

CASE STUDY

Vodafone Ireland

From Mobile
to Quad-Play

"Enhancing our customer's lives in a connected world is part of Vodafone Ireland's vision and, in order to fulfil this promise, we needed to extend and complete our offer with fixed services."

Celfocus was the chosen system integrator for this project because of their experience and telecommunication business knowledge in the OSS, BSS and Digital TV domains.

Vodafone Ireland and Celfocus worked in partnership throughout the entire transformation project, from the analysis and business process definition to the solution deployment and continuous support. This partnership was a pivotal success factor for this strategic project."

Mairead Cullen

Head of Billing and CRM Transformation Programme
at Vodafone Ireland

CELFOCUS



Founded in: 2001
HQ: Ireland
of subscribers
Mobile: 2,3 million subscribers

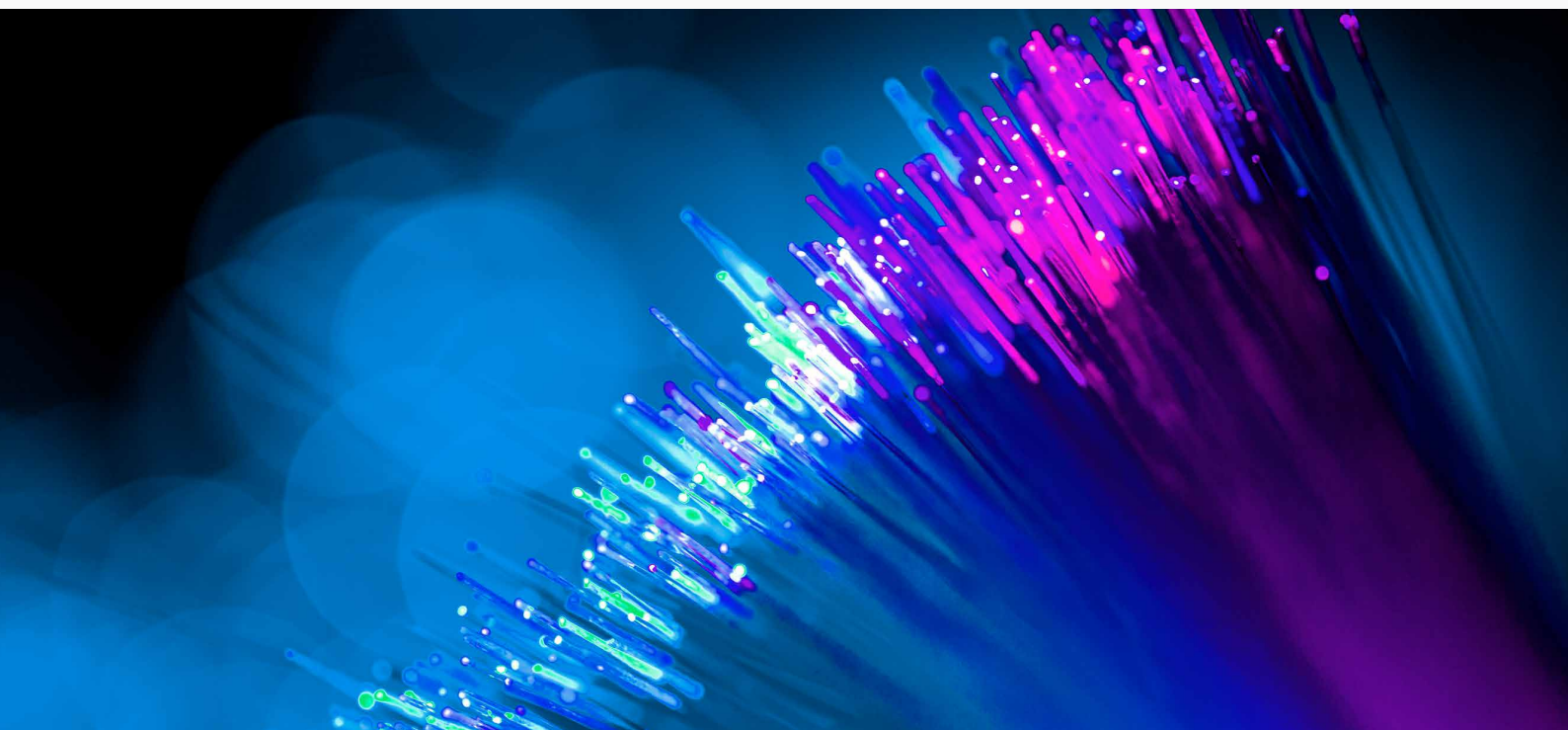
Vodafone Ireland in a nutshell

The Irish telecommunications market is one of the most competitive in the western world, with one of the highest penetration rates and more than 40 suppliers, covering different segments. In this context, differentiation through innovation is pivotal to ensure customer loyalty and business survival.

