



Leveraging Maximo for Telecom Transformation

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IBM Software

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Optimizing the World's Infrastructure
[10/06/2010 Madrid]

Agenda

- Alcatel-Lucent and IBM Partnership
- Trends in Outsourcing
- Requirements in support of outsourcing projects
 - Challenges
 - Why Maximo
 - How are we using Maximo
 - Benefits of Maximo

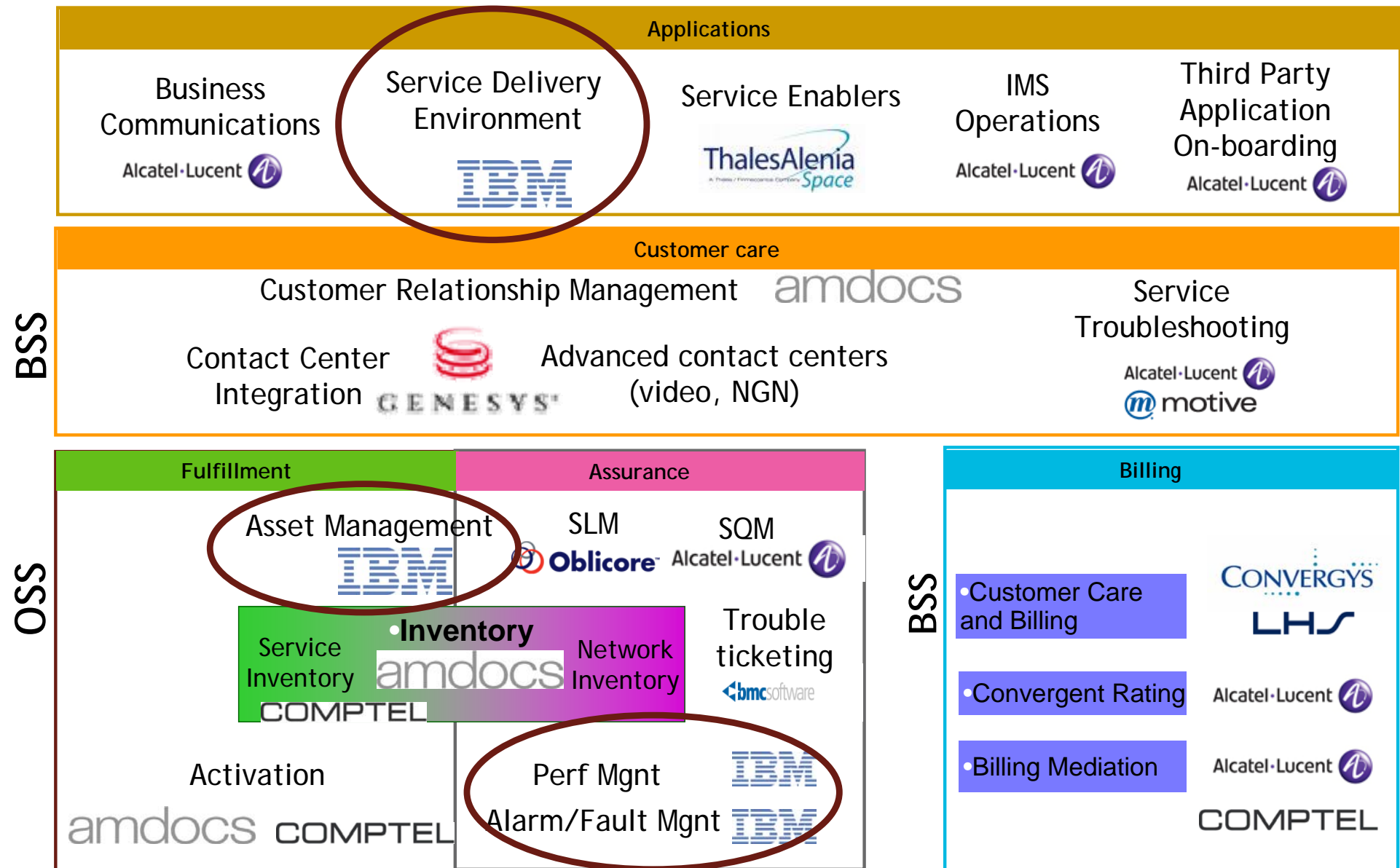


Alcatel-Lucent and IBM Partnership

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Alcatel-Lucent Partnership



Leveraging Successful Preferred Partnerships

- Alcatel-Lucent has a traditional IT System integrator positioning:
 - But with one difference: one preferred partner per OSS/BSS applications
 - Close relationship allow for building value added along partner product (e.g. service model)
 - Resell and maintenance support (level 1 & 2) of partner product
 - Multivendor interface support



