

AMDOCS CUSTOMER SUCCESS STORY

AMDOCS HELPS VIRGIN MEDIA IMPROVE WORKFLOW
AND INCREASE EFFICIENCY BY MORE THAN 10%



“Customers have noticed that we are very responsive, meet our service level agreements, and are more cost conscious.”

MIKE ROBINSON

HEAD OF ENGINEERING DEVELOPMENT, CIVIL ENGINEERING DIVISION
VIRGIN MEDIA

amdocs

COMPANY AT A GLANCE

COMPANY: Virgin Media

HEADQUARTERS: Hampshire, UK

WEBSITE: www.virginmedia.com

REVENUES: GBP£3,876m; USD\$6,253m

STOCK MARKET: NASDAQ - VMED; LSE - VMED

EMPLOYEES: Approximately 13,000

SUBSCRIBERS: Approximately 10 million

SERVICES: UK's only quad-play service comprising next generation digital TV, up to 100Mb/s broadband, and innovative fixed-line and mobile phone services

TECHNICAL ENVIRONMENT

AMDOCS PRODUCTS: Amdocs Customer Management v7.1 Classic Client and Amdocs Process Manager

AMDOCS SERVICES: Amdocs Consulting, Delivery, and Workforce Performance & Learning services

PROJECT DURATION: One year

EXECUTIVE SUMMARY

Launched following the merger of NTL and Telewest and the acquisition of Virgin Mobile, Virgin Media has become the UK's leading quad-play service provider, delivering next generation digital entertainment services, superfast broadband and innovative mobile and home phone service. Partnering with Amdocs, Virgin Media launched a major business process change program in its Civil Engineering division. Virgin Media developed a new workflow management system based on the Amdocs Customer Management software. The result is a successful transformation project. With Amdocs, Virgin Media's Civil Engineering division has increased operational efficiency by over 10 percent, and improved staff effectiveness and engagement. Amdocs has also helped Virgin Media improve its ability to meet regulatory requirements for accurate, auditable information and led to local authority and developer customers praising the company's developments.

"We're in a much better position to manage the process and the finances, and perform more effectively and efficiently."

“With Amdocs, we have a far tighter handle on our work streams. We know how long the average cycle time is, and we know down to the last penny how much each scheme is worth and what money we are going to get back.”



Virgin Media is one of the UK's leading entertainment and communications companies, providing next generation digital entertainment services, superfast broadband and innovative mobile and home phone service to millions of UK homes. Among its innovations, Virgin Media delivers services to customers via a unique fiber optic network and fiber-to-the-home.

Today, Virgin Media provides customers excellent levels of service and very robust network performance. One area in particular – and one which many of its customers never see — is fundamental to providing a high quality service: Virgin Media's Civil Engineering division, which is responsible for Virgin Media's physical network infrastructure.

The work that Civil Engineering does is highly regulated because it can involve public highways works to repair network equipment or moving cable because of other road works or new developments. Virgin Media launched in February 2007, following the merger of NTL and Telewest and the acquisition of Virgin Mobile.

Civil Engineering was challenged to bring together the network and operational culture, including integrated workflow processes. “Civil Engineering is absolutely fundamental to Virgin Media,” says Mike Robinson, Head of Engineering Development in Virgin Media's Civil Engineering division.

“The infrastructure in the ground needs to be working 100% to deliver the next generation digital services we pride ourselves on providing our customers. Our people are very energetic and skilled, and we want to give them the tools and effective processes they need to guarantee outstanding services.”

Civil Engineering is also a revenue generating division in itself. At any one time there will be between 100 and 150 network repair or reconfiguration projects in progress. Given the significant potential value of these schemes, the ability to operate more effectively and realize that potential revenue stream was a key business driver for Virgin Media.

Virgin Media looked at its successful National Workflow project, which was improving business processes and workflows across the entire company, as the solution. Underpinning the project is a business process and workflow system based on the Amdocs Customer Management portfolio. This program was extended to help improve operations within Virgin Media's Civil Engineering division.

A ROBUST, FLEXIBLE SOLUTION TO IMPROVING WORKFLOW PROCESSES

“Not only did Amdocs understand our business, it also delivered a very flexible solution. The core Amdocs Customer Management solution is robust, while still allowing a considerable amount of configuration, which makes it very flexible,” said Robinson.