Vodafone Ireland is today the leading mobile communications operator with over 2.3 million customers and continues growth due to its recognized excellency and innovative services.

As CSPs worldwide move towards reprising their role as a value-added partner of both customers and enterprises by purveying a complete offering including mobile, broadband, fixed line and television. Vodafone Ireland wanted to extended its market leadership and keep up to customers' needs.

To accomplish this goal they relied on Celfocus as the system integrator.

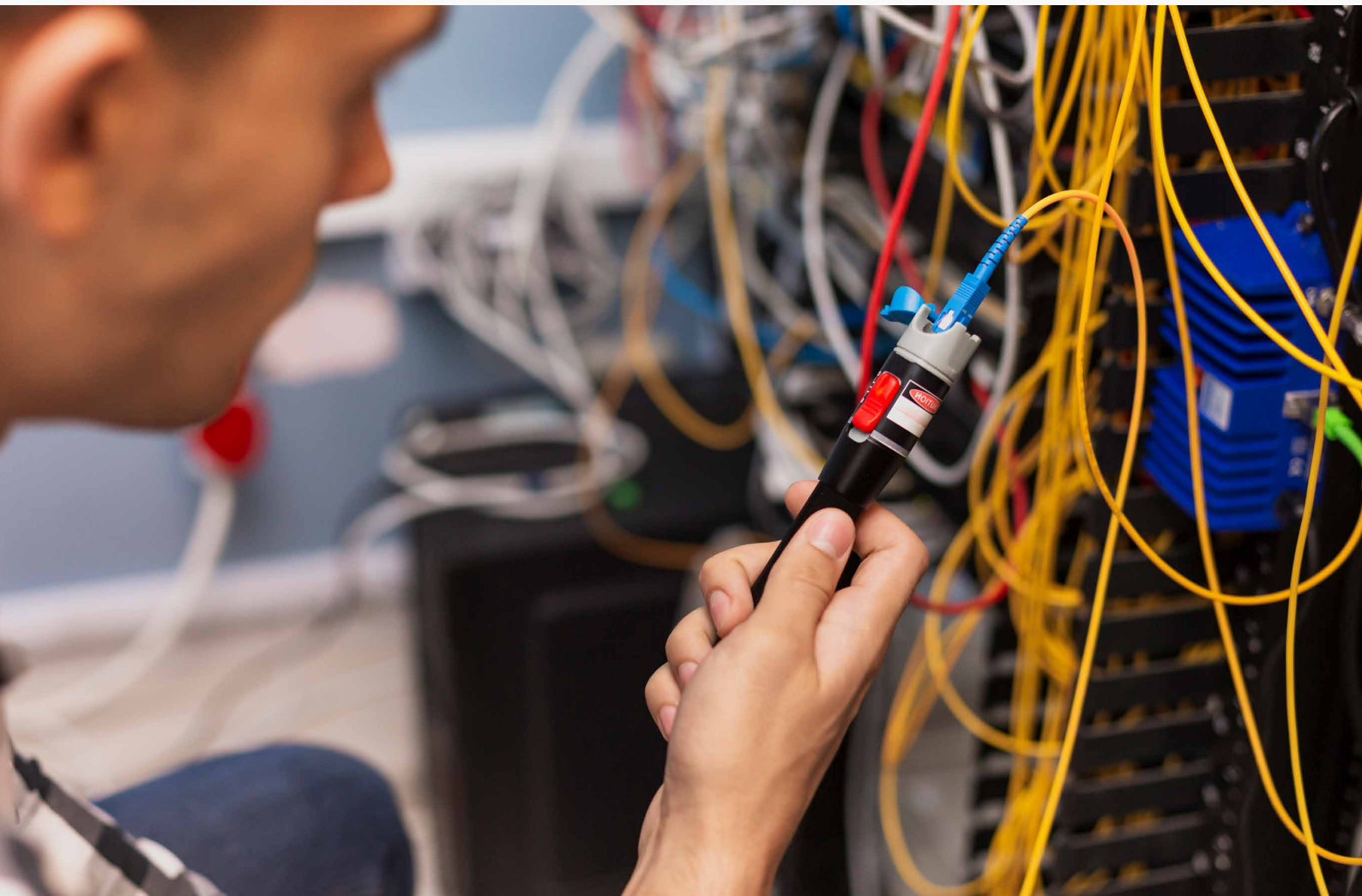


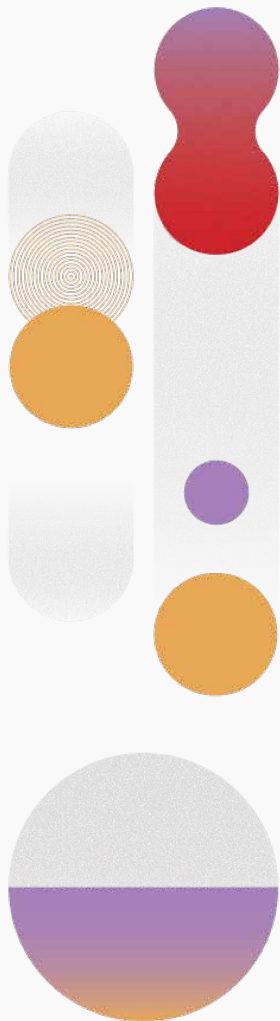
The Challenge

Vodafone Ireland is undoubtedly the leader in the mobile space but, in order to offer its customers a quad-play service, it needed to complement its offering.

To support its strategy, Vodafone Ireland launched a new FTTH wholesale provider aiming at supporting its growth as a premium fixed services and quad play operator in the Irish market.