- Alcatel-Lucent is ***the*** first channel to market for several market-leading ISVs
 - #1 Integrator of IBM Tivoli Assurance with over 130 customers
 - Listen to Terry Brand from TELUS & Joao Peres from IBM Tivoli on our services leadership on Assurance:
<http://www.youtube.com/user/AlcatelLucentCorp#g/c/D51A2FF9910C84EB>
 - #1 Integrator of Genesys in Telco market over 30 customers
 - Top integrator of Amdocs OSS with over 10 customers



Trends in Outsourcing

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Telecom Transformation

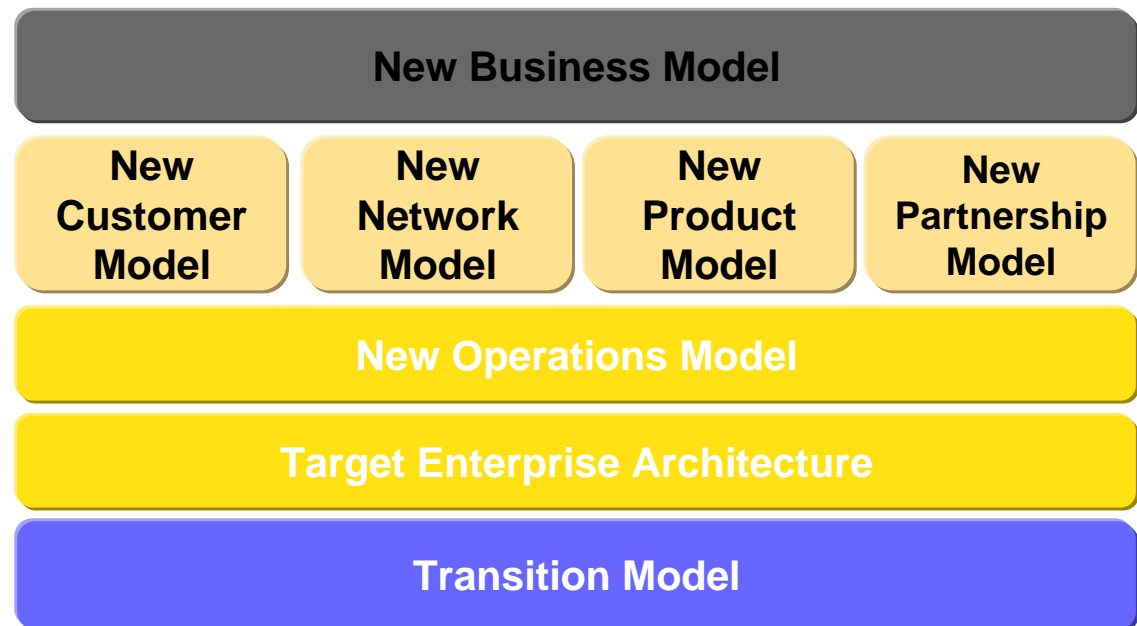
Telco Business Transformation

- Many definitions: Cultural, Philosophical etc. It all boils down to..

