NEXT GENERATION SERVICE ASSURANCE (NGSA) IMPROVES CORPORATE CUSTOMER SATISFACTION
VODAFONE, GERMANY
THE BUSINESS NEED

Decreasing revenue due to increasing competition and additional EU regulatory measures puts huge pressure on operational costs and process efficiency. At the same time, Vodafone’s strategy to increase its corporate and enterprise customer market share places even more strain on operational teams, who must already face the strong demands of enterprise customers, including individual SLAs and customer specific monitoring.

To cope with all of the above and to provide a competitive advantage in the enterprise customer segment, Vodafone decided to start their “Next Generation Service Assurance” OSS consolidation and transition program.

THE APPROACH

- A vast amount of different, technology-oriented tools
- High license and maintenance costs, expensive and time consuming OSS integration
- The need to efficiently manage increasing service complexity (fixed/mobile/IT convergence)
- Increasing pressure on time-to-market and agility
- Limited capabilities for further automation (functional gaps and complex OSS architecture)
- Missing support for operations to evolve from network- to service- & customer-centric management

THE SOLUTION

Comarch’s service model driven Next Generation Service Assurance (NGSA) solution provides the OSS capabilities needed to cope with enterprise customer demands and enables state of the art Customer & Service Management. In addition, rich capabilities to automate processes ensure increased operational efficiency and cost reductions.

CLIENT:

VODAFONE GERMANY

INDUSTRY:

TELECOMMUNICATIONS

Vodafone Germany is one of the biggest and most innovative telecommunications service providers in Europe. Vodafone Germany stands for communication on one hand, offering mobile and fixed network voice services as well as a multitude of Internet and broadband-data services to consumer and business customers. A strong focus on development, numerous patents as well as continuous investment in network technologies, new products and services has made Vodafone a leading innovator on the German telecommunications market. Vodafone Germany serves more than 33 million mobile network subscribers and is a part of the Vodafone Group, one of the largest telecommunication service providers in the world.

IMPLEMENTED SOLUTION:

- Comarch Next Generation Service Assurance (NGSA)
THE RESULTS

- Replacement of 3 former Fault & Service Management systems (monitoring of more than 750,000 NEs) leading to a **reduction of 47% CAPEX and 68% OPEX, plus >30% cost savings** for future OSS integrations.

- **Fully integrated Customer, Service & Resource Monitoring** for all network domains, enabling Vodafone to shift from resource-centric Fault Management towards customer-centric Service Assurance.

- **Proactive monitoring of corporate customer services** based on automated Service & Customer Impact Analysis (initial service model incl. more than 200 services and more than 150 top corporate customers).

- Shorter problem resolution times and increased operational efficiency thanks to **advanced alarm reduction & correlation** and automation of manual processes of NOC and SOC teams.

- **Improved service quality and customer experience** thanks to proactive monitoring of service performance KPIs based on integrated Service Quality Management.

- The NGSA solution has proven to be scalable and a centralised platform is currently **supporting multiple Vodafone Operators**.

WHY COMARCH?

"With their modern and innovative OSS portfolio, Comarch has repeatedly demonstrated strong and reliable business partnering with Vodafone. Comarch has provided high quality COTS products, coupled with their impeccable services to implement solutions on time and within budget, adapting swiftly to new business requirements arising during and post implementation. Considering dimensions such as: time-to-market; quality to market; customer obsession; agility; value; innovation, Comarch is a partner who invariably ticks all of the boxes."

*Shane Gaffney, Director of OSS, Central Europe, Vodafone*
ABOUT COMARCH

Comarch is a provider of complete IT solutions for telecoms. Since 1993 the company has helped CSPs on 4 continents optimize costs, increase business efficiency and transform BSS/OSS operations. Comarch solutions combine rich out-of-the-box functionalities with high configurability and are complemented with a wide range of services. The company’s flexible approach to projects and a variety of deployment models help telecoms make networks smarter, improve customer experience and quickly launch digital services, such as cloud and M2M. This strategy has earned Comarch the trust and loyalty of its clients, including the world’s leading CSPs: Vodafone, T-Mobile, Telefónica, E-Plus, KPN and MTS.

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