSS provides visibility over logical network assets, making it much easier to accurately identify which assets are being deployed for which services, and for which customers,” said Paul Hendriks, Chief Technology Officer at Ziggo. “With Amdocs OSS, Ziggo is able to allocate network resources and run service fulfillment processes more efficiently, driving more value from network assets.”

“The single inventory means that processes such as new service deployment have been shortened so that new products can be brought to market faster.”

Based on this success, Ziggo decided to standardize on Amdocs OSS as the main repository to bring together the multiple inventory functions of all three merged businesses into a single, consolidated system. Using Amdocs OSS to consolidate inventory data from the three regional networks has delivered a range of business benefits ranging from better end-to-end visibility of network resources right through to viewing both the physical and logical locations of all network equipment.

Hendriks continued, “We were in the midst of merging three different regional businesses to create a single, national communications service provider and, like many organizations in a similar position, one of the most complex challenges was bringing together multiple network inventories. We were dealing with tens of different systems, some as basic as lists of equipment in spreadsheets.

“What impressed us about Amdocs OSS was its scalability, performance and reliability,” he continued.

TECHNICAL ENVIRONMENT

AMDOCS PRODUCTS: Amdocs OSS including Amdocs Resource Manager

INTEGRATIONS: Amdocs Inventory System is integrated with numerous network databases including GIS (Geographical Information System)

HARDWARE: Sun T5200 & M3000

OPERATING SYSTEM: Solaris 10 Operating System

DATABASE: Oracle

NETWORK TECHNOLOGIES: HFC, PDH, SDH, ATM, FR, DWDM, IP, Ethernet etc.

KEY CUSTOMIZATIONS IMPROVE EASE OF USE

- > Ziggo tailored the Amdocs OSS 'Fast Find' function to provide specific key search criteria.
- > Using the Amdocs OSS Web Reports function enables Ziggo to conveniently access key information and allow users quick access to the front end of business processes. This allows users to view and select specific process parameters.
- > A number of customized Wizards allow users to make inventory configuration changes much more efficiently.
- > The system is managed by Functional Application Managers, and it is constantly optimized to meet the business functionality.
- > In order to help minimize user's application navigation for information, Ziggo implemented and optimized a number of homepages, WebReports and a few online interfaces.
- > Ziggo also implemented a number of utilities and batch jobs for system administration, monitoring and patch application.

AMDOCS OSS DELIVERS A CONSOLIDATED INVENTORY

Ziggo has two main instances of the Amdocs OSS – planning and production. The planning instance is a clone of the production system and is used for planning network inventory before rolling out the changes to production. As the centralized resource manager, Amdocs OSS has several interfaces for database links and file transfers to and from other OSS systems. It also keeps a snapshot of active inventory for fulfillment, inventory management and service assurance, which allows the data to be processed while the active network is changing. Faults and network issues are also managed within Amdocs OSS by associating various types of pre-configured, known issues with inventory objects. This allows trouble management and fault resolution to be carried out more efficiently by the Network Operations Center. The inventory contains information like circuit connections, routing diagrams, site maps and plans.

“With Amdocs OSS, Ziggo’s network is modeled as a hierarchical structure of managed objects,” said Hendriks, mentioning examples such as Area, HFC Clusters, RF Converters, VPN types and VLAN types. “Network views can show non-spatial views of the physical network using nodes, locations and network clouds, enabling easier visualization of these complex networks,” he said.

AMDOCS MARRIES LOGICAL INVENTORY WITH GIS

“With Amdocs OSS, we know where any piece of physical network infrastructure is located, which is vital for network operations efficiency. Amdocs OSS saves time locating equipment, reduces wasted site visits, and has helped to reduce operational costs,” says Hendriks.

“With Amdocs OSS, Ziggo is able to allocate network resources and run service fulfillment processes more efficiently, driving more value from network assets.”

Amdocs OSS helps to model the network infrastructure into physical and logical locations which are then stored in the inventory system so that both aspects are at the user's fingertips when planning the network and provisioning new services. The physical location of network equipment is its geographical position defined by its postcode, building number, room, specific rack or carrier frame number. Each network element also has a logical location based on the functionality of a site or equipment item. There is usually a relationship between the logical and the physical location of a network element.

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Amdocs Resource Manager is connected to Ziggo's GIS (Geographic Information System) so that the exact location of a particular piece of network equipment can be visualized on a street map. This is used by operations and field technicians to identify not only the location of the equipment but any other useful information such as access roads or rights of way, which can save time in reaching the site.

AMDOCS HELPS TO ENHANCE THE CUSTOMER EXPERIENCE

With Amdocs OSS, Ziggo has made significant strides in integrating both the network and customer-facing aspects of the three predecessor companies and the twenty separate systems into a single application and set of business processes. By integrating its various customer care and billing platforms, and streamlining operations with Amdocs OSS, Ziggo can now introduce automated business processes across the entire operation. This has helped the company to focus increasingly on raising the quality of customer experience and satisfaction levels.

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Ziggo has also established key performance indicators, which they monitor continuously to assess operational processes and the reliability of their infrastructure. In addition, since consolidated information about the network and services provides more information about the uptake of the services in general, Ziggo is also monitoring KPIs on sales and marketing efficiency. All of these KPIs are improving. “Amdocs OSS has played an important role in helping Ziggo reduce operational costs,” said Hendriks. “The single inventory means that processes such as new service deployment have been shortened so that new products can be brought to market faster.”

Ziggo's highest bandwidth subscribers now have internet speeds of 120Mbps. Retaining customers through operational excellence is key to Ziggo's strategy, and customer satisfaction increased significantly after the introduction of the consolidated Amdocs OSS inventory system. “Customers are now up and running quicker with their new broadband services and are experiencing fewer problems” said Hendriks.

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Ziggo's strength includes its new consolidated network and centralized OSS, helping the company to continue to lead the Dutch market in digital television, broadband internet and telephony services. The number of bundle customers has more than doubled from over 260,000 at the end of 2008 to more than 675,000 at the end of 2009 while the current HFC technology will allow Ziggo to increase internet speeds even further in the future – up to 400Mbps and potentially even up to 1Gbps. In order to handle this rapid growth in service demand, the Amdocs OSS centralized inventory system is essential.

Ziggo intends to add additional content packages for digital television to stimulate uptake, including interactive television and high definition programming ensuring strict quality control to optimize the customer experience. With a clear strategy for growth coupled with a highly robust and future-proofed inventory system provided by Amdocs, Ziggo is set to continue delivering world-leading quality services to customers while keeping a strong focus on customer satisfaction.

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 \$3 billion in fiscal 2010, Amdocs has approximately 19,000 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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