□ A new business model

To increase revenue & competitiveness,

By employing new ways of keeping CAPEX, OPEX, TTM & Risks low

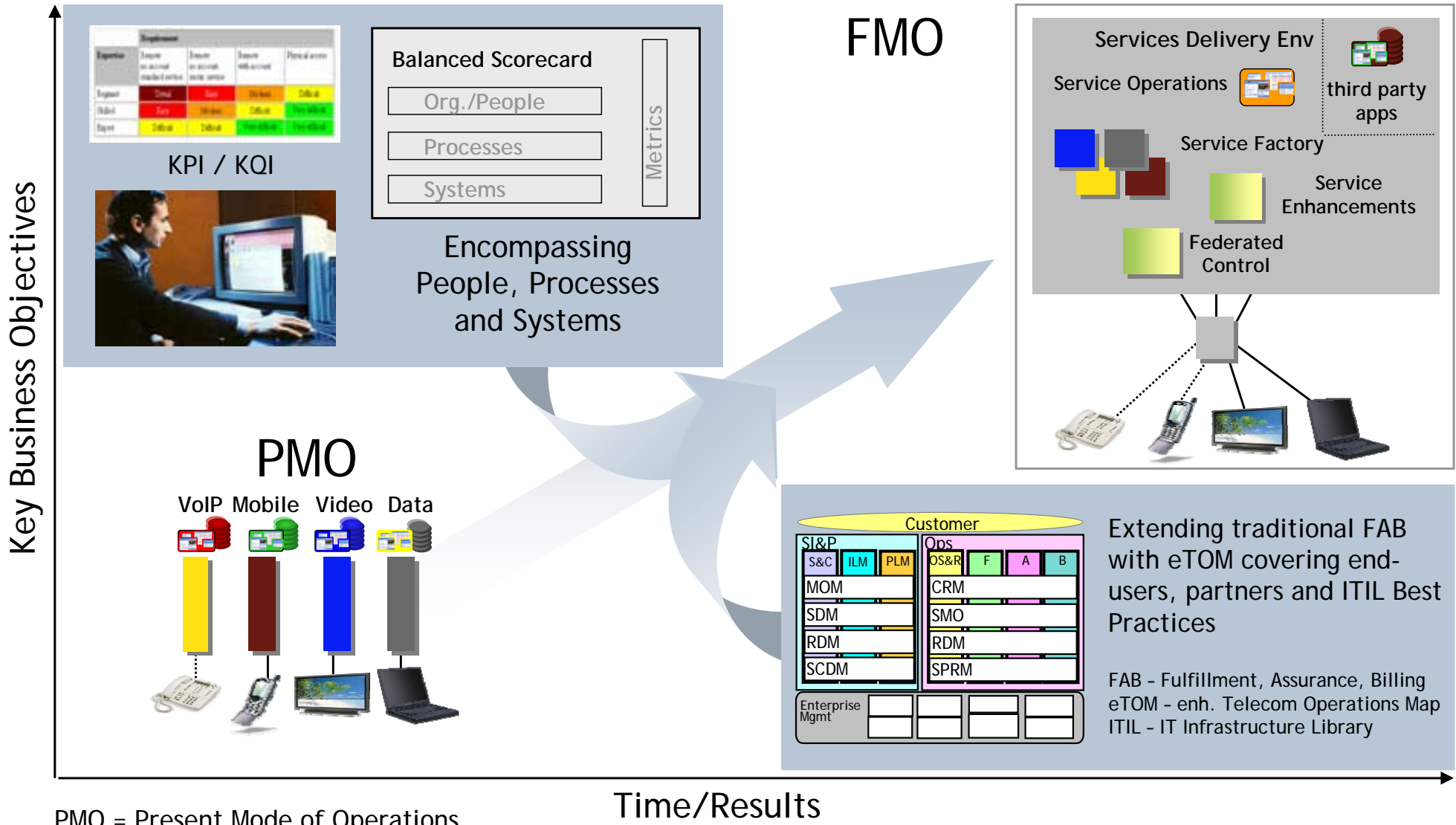


High Leverage Network & Applications Enablement is only part of the solution
The biggest challenge is Operational

Multi-vendor Operations enablement solution is the answer
to supporting the new Business Model requirements

Telecom Business Transformation

The transformation path



PMO = Present Mode of Operations
 FMO = Future Mode of Operations



Requirements in support of outsourcing projects

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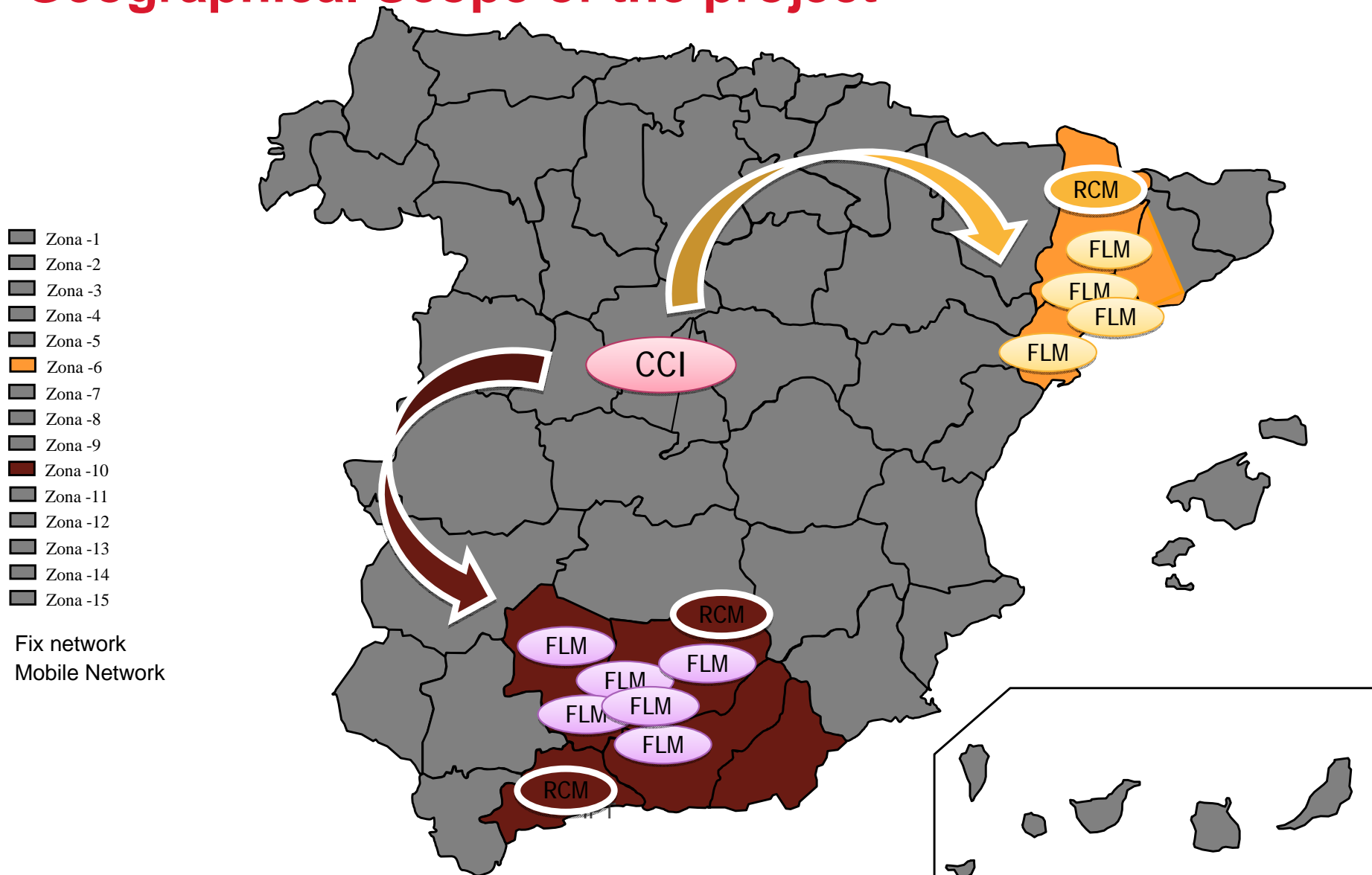
PCTY2010