Because of its past experience and expertise in the OSS domain, Celfocus was chosen as the system integrator, responsible for delivering the complete OSS stack and supporting Vodafone Ireland's strategy to become a reference quad-play provider.





The Solution

The technical complexity of this project included tackling areas such as network inventory systems for FTTx networks, the provisioning of the active network elements, GIS system, fixed services eligibility, OSS analytics and network performance management combined system and business process management and integration components.

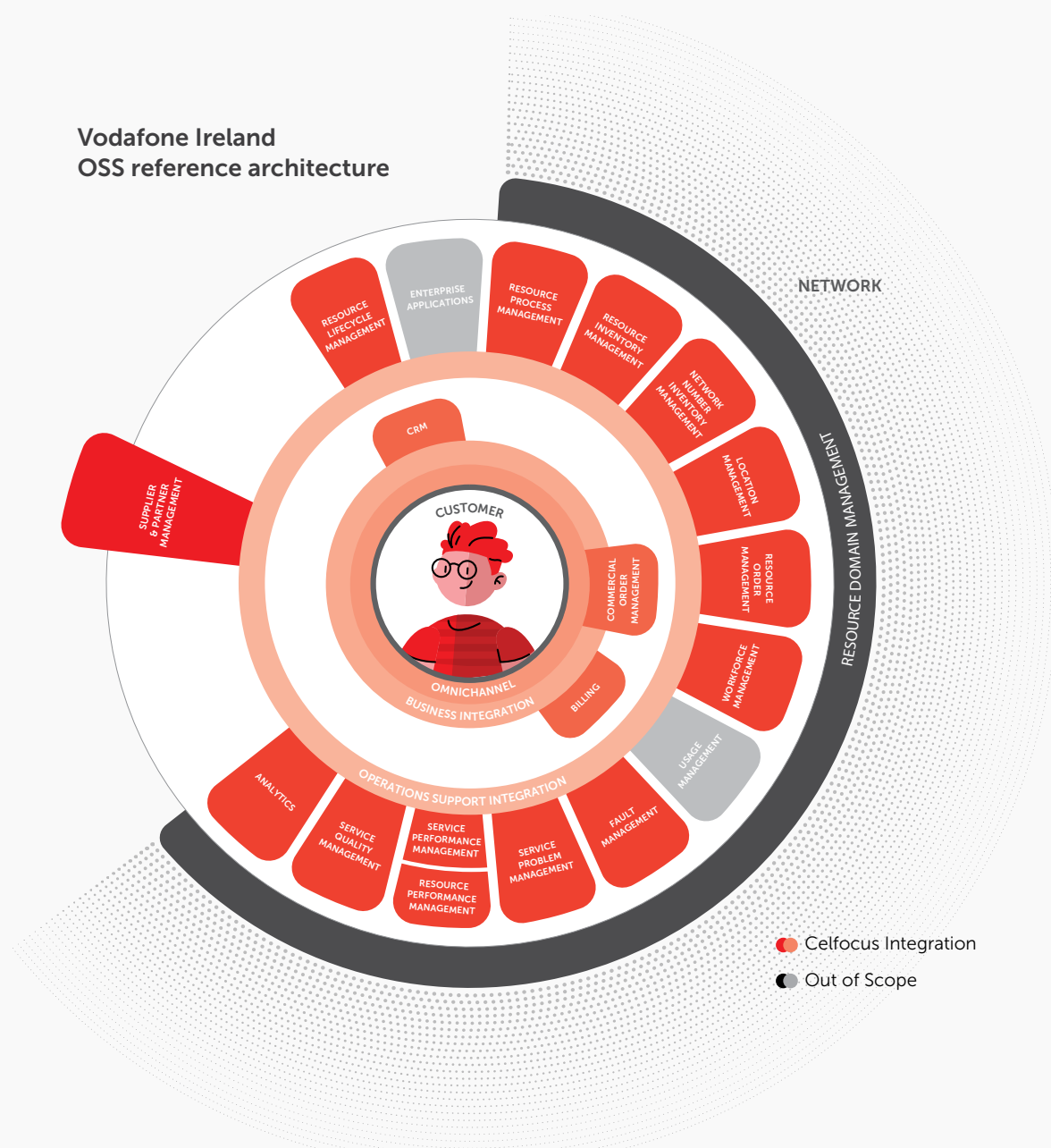
Operations Support Integration leveraged on BPM processes and strong architectural integration principles are responsible for, besides connecting all OSS applications and serving as an OSS gateway for all requests coming from the BSS layer, acting as a container for all the automated business processes and orchestration flows.

