

Leading Middle Eastern Telco improves Customer Satisfaction and Market Position by implementing an integrated Infrastructure and Service Management framework

Client Industry

Telco

Background

The Serviceberry client is the leading telecommunications services provider in the UAE. The client leverages its modern telecom infrastructure to provide innovative and reliable services to its customers. Mobile subscribers exceed 5 million, representing 100%+ penetration while Internet and Broadband penetration exceeds 51%. The client has roaming agreement with over 520 operators in over 190 countries.

Besides communication and connectivity services, the client also provides Data center services to its customers. To uphold its tenet of providing reliable services, the client realized the importance of proactively monitoring and managing its Data Center infrastructure for fault and performance.

From the view point of transforming the IT Service Management environment and increase the productivity of the IT team, the client also decided to host a centralized Service Desk.

Serviceberry was selected by our Business Partner to deliver the outcome for this prestigious client.

Business Challenges

The client faced the following issues:

- Achieve high levels of infrastructure availability and performance to keep pace with business service delivery demands.
- Absence of a centralized event management system providing a consolidated view of IT incidents.
- With the aim to improve service levels and lay the foundation for continued growth, redesign its IT processes to align with ITIL V3 process framework.
- Need for a centralized IT helpdesk, thus providing a single interface to end users to log their complaints.
- Transition from a utility to a customer centric service provider.
- A need to reduce TAT and improve service levels to customers.

The Serviceberry Value

Serviceberry analyzed the client's IT processes in detail and mapped them with the ITSM framework. It then evaluated the defined processes towards meeting client objectives and goals. These processes were then mapped to specific product and module implementation definitions.

Among the modules implemented:

- HP Service Manager provided centralized Incident Management to address end users IT problems.
- HP Network Node Manager was implemented to proactively manage Network availability and performance.
- HP Operations Manager addressed system and application fault and performance management besides providing a centralized events console.
- HP DDM and UCMDB were deployed to address IT Infrastructure discovery and dependency mapping.

This implementation demonstrates Serviceberry's ability to define and deploy standards based IT processes in large, demanding telecom environments. Serviceberry was able to improve Infrastructure availability and incorporate proactive planning by successfully marrying process with technology and by implementing a well thought out Infrastructure and service management plan.

Outcomes for the client:

By standardizing the processes with ITIL V3 best practices, we shifted IT Management to a proactive service based operations effectively transforming the role of IT from a technology provider to a strategic, reliable, cost efficient IT services provider.

Consistent practices and processes helped bring stability and predictability in IT service delivery.

Process oriented Help desk management provides insight into the end user problems and helps to resolve them quickly while keeping an eye on IT staff productivity.

Incident management processes were made proactive where IT was able to discover and correct infrastructure availability and performance issues before they impacted end user services.

The knowledge of interdependency between IT elements brought in proactive planning in Change Management thus avoiding costly disruptions in service delivery.

Expected efficiencies leading to increased uptime, reduced response time, greater customer satisfaction and continued growth in sales and market share. Serviceberry was able to integrate management of various IT domains to further improve the competitiveness and agility of the client.

Serviceberry can help you realize significant value on your ITSM strategies and investments through truly customer-centric, result oriented services. To know more about how you can leverage our expertise to achieve better organizational value, please be in touch with us by email to info@service-berry.com or give us a call.

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