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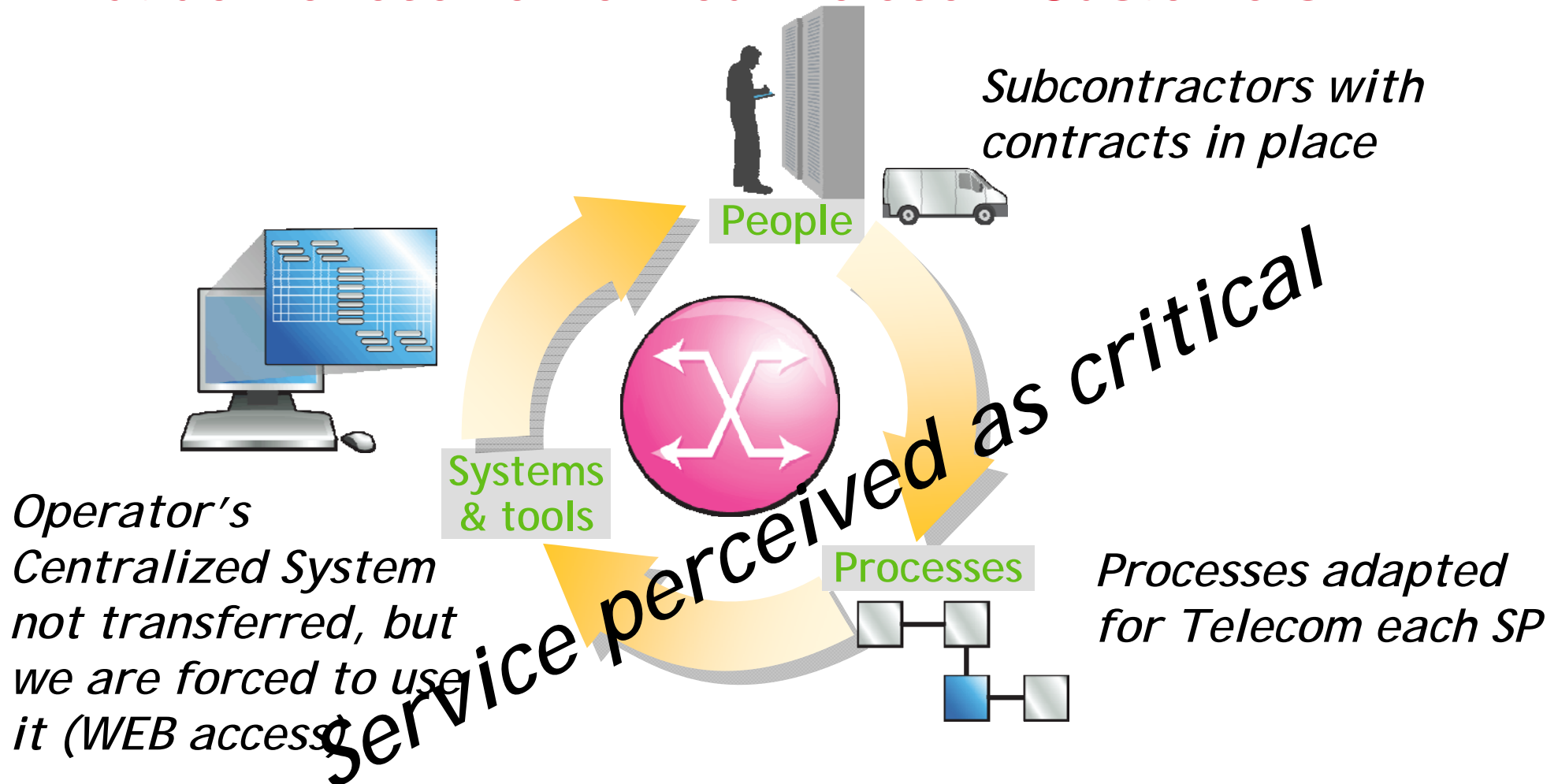
Operations - First Level Maintenance

