

Case Study: O₂ UK

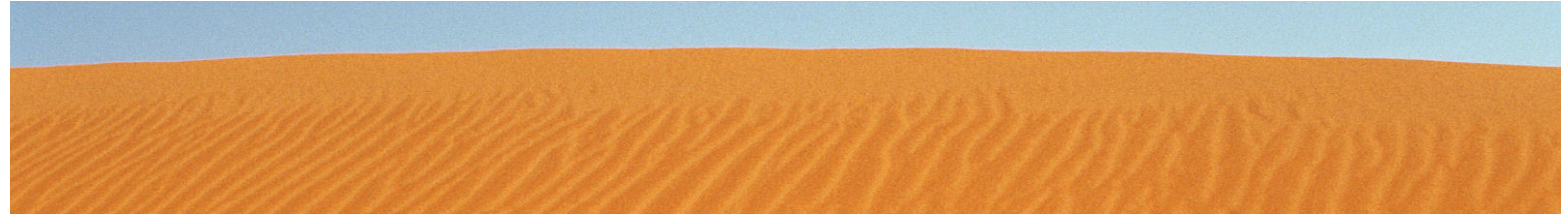
O₂ UK

O₂ UK is an integrated fixed/mobile business of Telefónica O2 Europe plc, a group which has similar operations in Ireland, Germany, the Czech Republic and Slovakia - all of which use 'O₂' as their consumer brand.

Telefónica O2 Europe also owns 50% of the Tesco Mobile joint venture business in the UK and Ireland and the Tchibo Mobilfunk joint venture in Germany. In addition, the group includes the Isle of Man fixed/mobile operator, Manx Telecom.

In total the group has more than 40 million fixed and mobile customers across Europe and 29,000 employees.

The UK business has a track record of revenue and customer growth and a strong presence in high-value markets, such as business and mobile data services. O₂ UK is the UK's largest operator with nearly 18 million customers.



Outsourced KPI analysis and design

The challenge

For many years O2 has sought to differentiate itself from other UK mobile networks through Quality of Service (QoS), particularly in the corporate sector. This has required a sustained commitment to improving the resilience of O2's bearer and core networks, and for satisfying the burden of proof on its QoS claims.

In the corporate sector, QoS is made tangible with Service Level Agreements. These commit the mobile operator to provide minimum levels of service and to offer service credits for falling outside defined thresholds. Simultaneously, corporate customers are demanding greater visibility of statistics on network and service quality.

This has resulted in demand for O2's Technology Services Operations (TSO) to measure and report on performance at network, service and customer levels.

The solution

IPL was selected by O2's TSO to address the need for performance data on its 3G bearer services. The work involved a small team of IPL staff for several months and was part of a larger service management initiative.

The IPL team began with the analysis of business-level requirements for a number of Key Performance Indicators (KPI), for example network-attach times, data rates, latency, packet loss, etc.

We then examined existing data sources, such as customer experience

databases, "drive-around" data, network statistics, etc. and analysed their data structures.

Next the team developed a functional specification for a system that would create views on this data and automate its extraction and presentation to O2's corporate service-level management system. Finally we implemented the functional specification.

The highlights

O2 has been delighted with the professional rigour that IPL has brought to the analysis process and with the quality of the resulting documentation.

The result of IPL's work is a system that automatically generates a range of graphical reports on KPIs measured over any user-defined time period. O2 now benefits from a rich source of high quality, service-level information, delivered quickly and at little or no cost.

About IPL

Founded in 1979, IPL has a long history of successfully delivering excellent value consultancy and end-to-end solutions to both the public and private sectors.

IPL's consultancy is renowned for its quality and value. Our consultants are talented and independent-minded individuals with extensive industry experience. 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 solutions development is exceptional. Our proven development methodology allows us to cut through technical complexity, manage risk and completely focus on delivery. We consistently deliver reliable, efficient and accurate systems to a precise schedule.

IPL is an ISO9001:2000/TickIT registered company having a permanent workforce of 240, revenues of ca. £21M p.a. and 40,000 sq ft of secure office space in central Bath.



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Contact information

Services Sales
IPL Information Processing Limited
Eveleigh House
Grove Street
Bath
BA1 5LR

Tel: +44 (0) 1225 475000
Fax: +44 (0) 1225 444400
Email: sales@ipl.com

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