Also, as part of the OSS delivery, Celfocus provided end-to-end tooling capabilities for the fixed services Network Operations Centre: DNOC in Romania.

This includes the setup of remote access to the OSS ecosystem, network monitoring capabilities deployed on top of one of the best-of-breed in the market, cabinet and environment alarm monitoring, delivery of SaaS Incident management solution and integration with OSS, for automatic network incident creation.

Celfocus' Top Management Dashboards ensures Reporting and KPI exposure and operational transparency and the Celfocus Operational Portal guarantees end-to-end process overview and accelerated support and troubleshooting capabilities.

**Vodafone Ireland
OSS reference architecture**



In addition to the application components, it was necessary to detail and validate business support processes which were done in partnership with Vodafone Ireland and Celfocus.

In parallel to this project was the development and deployment of a comprehensive Digital TV solution, giving Vodafone Ireland the four pillars supporting its quad-play offer: mobile, broadband, fixed line and television.

Benefits

This solution enabled Vodafone Ireland to launch a quad-play service, take advantage of a comprehensive state-of-the-art solution, **enable a fast launch of offers, simplified solutions** and **reduced OPEX**.

Project in a Nutshell

**Vodafone
Ireland**



Deliver on-time / on-budget mission critical projects for the business

Vodafone Ireland Wholesale Partners

1 OSS

12 Months

- OSS for FTTH
- Network Inventory
- Network Provisioning
- Network Analytics
- NOC Tooling

2 BSS

15 Months

- Wholesale FTTH
- B2B Gateway
- Customer Information
- Billing
- Order Management
- Field Service

3 DTV

10 Months

- Lift and Shift Vodafone Portugal solution
- UI Translation
- IPTV Virtualization Layer
- EPG
- OTT
- Content Rights Management



Why Celfocus?

Vodafone Ireland's clear vision and strategy to become a quad-play provider required a partner that was able to execute and deliver results in an aggressive timeframe. Celfocus' experience in deploying similar solutions provided the perfect match.

Working closely with Vodafone Ireland, using service design methodologies such as facilitation maps, was a critical success factor in the early stages of the project. Celfocus brought to the project the necessary capability in critical network management functions – inventory, eligibility, reporting & analytics and overall project management.



CELFOCUS

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