Geographical Scope of the project



Operations - First Level Maintenance

What do we receive from our Telecom Customers?



... and everything shared among awarded companies ...

Operations - First Level Maintenance Challenges (SLAs): KPIs → Critical Factors to meet

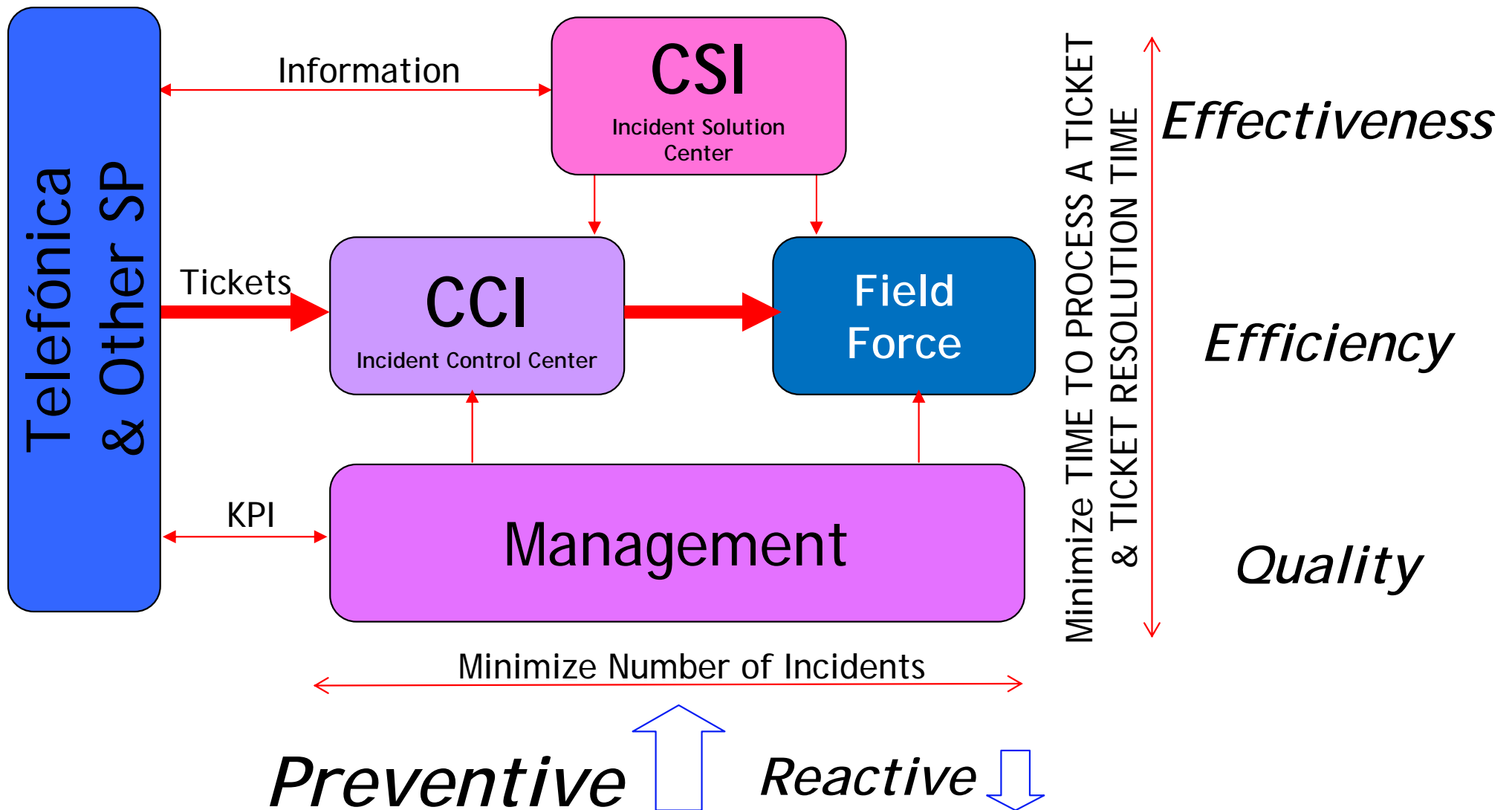
- CF1: Optimize NETWORK AVAILABILITY
- CF2: Minimize TIME TO PROCESS A TICKET and TICKET RESOLUTION TIME for corrective maintenance
- CF3: Minimize NUMBER OF ACTIVITIES for the same incident
- CF4: Minimize NUMBER OF ESCALATIONS TO LEVEL 2
- CF5: To perform PREVENTIVE MAINTENANCE & OTHER WORK ORDERS ACCORDING TO PLANNING
- CF6: Optimize ASSETS USED