“We have some quite complex construction projects involving a lot of variables and lot of changes and we needed to have the flexibility to build configuration into our workflow processes and change them when necessary,” he continued. “Having this level of flexibility in the configuration layer, rather than requiring changing the code, made Amdocs Customer Management very attractive to us.”

One of the other key aspects of the Amdocs solution was the knowledge transfer provided by the Amdocs Workforce Performance & Learning unit. Robinson says, “It was important for us to be able to train our own people to configure the system, and Amdocs made this possible.”

“It was important for us to be able to train our own people to configure the system, and Amdocs made this possible.”

From the start of the project, Amdocs has worked as part of the Virgin Media team providing business process consulting, implementation expertise, and hands-on support. “We had a core team from Amdocs that stayed essentially intact throughout the various phases and processes of the project, and that continuity created a great sense of teamwork and partnership.”

ENTERPRISE-WIDE WORKFLOW MANAGEMENT SYSTEM

Virgin Media's Civil Engineering division used Amdocs to create a single, enterprise-wide system for workflow management. All information related to every project – from plans and objectives, to subcontractors and material costs – is entered into the system so that all aspects of work are instantly available. As schemes progress, additional information is added – such as changes to original plans and unforeseen equipment purchases – so that an accurate, real-time view of the job and costs is constantly maintained.

Significantly, Civil Engineering also used Amdocs to create and automate many workflow processes which have helped staff to simplify the number and complexity of business processes they have to handle.

CHALLENGES

- > Need to accurately manage and charge for civil engineering operations and processes
- > Simplify multiple information sources and improve efficiency of business processes
- > Regulatory requirements make accurate, up-to-date information essential

SOLUTION

- > Deploy Amdocs Customer Management as the foundation for a centralized workflow management system
- > Partner with Amdocs for consulting and hands-on support, keeping the same core team throughout the project
- > Analysis, communication and consultation of business and operational processes prior to implementation resulted in a more effective solution

RESULTS

- > Enables Virgin Media to achieve a highly successful improvement in its Civil Engineering business operations
- > Operational efficiency increased by over 10%
- > Improved Civil Engineering staff effectiveness and engagement across the business
- > Better able to meet requirements for accurate, auditable information
- > Local authorities and developer customers praise effectiveness improvements

The strategic approach Civil Engineering and Amdocs took to developing the solution has had a big impact on its success, Robinson says. “We did a lot of design, strategy, stakeholder management and communications before we jumped into developing the system,” said Robinson. “That helped us determine the best way of working and ensured everyone involved understood the changes, which has paid off in terms of creating a system that meets the business need and the needs of the people who use it.”

AMDOCS HELPS TRANSFORM REVENUE GENERATING OPPORTUNITY

The Amdocs system has been highly successful in several areas, from improving operational efficiency to creating a better working environment. One of the key benefits has been the impact on improving the management of engineering projects and increasing the value of these projects.

“The core Amdocs Customer Management solution is robust, while still allowing a considerable amount of configuration, which makes it very flexible.”

Robinson says, “With Amdocs we have a tight handle on our work streams. We know how long the average cycle time is, and we know down to the last penny how much each scheme is worth and what money we are going to get back. As a result, we’re in a much better position to manage the process and the finances, and perform more effectively and efficiently.”

Another key benefit of the Amdocs system is being able to maintain very accurate information and provide reports and audit trails quickly, to meet regulations related to public highway works. “Our local authority and private developer customers have noticed that we are very responsive, meet our service level agreements, and are more cost conscious,” says Robinson.

DRAMATIC TURNAROUND TO STAFF EFFECTIVENESS AND MORALE

And if all the financial and operational improvements were not enough, the Amdocs solution has been a key part of a remarkable turnaround in staff engagement. Today, Civil Engineering is a highly effective team with great employee engagement levels and feedback.

Robinson is already looking at how he can gain even more improvements using Amdocs. The next stage of development will be to extend the system to contractors that carry out work on behalf of Virgin Media. By allowing contractors to input information such as job schedules and on-site changes directly into the system, processes will be even faster and more accurate.

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

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

THE AMERICAS:

BRAZIL

CANADA

COSTA RICA

MEXICO

UNITED STATES

ASIA PACIFIC:

AUSTRALIA

CHINA

INDIA

JAPAN

SINGAPORE

THAILAND

VIETNAM

EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

ISRAEL

ITALY

NETHERLANDS

POLAND

RUSSIA

SOUTH AFRICA

SPAIN

SWEDEN

TURKEY

UNITED KINGDOM