

# T-MOBILE BUILDS BETTER CONNECTIONS WITH DEVOTEAM

**T-Mobile, one of the largest and fastest-growing mobile telephony brands, identifies service management excellence as one of its key business advantages. Working with Devoteam, T-Mobile UK has built a comprehensive operations management platform that enables faster customer response and lower operational cost**



To manage a growing portfolio of services and the complex and diverse infrastructure required to support them, T-Mobile UK monitors every aspect of its operations.

From network data traffic carried to performance of air-conditioning units at remote locations, and from availability of billing data to employee access to the Internet, T-Mobile's Operations Management Architecture needs to be dynamic – allowing status reporting for all equipment types, exception and workflow management, and service request handling.

Simon Clough, Service Management Systems Project Manager at T-Mobile UK, describes the challenges: "T-Mobile had dedicated applications for each operations area: infrastructure services, network operations, customer service and many more. With the introduction of new, cross-functional products and services such as WAP, picture messaging, GPRS and pay-as-you-go contracts, we needed to bring these multiple components into one place. The objectives were to consolidate and simplify the service management architecture, increase network performance and service availability, enhance customer services and reduce operational costs."

## Executive Summary

### Challenge

- Manage diverse, complex network monitoring systems
- Resolve faults more quickly
- Enhance customer service
- Reduce operational costs

### Solution

- Engaged Devoteam to create a single operations management solution ("Atlas"), based on BMC Remedy AR solution

### Benefits

- Faster problem notification and resolution
- Integrated view of all operations delivers better management control
- Lower operational costs
- Positioned for web-enablement and future extensions

## The Solution

To meet this wide-ranging brief, T-Mobile engaged Devoteam to create a single platform that would consolidate its multiple individual solutions into an enterprise-wide application, dubbed Atlas.

*"T-Mobile chose Devoteam as its strategic partner based on its understanding of the telecommunications industry, and its proven service management skills,"*  
Simon Clough, Service Management Systems Project Manager

"Atlas now consolidates multiple, diverse applications into an integrated service management solution that greatly streamlines system management activity. With a coherent overview of all operations, across what were previously separate systems, T-Mobile is able to deliver faster problem resolution and, as a consequence, better customer service."

The Atlas solution developed by Devoteam in conjunction with T-Mobile UK is a key component of downward pressure on operational costs at T-Mobile.

## The Challenge

T-Mobile UK Ltd is part of the fast-growing, high-profile T-Mobile International telephony brand, a wholly-owned subsidiary of Deutsche Telekom. More than 109 million people use mobile communications services provided by companies in which T-Mobile or Deutsche Telekom have a majority or minority stake.

Mobile telephone ownership is reaching saturation in many markets, so T-Mobile now focuses on delivering more, higher value services to existing customers and making existing assets work harder, while also delivering lower costs at the infrastructure level.

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"Atlas is all about standardisation across the business, so everyone uses the same interface to manage our service delivery. Rather than researching, buying and implementing costly new solutions, by consolidating within Atlas, T-Mobile is able to maximise its current solutions and processes, and reap the benefits of existing investments," says Simon Clough.

## The right remedy for management ills

Devoteam developed Atlas using the BMC Remedy AR System, an IT Infrastructure Library (ITIL) compliant IT Service Management application platform from BMC Remedy. BMC Remedy is designed to provide a single, shared services infrastructure for cost effective, secure delivery of differentiated workflow services to multiple customers. The modular design has enabled the development and deployment of numerous critical service management functions, and Atlas is now the strategic hub of T-Mobile's operations management application architecture.

The Atlas solution developed by Devoteam enables T-Mobile UK to log, manage and resolve incidents reported by both internal IT users and mobile network customers. The system provides end-to-end visibility of faults and removes the duplication of effort caused by logging faults in disparate systems. The system also improves knowledge management, so a greater percentage of faults can be resolved first time.

Building on the base platform, Devoteam developed an Incident Management solution, followed by Change Management and Problem Management. A new interface for the support of all planned work and maintenance is next on the list, and interfaces to Alarm Management tools such as Micromuse's Netcool Omnibus and T-Mobile's Mobile Workforce Management application have also been introduced to achieve the end to end management of faults.

*Simon Clough comments, "The Devoteam approach is to introduce solutions piece by piece, ensuring we build a reliable, and perhaps more importantly in the current industry climate, an effective system."*

*"Our experience of working with Devoteam has been excellent, and Devoteam has proved to be a very flexible organisation in this rapidly changing business environment. Devoteam is clearly committed to being a long-term partner of T-Mobile, which will help us to gain the maximum benefit from our Atlas investment."*

## Extending the solution

Even as the principal solutions within Atlas are rolled out, Simon Clough is already looking at new ways and new technologies to extend and improve the effectiveness of the system, in particular providing web access.

"The scope of the Atlas project has evolved and increased on a number of occasions to accommodate T-Mobile's ever-changing business drivers. This has meant numerous changes and additions to functionality as the solution's potential has begun to be realised. Devoteam suggested a number of these alterations based on its awareness of T-Mobile's position and needs."

"Our next steps will be to look at the provision of self service functionality for T-Mobile customers, who could log and monitor service faults or just utilise troubleshooting information collated by the application. The Atlas environment allows us to extract additional value from core infrastructure by enabling rapid system extension, and Devoteam clearly has the knowledge and experience to assist T-Mobile in developing these new customer services."

*Simon Clough concludes, "Working together, Devoteam and T-Mobile have created an outstanding operations management solution."*

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## About Devoteam

Headquartered in France, the Devoteam Group, with a 2008 turnover of €450m, is Europe's No.1 Information & Communication Technologies consulting company.

Combining consulting and technical solutions enables Devoteam to provide its customers with independent advice and effective solutions that meet their industrial objectives.

With over 4,500 employees in 24 countries across Europe, North Africa and the Middle East, Devoteam delivers world class solutions and services to its customers.

Devoteam won the 2008 Prize of Excellence Midcap award, for accumulating the highest overall score in the three prize categories: Economic Performance, Financial Risk Management and Corporate Governance.

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