

Case Study

AAPT, BearingPoint & Infonova

AAPT: Triple Play & Transformation Enabled By Infonova

Companies submitting case study:

AAPT
BearingPoint & Infonova

Authors:

David Yuile, GM Technology, AAPT
Matt Goodlet, Managing Director, BearingPoint



Applicable TM Forum Technical Areas:

NGOSS, eTOM, Multi-technology Network & Services

Viewpoint:

Service provider perspective, System integrator perspective

Services:

Fixed PSTN, LD, DSL, Mobile, Voice, Data, ISP

Network Technologies:

PSTN, LD, Mobile GSM/GPRS, Mobile Edge/UMTS, Broadband, xDSL, IP, ISP

Business Problem:

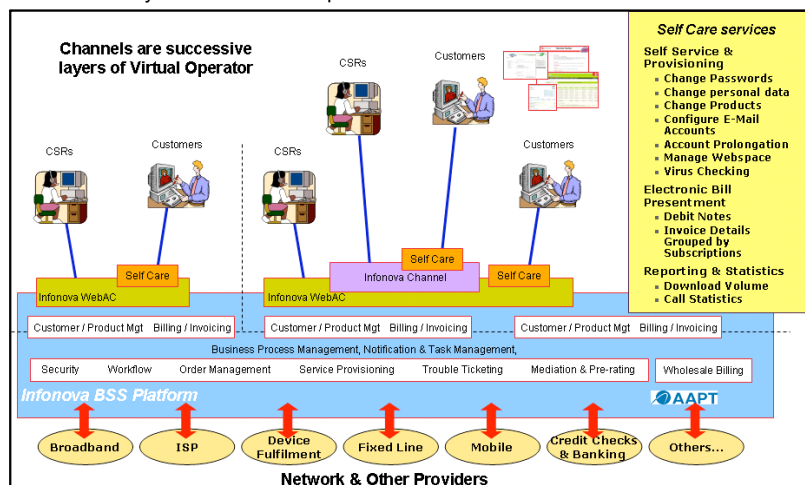
As Australia's third largest service provider, AAPT was an innovative leader in aggregating and bundling its own and other third party products. As the market matured, AAPT needed to maintain its differentiated lead with increasingly complex product bundles. However these bundles required increasingly complex business rules to ensure that both the customer and AAPT gained the appropriate benefits – which in turn required significant increases in resources as the systems were not capable of supporting this functionality.

Consequently in 2004, AAPT engaged in a transformation exercise to improve its competitive positioning and to deal with cost & falling profits by improving back-office IT systems to support a seamless 'quote-to-cash' experience for customers. The initial approach focused on integrating many of the existing systems. This approach was dropped when it was realized that Infonova's BSS could deliver triple play and the transformation program, together with all the other functionality and outcomes required at a lower cost & in a shorter timescale.

Solution Implementation:

AAPT's comparative analysis and business case considered capabilities, benefits and savings across multiple dimensions. Infonova's BSS was found to deliver the necessary results across all the dimensions of business strategy, operational services, and business KPI's. The central approach taken in the development of the new business model was the adoption of key principles and end to end best practice process modeling defined within the TMForum NGOSS and eTOM frameworks. In particular the Infonova BSS would enable AAPT to operate their attacker business with a very significant competitive advantage:

- Products can be bundled from different services with a single common bill for all services (Fixed, BB, Mobile, ISP etc)
- Product can be launched rapidly as new offers and bundles - in hours, not weeks
- Customer Care, delivering real time ease of use to enable customer self care with single view of customer, and visibility of installed services
- Flow Through Processing, delivering automated workflows / scheduling / status for order management, provisioning & billing
- Billing, fully online with mediation, rating and discounts for all services and integrated revenue assurance
- Low Cost, significantly reduced operations and support costs with the ability to support multiple channels



AAPT's Infonova BSS implementation has 44 interfaces with other internal and external systems, all of which are automated. Infonova's BSS core is built on a JEEE framework, incorporating BPM module for business workflow logic, web services interface layer. Infonova's BSS includes mediation, rating, billing, EBP, customer management, product management, system task management, WebAC for the User Interface and Infonova's CSC User Interface for customer self care. The solution also includes Infonova's Accounts Receivable module as well as Infonova's Content Management System.

The implementation uses an Oracle 10g database platform, including Real Application Cluster and DataVault high-availability configurations on a Sun Systems Enterprise Series multi-processor servers and StoreEdge storage using Solaris 10 Operating System, including the multi-zone feature and Sun Server clustering.

Deployment and Results:

AAPT have moved from 5 billing systems to one; from 100 systems to one; from 80 applications in call centres to a few, and benefited from significant cost and FTE reductions.

In May 2008, Paul Reynolds, the CEO of TNZ, was able to announce to the TMF World conference in Nice that massive progress has been made in only 12 months. Over 50% of customers have been migrated to the new platform. AAPT now offers only 17 plans compared with the previous complexity and confusion of over 2000 plans. Provisioning has moved from weeks to days. The bundling rate has risen to 75% through the ease of use of the platform. Online sales have risen to 25% through the availability of the easy to use, flexible self serve platform.

For a full version of this case study, please visit www.tmforum.org/casestudies