Case Study for the use of M*Ware Ticket Exchange

Business Challenge

The customer is a telecom consortium, that focuses on global business Services to multinational companies.
There were different work centers:

- Each share holder had multiple work centers in his own country for voice, data and internet services
- Only a part of the business handled in a work center was internationally, and owned by the consortium.

The national centers were using different trouble administration systems. In the voice work center a legacy system was deployed with around 2000 users. In the IP center an ARS Remedy based system was deployed with around 1200 users. In the datacenter, Clarify e-front office and an internally developed system were deployed with around 1800 users.

All three systems had to do business with the 50 local partner organizations.
The information exchange with these partners is not further described in this paper.

This case study focuses on the project that was needed to ensure an overall customer relation management, and to create synergy between the work centers.

E-bonding versus Manual Processes

Before using Ticket Exchange, the three centers all exchanged tickets manually, using phone calls and faxes. This process was confusing since duplicate tickets were received reflecting the same fault, and also slow, repetitive and extremely error prone.

From a financial perspective it was also very costly. Between the three work centers, around 3400 tickets per month were exchanged. On each side of the exchange, around 17 minutes of active employee time per ticket could be saved. Based on an average loaded cost for a NOC technician of $60K, the manual processes were costing them around $ 714.000 every year.

Overall account management, SLA management and customer escalations were difficult to perform. Annual costs of lost time of people working in these processes were estimated around $600.000.

From a customer service quality and customer relation management point of view, having three different centers was very negative. The customers of the service provider had to be educated where to contact, which led to a low customer satisfaction.
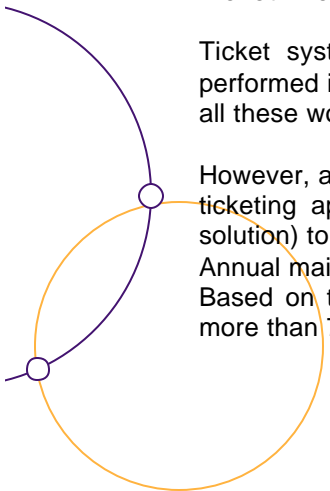
Ticket Exchange versus system replacement

Ticket system replacement was not a good option, because the majority of the business performed in the work center was national. To change the system, processes and to do training in all these work centers would have impacted the national business negatively.

However, as part of the evaluation a cost assessment for replacement was done. Installing a new ticketing application for approximately 5000 users would cost around $ 9 M (for a cheaper solution) to $14 M for a more advanced solution.
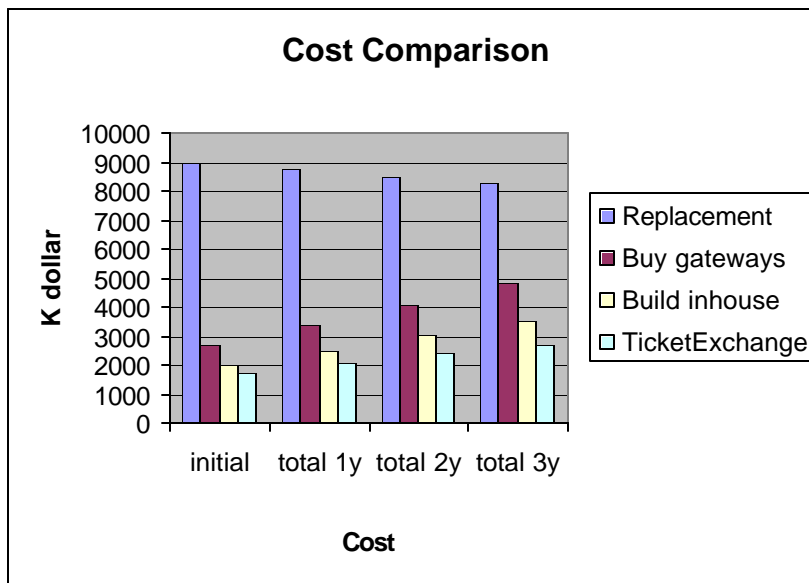Annual maintenance costs could be reduced with around $250.000
Based on the above estimated cost savings this would imply a return on Investment (ROI) of more than 7 years.

Ticket Exchange versus Gateway solutions

The next decision was which e-bonding approach to use. They examined which solution would meet their needs in the best way, while allowing them to expand for the future.

