

# Services Brief: IPL's Information Management Services for Telecoms Operators

## About IPL

IPL is a software & IT services company specialising in the delivery of intelligent business solutions. We help our clients to exploit corporate information assets to yield tangible business benefits.

IPL's consulting is renowned for its quality and value. We consistently exceed our clients' expectations through a combination of imaginative thinking, managerial and technical expertise and many years of systems engineering experience.

IPL's track record in end-to-end software solutions development is exceptional. Our proven development methodology allows us to cut through technical complexity, manage risk and completely focus on delivery. We always deliver reliable, efficient and accurate systems to a precise schedule.

IPL is certificated against three international standards:

- ISO27001:2005 (Information Security)
- ISO9001:2008/TickIT (Quality)
- ISO14001:2004 (Environmental)

The company has a permanent workforce of 260, revenues of ca. £28.8M p.a. and 40,000 sq ft of secure office space in central Bath.



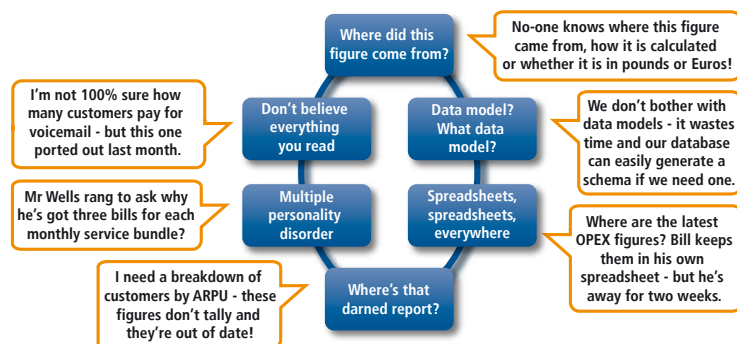
## Treating information as a corporate asset

### The challenge

Information Management is rarely perceived as a strategic activity by Telecoms Operators, yet data related issues adversely impact both revenue generation and OPEX. Customers, networks, and buildings have long been recognised as assets – data should be no exception. A failure to address the key data disciplines of good information management is collectively known as Information Management Deficiency Syndrome (IMDS).

### IMDS for Telecoms Operators

Here are some potential symptoms of IMDS in the telecoms domain:



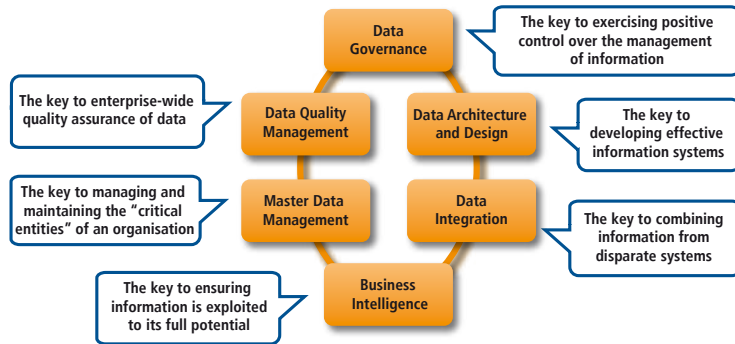
The following are common problems seen in organisations which lack capability across the key **data disciplines**:

- Regulatory Compliance – **Governance**
  - o Compliance issues (Ofcom, RIPA, DPA, SOX, EU Roaming, etc). Are you *really* complying? If not, the ramifications are serious!
- Poorly Executed Business Change – **Modelling**
  - o Poor understanding of the business impact of new initiatives leading to poor design and ineffective projects
- Lack of Responsiveness – **Integration**
  - o Systems integration – supposedly compatible systems are not, which inhibits the launch of new services
- Lost Revenue – **Business Intelligence**
  - o Reconciling management information – difficulty obtaining a single, consistent view across operational activities
  - o Business intelligence returning inconsistent results – why do I get two varying results for the same KPI?
- Inefficient Business Operations – **Master Data Management**
  - o Inefficient use and poor control of core business assets such as inconsistent and inaccurate pricing/billing/rating information
- Poor Customer Experience – **Data Quality**
  - o Incorrectly captured/duplicated data increasing the time required to deal with customer issues

Whilst a number of point solutions seek to address these issues, they often only tackle the symptoms and fail to deal with the root cause of the problem. In IPL's experience many of these issues are caused by IMDS.

## Effective Information Management

Tackling IMDS requires the active pursuit of an Information Management strategy which treats information as a corporate asset:



Focusing on key data disciplines will result in the appropriate and efficient delivery of precise, timely and consistent information.

This will provide OPEX reductions through:

- Less duplication of effort and fewer errors
- Highlighting and promoting reuse
- Simplifying the burden of meeting legislative compliance requirements

In addition enhanced business insight and agility will help develop and implement revenue generating initiatives directed towards:

- Creating competitive advantage
- Enabling swifter reactions to emerging market situations

## IPL's Information Management Services

IPL's experts have worked with leading companies across a range of sectors, to help establish enterprise wide strategies and solutions for Information Management. Furthermore, IPL has a deep understanding of the telecoms market having developed business critical systems for the majority of the UK fixed and mobile operators over our 30 year history. Included in this list are Tier 1 operators such as O2, Orange, Vodafone, Cable and Wireless and BT as well as infrastructure suppliers such as Nokia-Siemens and Alcatel-Lucent.

IPL is therefore in a unique position to help Telecoms Operators address these issues in a pragmatic and cost effective way. This involves working in partnership to develop holistic Information Management strategies that provide a roadmap for potential improvements, which can be implemented in stages to reflect business priorities.

Our experienced consultants can advise on how best to realise the benefits of treating information as an asset through a wide range of services:

- Conducting an Information Management maturity assessment of your current capabilities
- Assisting with your Information Management Strategy through:
  - o Instituting operational principles and governance frameworks
  - o Roadmaps to deliver key data disciplines as service lines
  - o Governance through data stewardship
  - o Baking data asset considerations into the project lifecycle
  - o Establishing communities of interest to develop best practice
- Providing data modelling expertise (enterprise, logical and physical)
- Conducting data quality audits of specific problem areas
- Applying best practice developed by IPL's Business Intelligence Centre of Excellence to address your management information and analytical reporting needs
- Developing effective integration approaches that properly balance semantic and technology considerations



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