

## STA Andorra achieves rapid introduction of new services with Vitria M<sub>3</sub>O™ Suite.

“We understood the need for getting the right solution architecture in order to achieve our goals. We looked at different alternatives on the market and realized that Vitria understood our goals and needs. Vitria knew how to turn this understanding into a high functioning implementation.”

*Albert Pubill, Director IT, STA.*

### Rapid Access to Operational Intelligence without Impacting Performance

The Andorran Telecommunications Service (STA) delivers a wide variety of voice, video and data services to Andorra, while continuously expanding its product portfolio to provide even better services to its customers. The most important component of the company's product portfolio expansion project was its move into the Fiber to the Home (FTTH) space.

STA was looking for a more efficient, secure and rapid channel to bring new services and possibilities to the end customers. The project's goals were clear: to create a high-performance, scalable, and flexible environment to support the customer demands, and growth without increasing personnel numbers. Putting in place the FTTH service was one part of the project. Building up an Activation System was the other part.

STA looked for a solution that could meet these business requirements, and was less risk-prone and less expensive than a packaged application. They also wanted the solution to conform to their Service Oriented Architecture (SOA), thus allowing them to build the system using reusable components. They further wanted to build a basic system which they could deploy rapidly and that readily provided an opportunity for further extension to the infrastructure. Finally, they wanted all these requirements in an extremely reliable infrastructure because they plan to use this as the backbone to implement all their critical business functions.

### The Solution: Vitria's High-performance M<sub>3</sub>O Suite

In order to deliver the FTTH service cost-effectively, STA chose to invest in Vitria M<sub>3</sub>O™ Suite. Vitria and STA have had a long and beneficial relationship. In 2002, STA adopted Vitria BusinessWare, Vitria's integration engine, and launched the FLUOR project, a project designed to decrease time to market and improve customer care. BusinessWare allowed STA to integrate and automate processes for its legacy services. With the advent of the new services, STA wanted to take this architecture to the next level, adopting a new SOA approach with Vitria M<sub>3</sub>O Suite.

The M<sub>3</sub>O Suite provides clear advantages to STA which are:

- » an evolving infrastructure that can support current and future projects
- » integration with existing systems and high reusability
- » a dynamic SOA solution (J2EE based)
- » industry leading Exception Management capabilities
- » a real-time business activity monitoring capability

M<sub>3</sub>O Suite has allowed STA to build an Activation System, generating SOA enabled, reusable, and flexible components. STA selected M<sub>3</sub>O Suite for this purpose rather than looking at a specific packaged application or a do-it-yourself approach. To STA, M<sub>3</sub>O Suite represents lower costs and risks while meeting all their requirements.

Once the Activation System was in place, STA concentrated efforts in new services deployment, using the Fiber to the Home (FTTH) channel.

### Industry

Telecommunications

### Business Profile

The Andorran Telecommunications Service (STA) exclusively manages telecommunications services – i.e., fixed telephones, mobile telephones, data transmission, internet, and other supplementary telecommunication services – in the Western European Principality of Andorra. STA is also responsible for managing the technical infrastructures and national broadcasting networks for radio and television, both analogue and digital (TDT).

STA was formed as a public company in 1975. It is governed and administered by a Board of Directors with full responsibility to the Government of Andorra for the management, direction, and representation of the service, and the management, administration, and disposal of its assets and resources.

STA has a two-pronged mission:

- » To provide all the telecommunications services that the country needs, with maximum quality and efficiency. STA acts as a catalyst by assisting in the development of the country's economy and society, and becoming a reference point and technological partner for Andorran businesses. Provide business users insight into in-flight processes

Next, STA will deploy the key Exception Management component of the M<sub>3</sub>O Suite for exception resolution process modeling. This is the leading Exception Management solution in the market today and it will enable STA to model and execute manual (notification and human workflow) and automated (web-service invocation) resolution processes. This will deliver major operational efficiencies to STA.

Summary of STA's Vitria M<sub>3</sub>O Suite implementation:

- » Chose M<sub>3</sub>O Suite instead of a more expensive and risk-prone packaged application when trying to meet requirements.
- » Chose M<sub>3</sub>O Suite in order to initially build an Activation System, and generate SOA enabled and reusable components, such as the Network Command Layer, the Rule Engine service, and others, for future reusability
- » Deployed, on time, new services over FTTH, reusing previous SOA enabled components, while addressing the challenges involved in introducing new processes and services with agility and speed
- » Provided a highly reliable infrastructure

### The Results: High Availability, and Customer Satisfaction

The results of the on-time, on-budget implementation have been quite impressive. STA is regularly achieving 88% automation for corporate customers and 96% automation for residential customers. As the processes for new services mature, they expect to reach a 100% rate of automation for customer services. As the company grows, these automation achievements will allow revenue to scale without associated cost increases.

As for throughput rates, the results have been well within STA's service level agreements. On average each order requires only 23 minutes for processing which includes network inventory updates, network activation and billing, and customer appointment setting. Changes to existing services are even quicker. These performance numbers are achieved at levels of 150-200 orders per hour.

With the Vitria M<sub>3</sub>O Suite, STA has been able to:

- » Reduce IT development time required to support new services by 36% thanks to M<sub>3</sub>O Suite and the SOA/J2EE decision and approach, versus other alternatives such as custom development or specific package applications.
- » Achieve a consolidated, scalable architecture while reducing the time to market
- » Achieve a very high level of component reuse and project standardization
- » Lower the training curve due to Vitria's continuous support to latest trends and technologies.
- » Gain major operational efficiencies using Vitria's Exception Management solution
- » Achieve real-time monitoring of all the system activities

- » To contribute value to its customers, employees, and the country by centering its focus on its customers, and working towards achieving excellence in service. In doing so, the STA also strives to keep the profit levels up and provide resources to the Principality of Andorra; promoting the personal and professional development of STA's human resources. Support development and testing cycle

### Challenges

STA was looking for a solution for their Business Process Management challenges which:

- » was less risk-prone and less expensive than a packaged application
- » conformed to their Service Oriented Architecture (SOA)
- » could be deployed rapidly, and Visibility into potential revenue leakage
- » readily provided an opportunity for further extension to the infrastructure.

"Our experience with Vitria M3O Suite has been very positive and we achieved our goals. We look forward to continued growth with their support."

*Albert Pubill, Director IT, STA.*

## Results and Benefits

- » Reduced IT development time by 36% over other alternatives, such as custom development or specific packaged applications, due to the Vitria M<sub>3</sub>O Suite and the SOA/J2EE decision and approach.
- » Shortened the time to market by consolidating and scaling the IT architecture. could be deployed rapidly, and Visibility into potential revenue leakage
- » Lowered the training curve due to Vitria's continuous support of the latest technological trends.

For more information, please go to [www.vitria.com](http://www.vitria.com) or contact your local sales office.