The volume of ticket did not justify the substantial investment of a gateway. Using the gateway approach, to e-bond required 3 unique gateways; each requiring a development cycle and separate maintenance. Due to the gateway technology, also high cost for change management needs to be calculated. The calculated project costs were around $ 2.7 M initial costs, $ 0.5M annual maintenance and $ 200.000 additional change management costs.

Cost Comparison

K dollar / Cost

- Replacement
- Buy gateways
- Build inhouse
- TicketExchange

(initial, total 1y, total 2y, total 3y)

M*Ware Ticket Exchange versus in house development

Developing this type of gateway solution in house would cost around 2 Million - with annual maintenance costs of $ 420.000

Development Costs	$ 900,500
Hardware Costs	$ 260,000
3rd Party Software	$ 200,000
Setup	$ 225,000
Configuration	$ 400,000

Total $ 1985,500

Maintenance staff	$ 240,000
Engineering Support	$ 180,000
Third Party support	$ 90,000

Total $ 510,000

There were major risks involved with in-house development. No in-house expertise was available, time lines to deliver the solution were very unclear, the coordination between the shareholders would have been very tiresome, and maintenance and change-management personnel were required full time.

A clearing central hub/spoke solution by Vertel was considered to be a much more viable alternative. By using Vertel to connect directly into their existing ticketing systems, the costs associated with connecting were minimized. Each party only required a single link into Vertel hub, not multiple end-to-end gateways. They did not require a support technician to be on staff or on call at all times and had access to a world class support team, available 24x7 to monitor the health of the clearing.

M*Ware Ticket Exchange Solution:

• Stepwise migration and continued usage of internal system
• Project completed in 7 Months
• Total project cost:
- $ 1.7 M first year
- $ 0.34 M continuous annual support
- Cost saving compared to replacement: $ 6,5 Million dollar
- Cost saving compared to in-house development:
  o Initial costs 12 %
  o Ongoing Maintenance 37 %
- ROI for Ticket Exchange solution- around 18 months.

The consortium won the Computable Prize for highest customer satisfaction of international carriers in 2001.

Integrating different networks and OSSs is a highly specialized skill. Vertel is a dedicated solution provider for this market. Vertel's M*Ware is a complete product line of pre-built and configurable components and solutions built to make network and system integration easily maintainable and highly re-usable.
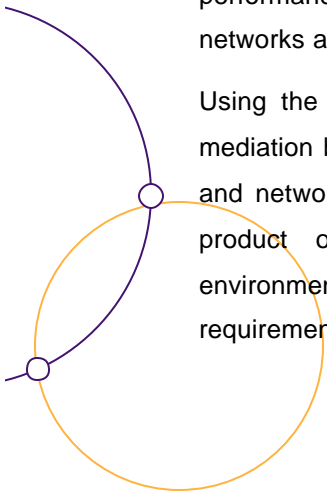
M*Ware Exchange provides advanced solutions to converge separate automated processes in the extended enterprise, merge organizations and efficiently collaborate with partners for seamless end-to-end service management. ***Working with M*Ware™ will increase in-house or system integrator efficiency with 30 % or more!*** *. But you can also decide to use our Professional Services organization.*

Read our M*Ware technical differentiators paper to understand e.g. how M*Ware outperforms EAI toolkits, with the M*Ware unique combination of mediation and OSS-specific application technology. Read our detailed M*Ware ROI paper to understand how much money M*Ware can save for you RIGHT NOW.

About Vertel

Vertel is a leading provider of convergent service management mediation solutions. Vertel's high performance solutions enable customers to quickly and cost effectively introduce new services, networks and OSSs while leveraging existing investments.

Using the M*Ware driven Development Environment (DE), Vertel has created a full suite of mediation based applications that can address protocol translation, data transformation, element and network management, OSS application integration, and OSS exchange services. Vertel's product offerings allow seamless management in multi-technology and multi-vendor environments. Vertel also develops communications software solutions that fit individual customer requirements through its Professional Services organization.

For more information on Vertel or its products, contact Vertel at 21300 Victory Boulevard, Suite 700, Woodland Hills, Calif. 91367; telephone: (818) 227-1400; fax: (818) 598-0047 or visit www.vertel.com