Some of them are shared with our Customers.

They use them to evaluate our performance

Operations - First Level Maintenance

Operational model



Operations - First Level Maintenance

How to reduce the number of incidences? From reaction to prevention

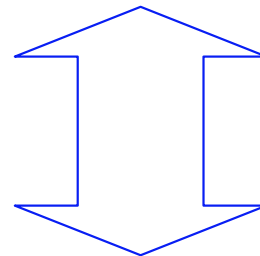
Enforce preventive → become predictive

Objectives

Specialize & industrialization of Preventive jobs
Efficiency of preventive jobs
"Align" Outside Plant initial status
Identify Areas with more problems and propose its renewal

How

Fix "quickly" what is detected thanks to preventive actions
Improve preventive processes
Implement "remote" preventive processes
Contribute to elaborate customer's Renewal budgets



Mutual Benefit

Other improvements projects (Up scopes)

Operations - First Level Maintenance

How to reduce the time to handle an incidence?

Efficiency on ticket registration and assignation processes (CCI)

Objectives

Automatic register and information update
Automatic Work order assignment and complete information transfer to Field Force
Detailed metrics on each sub-task

How

Deploy specific tool for FLM
Geo-localization
Develop interfaces with SP systems
PDA Terminal for Field Forces

Efficiency & effectiveness on Workorders Fulfillment (CSI)

Objectives

Filtering and add Outside Plant information into received tickets
Support Field Force directly
Capabilities to receive information and to act remotely

How

Building new Support group 1,5 (CSI)
Correlate tickets
Ensure Actions to be "first fix"
Building new processes, more efficient

Efficiency on Field Force management

Obj.

