

CUSTOMER SUCCESS STORY:
TELEKOM AUSTRIA

Telekom Austria safeguards service levels for 17 million subscribers with CA eHealth Performance Manager.



Customer Profile

Industry: Telecommunications
Company: Telekom Austria
Total revenues: Over €4.9 billion
Employees: Over 17,600

Business Impact Summary

Business:

Telekom Austria is the largest telecommunications company in Austria, with more than 2.3 million fixed line customers and 18 million mobile customers. This customer base also encompasses Belarus, Bulgaria, Croatia, Slovenia, Liechtenstein, Serbia and Macedonia.

Challenge:

Customer service levels and future business growth are dependent on the company's IT infrastructure, and especially its network. Following a network consolidation program, Telekom Austria needed to ensure that it could maintain performance and availability levels.

Solution:

Telekom Austria deployed CA eHealth® Performance Manager to centrally monitor both its own and customer networks, including 250,000 network elements. The solution provides the company with a real-time view of network performance, which helps to simplify fault management, troubleshooting and reporting.

Result:

Telekom Austria is able to identify network problems before they impact customer service levels. This helps to increase customer satisfaction and drive business growth. At the same time the company has been able to reduce operating costs.



CA Customer Alliance Program



Business

Helping customers to communicate

Telekom Austria is the largest telecommunications company in Austria, with more than 2.3 million fixed line customers and over 18 million mobile customers placing their trust in the group's products and services. Its area of operations extends well beyond Austria's borders, with customers in Belarus, Bulgaria, Croatia, Slovenia, Liechtenstein, Serbia and Macedonia.

The company's vision for continuing success is to:

- Identify technologies and services with a high-growth potential
- Recognise technological breakthroughs
- Detect future customer needs and new business opportunities

Despite the company's year-on-year revenue growth, it operates in a highly competitive market, which is showing a particular decline in the core fixed line segment. To address that challenge, Telekom Austria knows it must continue to innovate.

"We need to ensure that our IT infrastructure and particularly our network can meet the demands of the business and our subscriber base."

Werner May
ICT Programme Manager, PSS Dept,
Telekom Austria

Challenge

Maintaining quality of service

A key enabler for growth is the delivery of high-quality customer service levels. This will also enable Telekom Austria to maintain its competitive edge in providing innovative integrated solutions for communication, information and entertainment.

For both innovation and day-to-day operations Telekom Austria is highly dependent on its IT infrastructure. In the fixed line segment, this includes supporting 2.3 million subscribers and more than 885,000 broadband connections. The company also provides network managed services based on stringent service level agreements (SLAs) for more than 300 customers.

Werner May, ICT Programme Manager at Telekom Austria, comments, "We need to ensure that our IT infrastructure and particularly our network can meet the demands of the business and our subscriber base. Customer retention and acquisition is dependent on the quality and reliability of our services."

Managing network availability and performance

To support its service quality commitments, Telekom Austria embarked on a phased migration of its network infrastructure to an integrated next-generation IP-based platform for voice, data and Internet. This network — which has been dubbed the ALLMediaNET — will enable the company to offer convergent products, reduce network complexity and control development costs.

The availability of this consolidated network is fundamental to the company's productivity and customer services. As May explains, "We needed to offer consistent performance and availability during traffic peaks and troughs. With the overall complexity of the infrastructure, we knew that would be a real challenge."

To safeguard customer service levels, Telekom Austria needed a solution that would give high levels of integrated service assurance and service level management capabilities across both its own and its customer's networks. "We wanted a holistic view of faults in real-time, with information to help identify their likely cause and location," adds May.

Solution

Centralised and real-time network monitoring

After a review of potential partners and infrastructure management offerings, Telekom Austria identified CA eHealth® Performance Manager (PM) as the best solution for its needs.

"We put CA eHealth PM through an exhaustive proof of concept to ensure it was flexible enough to meet our requirements across a range of different operations," comments May.

Despite these tests, the implementation was not without its difficulties, as May explains, "The complexity of a continually evolving network environment was a challenge during implementation. Our integration partners CA and Unisys were critical in this phase, offering in-depth knowledge of the solution and helping to customise CA eHealth PM to our specific needs."

CA eHealth PM is now fully established as Telekom Austria's central network management platform. In addition to its own network, Telekom Austria uses the solution to monitor around 300 external customer networks in real-time. In total, CA eHealth PM monitors more than 250,000 network elements.

The CA solution provides Telekom Austria with:

- An integrated, easy-to-understand single diagrammatic view of hosted applications
- Real-time status of its network, including fault and performance data
- Automated analysis of fault information and proactive troubleshooting
- Simplified management of voice applications

CA eHealth PM also provides comprehensive performance reports on Telekom Austria's systems, databases and applications, all of which are critical to customer services. "The solution's report portfolio provides us with at-a-glance information for network management, capacity planning and performance reporting," says May.

As well as improving the efficiency of day-to-day operations at Telekom Austria, CA eHealth PM also helped the company to provide reliable information and telecommunications services during UEFA EURO 2008. Telekom Austria provided technology and services to connect players' hotels, the UEFA headquarters and media centres throughout the event.

More than 250,000 network elements are monitored by CA eHealth PM

“By improving network availability, CA eHealth PM helps us optimise the services we provide to existing subscribers.”

Werner May
ICT Programme Manager, PSS Dept,
Telekom Austria

Result

Improved customer satisfaction and cost control

Thanks to CA eHealth PM, Telekom Austria is now able to identify network problems before they impact customer service levels. As May explains, “CA eHealth PM has helped us achieve faster restore processes thereby minimising business downtime. A problem that could have taken two hours to fix can be resolved in just 5-10 minutes using the data provided by the CA solution.”

Greater certainty and control over network availability and fault resolution has enabled the IT team to offer more attractive SLAs to the business and its customers.

“The data collection and KPI [key performance indicator] calculations offered by CA eHealth PM helps us set and improve SLAs for network performance. As well as improving services for our external customers, this gives the business greater confidence to develop new innovative business solutions to drive growth,” comments May.

New initiatives include continuing with the development of ‘aonTV’ in the multimedia segment and additional customer offerings — such as ‘aonAlarm Services’ — to enhance the attractiveness of fixed access lines.

By facilitating innovation and improving its network managed service offering, proactive network management has enabled Telekom Austria to:

- Enhance customer satisfaction
- Reduce operating costs
- Better manage peaks in demand

“By improving network availability, CA eHealth PM helps us optimise the services we provide to existing subscribers and maximise the opportunities for winning new customers,” comments May.

To learn more and see how CA software solutions enable other organizations to unify and simplify IT management for better business results, visit ca.com/success.