

# Innovative Communications Service Provider Develops a Flexible Process and Exception Management Approach to Create Competitive Differentiation



*Telecommunications Service Providers are under increased pressure to automate the provisioning processes for an ever larger and faster changing product portfolio. SOA-based process automation and exception management are key elements to make this happen and profitably deliver services with minimal human intervention.*

The rapid consolidation of large-scale telecommunications service providers who can offer ubiquitous connectivity and scale offerings is forcing smaller providers to differentiate through more responsive customer care and a broader set of offers tailored to individual customer needs. As a result of these competitive pressures, the subject of this case study had assembled an impressive array of communications and content services.

This service provider had been an early adopter of process automation solutions and decided to upgrade its systems to support an even more aggressive use of technology to deliver services more cost effectively. Instead of executing a simple “like for like” migration of their current environment, they took this opportunity to pursue a “like for more” strategy. The upgrade included the ability of business analysts to incorporate provisioning flows, deal with a high volume of planned and unplanned exceptions, and create the most reliable integration platform possible. To do this, they chose Vitria’s BusinessWare 4.3, Vitria’s pre-built business process applications - Order Accelerator and Resolution Accelerator, and leveraged Vitria’s Professional Services for a “turn-key” implementation.

## **The Challenge: Adopt More Flexible Systems to Accommodate Increasing Number and Types of Products**

The company was looking to upgrade their systems to include more process flexibility, automation and scalability. They have a large number of different product offerings and needed a more flexible way to add, configure and change them. In addition, they were looking to increase the number of services and needed to be able to adapt the packaging of these services easily to meet rapidly changing customer requirements. The new capabilities would empower the business units to better define the provisioning processes and parameters of new products in less time and with more control.

The complexity and volume of business also required a more automated process for handling the increasing number of exceptions generated. The company had created an exception management system in-house but felt it was limited in terms of its ability to meet the more complex requirements. The business units wanted to make sure that the level of customer service was not only maintained but increased over time without increasing costs.

## **Industry: Communications & Media**

### **Business Profile**

This company is a regional service provider with a wide variety of communications and content offerings such as VoIP, VoD, DSL, Online Gaming and other cutting-edge offers. The company’s ability to add new services faster and cheaper is its key differentiator against the much larger service providers with which it competes.

### **Challenges**

- ▶ Need even greater flexibility to beat competition to market
- ▶ Need more granular services and better process automation for more complex offerings at lower IT cost
- ▶ Need to empower business to define processes and parameters to bring new offerings to market
- ▶ Need much more robust exception handling to meet customer service demands

### **Benefits**

- ▶ 90% of the order flow is automated
- ▶ Reusable software services in place to speed new product deployment leading to 80% reduction in systems development time for new service launch
- ▶ Large reduction in manual labor costs for exception handling delivering annual cost savings — 0.5% of revenue
- ▶ Higher process visibility and auditability as required for Sarbanes Oxley Compliance

### **Deployment Summary**

- ▶ BusinessWare 4.3
- ▶ Resolution Accelerator 2.1
- ▶ Order Accelerator 2.0

## The Solution: Implement Order Accelerator and Resolution Accelerator

The company had been using an older version of BusinessWare and wanted to upgrade to the latest version 4.3. After reviewing the functionality of Vitria’s newest products, Order Accelerator and Resolution Accelerator, the client chose to implement all three products to get the most comprehensive solution for their business needs. This comprehensive suite of products provided enterprise-class BPM, SOA (Service Oriented Architecture) infrastructure, and the most extensive exception management platform.

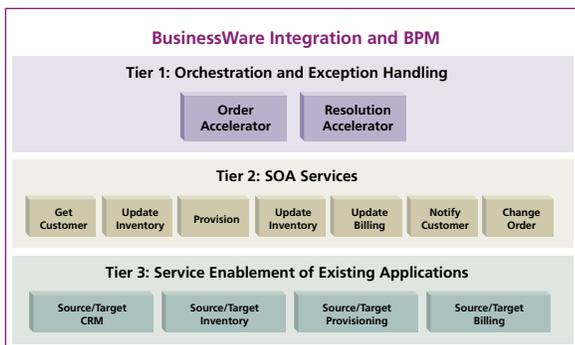


Figure 1: Three Tier Solution Architecture

Order Accelerator provided the key orchestration engine that business users could configure based on business need. Using visual modeling techniques to invoke the selected software services (from a pre-built inventory), business users could easily customize the process flows for new service and bundles. Through the comprehensive audit trails created by Order Accelerator, company executives and front-line workers could easily get real-time order status and detailed reports on overall provisioning activities.

Resolution Accelerator provided a centralized exception management capability and, most importantly, the ability to resolve process and technical exceptions with minimal human interaction. Additionally, Resolution Accelerator reduced the need for exception handling functionality in the bottom two tiers which simplified the development of those services.

The company relied on Vitria’s Center of Excellence (COE) to do the implementation. Vitria’s COE team worked with their staff to make sure the implementation met all of their objectives and timelines. The project was completed on time and on budget without disrupting the company’s normal course of business. “Our COE team worked closely with the customer to make sure all of the new systems were seamlessly integrated into their environment. We leveraged

a blended model of onshore and offshore resources to deliver the “like for more” implementation at the same cost for the originally planned “like for like” migration” said Dale Skeen, CTO of Vitria Technology.

## The Results: Cost Savings and Greater Flexibility for New Product Introductions

The business results of the implementation have been above industry standards in terms of automated flow-through of orders -90% plus - and ability to support new service automation with minimal IT development — 80% reduction in development time. These improvements were required to support the company’s overall value proposition of a differentiated product portfolio. Additionally, the reduction in exception handling costs — 0.5% of broadband revenue — allows them to scale the business without adding significant cost or affecting customer service levels.

The company is accruing major benefits on the software development front as well. They now have a framework for SOA which will continue to provide them with greater flexibility in application development and time to market. Leveraging Vitria’s methodologies, Unified Development Process and Zero Down Time, which incorporate Vitria’s best practices in SOA and application availability, will provide dramatic improvements in extensibility, flexibility, and uptime. The company plans to expand their use of SOA to other types of business applications.

“We are very proud to work with visionary customers such as this one who really understand how to leverage Vitria’s capabilities to create short-term economic value and a platform for more effective development over the long-term” said Larry Ehrhardt, Senior Director, Communications and Media Solutions of Vitria Technology.



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