Unified and Integrated Management
Specialization & process industrialization

How

To have enough work volume

Operations - First Level Maintenance

The implementation decided

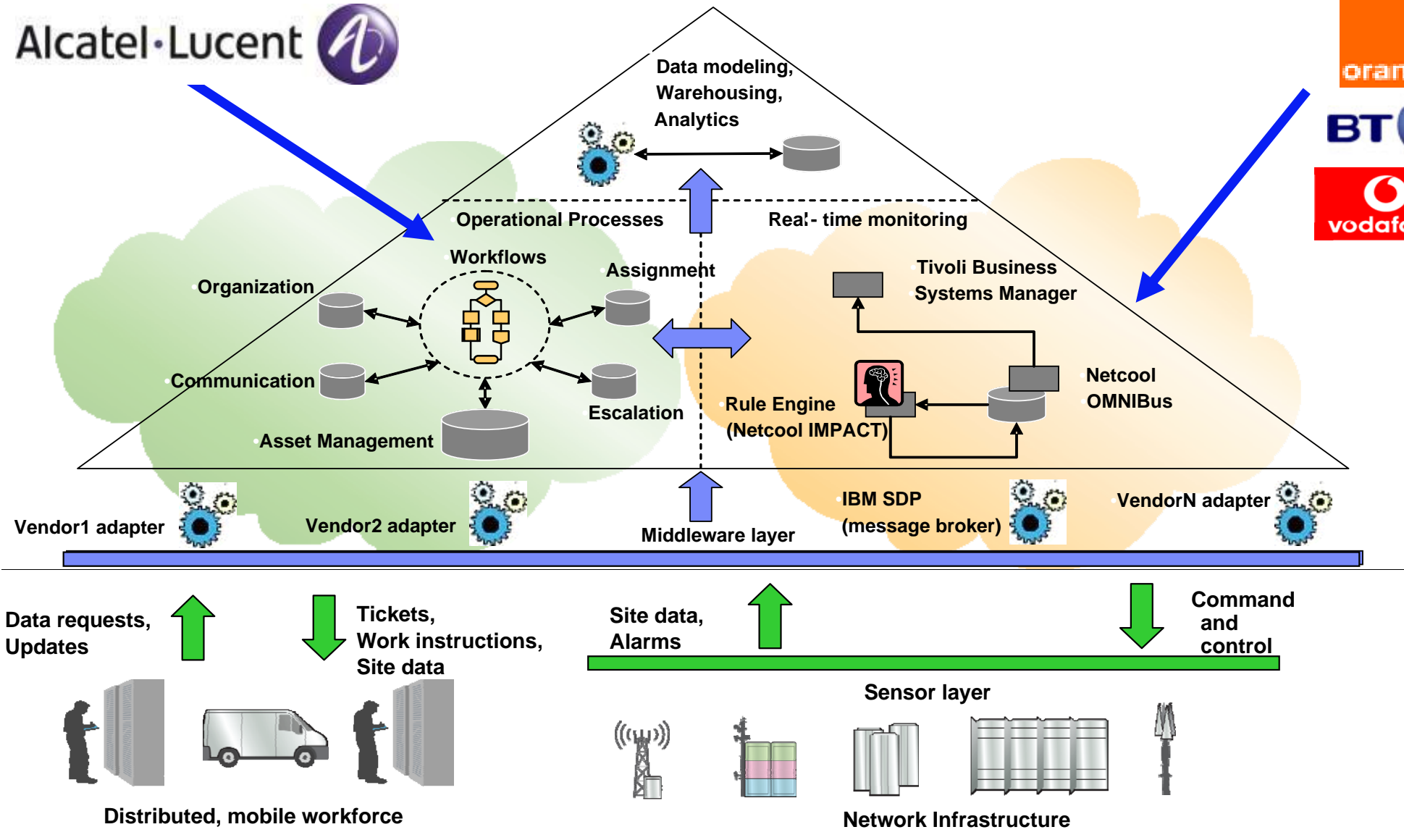
Telefonica

Alcatel-Lucent 

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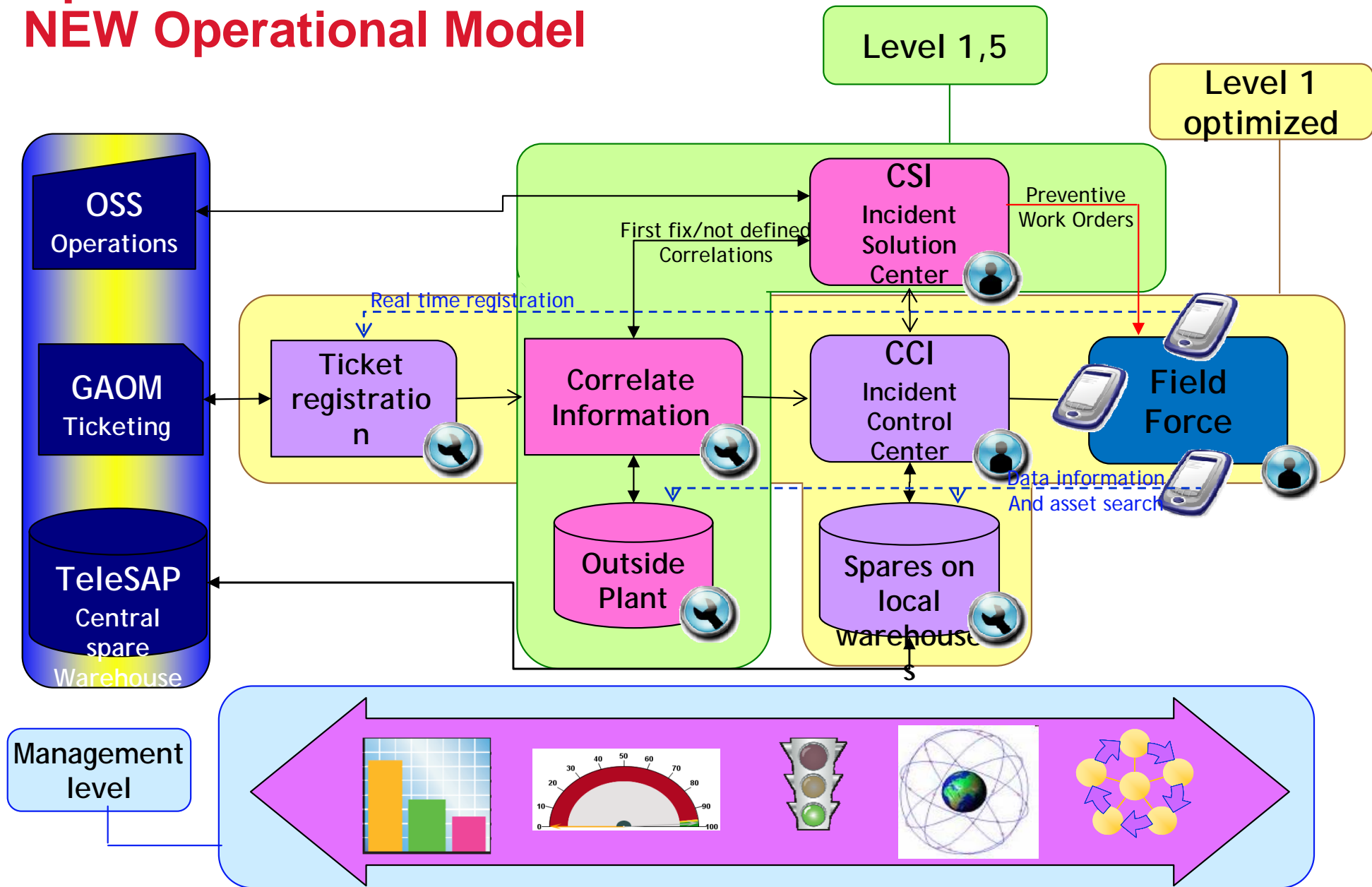
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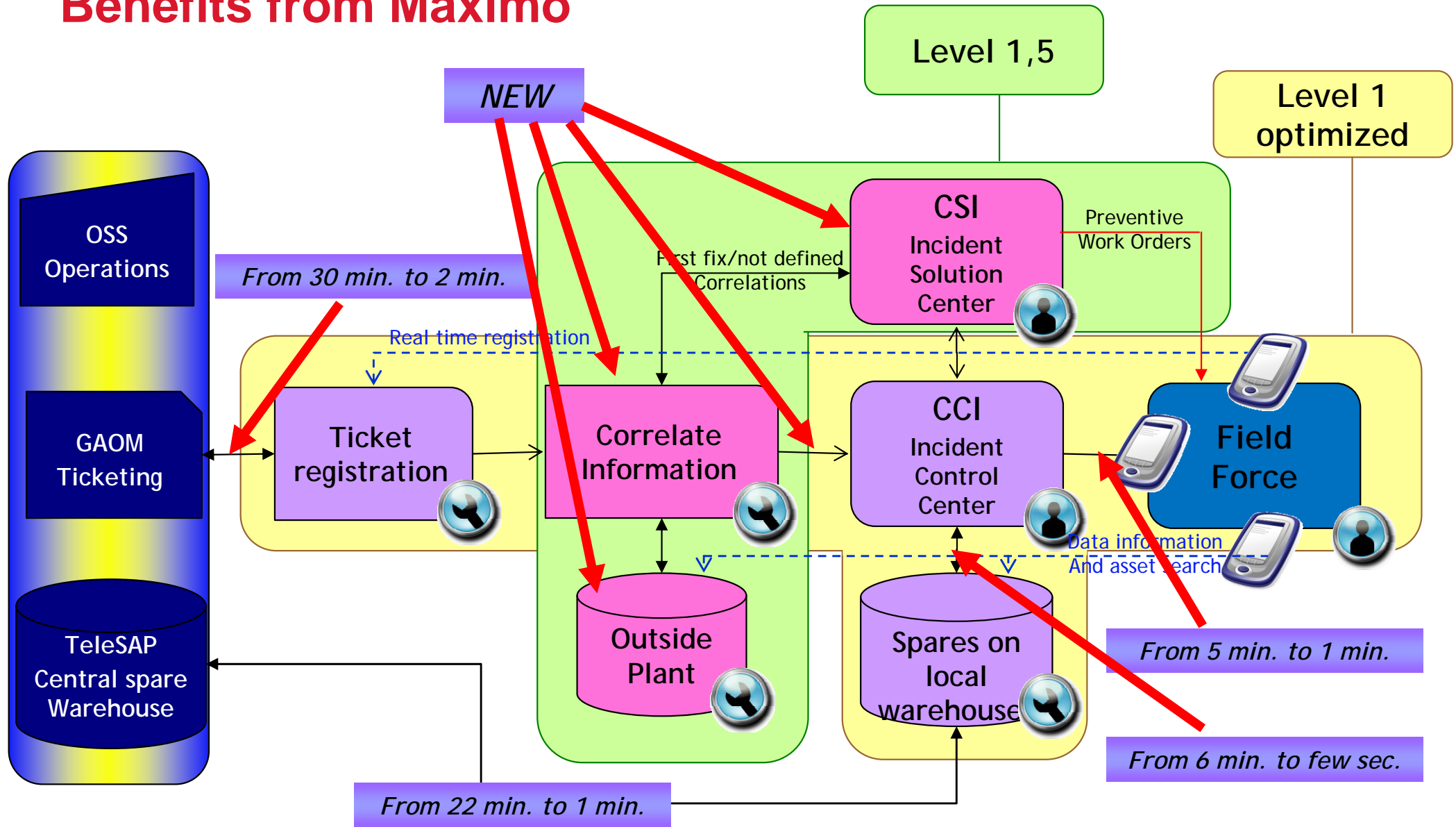


Operations - First Level Maintenance

NEW Operational Model



Operations - First Level Maintenance Benefits from Maximo





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