



Everest Delivers Top Line Benefits to TM Net

Also drives operational excellence

INDUSTRY

Telecom, Internet Service Provider

CUSTOMER

TM Net

PROFILE

TM Net, Malaysia's largest Internet Service Provider is a subsidiary of Malaysia's largest telecommunication company, Telekom Malaysia Bhd. (TM) Set up in 1995, TM Net offers its services under the brands Business Broadband, Streamyx and Narrowband.

TM, one of the largest listed companies on Bursa Malaysia, is a government-linked company.

HOTSPOT EXPLOSION IN MALAYSIA

TM Net services its huge network of over a thousand hotspot locations with an average of three nodes per location through a set of vendors whose brief is to ensure that the hotspots are up and are well-serviced.

With the rapid proliferation of the Internet and the burgeoning economy in 2004 – 2008, many restaurants, hotels, coffee shops, bookstores, hypermarkets, supermarkets etc. beefed up their infrastructure to attract the new generation crowd. Being a hotspot almost became a necessity to attract the young (and the not-so-young) and the connected.

Wireless nodes were added at a frantic pace in Malaysia. Hotspot equipment was been purchased and installed at breakneck speeds. The time to learn to serve this new concept was less. Slippages were bound to happen. The sheer volume of nodes purchased brought equipment quality concerns into light. Therefore, while many cool and hooked-to-the-net places mushroomed, the dirt under the carpet had begun to show...

..WHEN THINGS GO DOWN !

You are in Malaysia, one of the largest producers of palm oil, rubber and tin and a founding member of ASEAN (Association of South East Asian Countries), an association with a combined GDP of over a trillion USD.

And you are on business. Malaysia's geographic position as one of the three nations controlling the straits of Malacca put it on an enviable plank with respect to international trade.

You are a new generation business person transacting large deals in coffee joints. You have just entered one such place hoping to breeze into a meeting through your webcam. The coffee joint is a hotspot – an area that provides wireless Internet access to users with laptops, Wi-Fi enabled phones or any other device or PDA that have Wi-Fi access capability. Like all others in Malaysia, this too is served by TM Net, Malaysia's largest ISP.

Now TM Net operates nodes over a thousand hotspots all over Malaysia. Each hotspot has an average of three nodes. This makes for a whopping three thousand nodes.

Alas ! Your hotspot is down. Someone probably switched off the router with everything else while closing the venue last night. That someone has been kind enough to power on the coffee brewing machine but not the router.

You are livid. TM Net is in for trouble as yours is not an isolated case.

AN OVERVIEW OF THE CHALLENGES

TM Net was finding it difficult to keep a tab on vendors servicing the hotspots. Vendors themselves were finding it difficult to tackle issues owing to the sheer multiplicity and number of problems. These problems were largely a result of ignorant users, nodes of questionable quality or connectivity concerns that needed escalations to the Network Operations Center (NOC) in Kuala Lumpur.

To add to this was the fact that the need for more hotspots was growing but TM Net did not really know where exactly the demand came from! Business growth in itself was a concern.

TM Net's concerns could be summed up as:

- Business was set to increase. But in which direction? Which category forms the 'hottest' hotspots?
- Who amongst my vendors has the fastest and the most reliable service delivery capability?
- How do we manage vendors and all their escalations?
- Which is the best equipment?

EVEREST TAKES THE CHALLENGE

This is when HSBSoft stepped in with the network management product, Everest and their hugely dependable expertise in solving crunch situations like the one TM Net faced.

Through unique business intelligence inputs HSBSoft helped TM Net take its business to areas where it mattered the most and where it fetched most revenues. It also helped TM

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KEY PROMISES THAT EVEREST DELIVERS

- *Performance Management*
- *Fault Management*
- *Network Management*
- *Server Management*
- *Application Management*
- *Database Management*
- *Asset Management*
- *Service Desk*

“Everest has helped create more satisfied TM Net customers than ever. It is aiding TM Net increase revenues by expanding their hotspot footprint in areas with high potential usage. This has been bolstered by analysis from Everest’s state-of-the-art deployment.

It also improved multi-location management of vendors looking into multiple maintenance areas of TM Net’s pan-Malaysian hotspot network.

Everest reduced MTTR and ensured that all hotspot services were continuously available.”

Siva, Technical Director at Innatech managing the Hotspot Network of TMNET

Net improve their service levels drastically by identifying the best set of outsourced vendors who serviced the nodes. By designing a portal, HSBSOFT gave vendors a mechanism to raise service tickets and track issues online so as to meet their service levels in the wake of dependencies on TM Net’s operations and its NOC. HSBSOFT was also able to provide inputs on the best hardware to be installed at the last mile. This also served to boost service levels in subsequent rounds of rollouts and aided support activities in already serviced areas.

TACKLING THE SERVICE AVAILABILITY CHALLENGE

The challenge in managing infrastructure in a retail-like set up is that one has to grapple with a host of not-so-savvy users. In the hotspot case, problems occurred on multiple counts:

- Routers were inadvertently switched off by staff when they wound up for the day
- Nodes or other equipment conked off
- There were connectivity issues along the on the network.

In nine out of ten cases, the problem was not known until some irate customer pointed it out. After that calls would be placed to the servicing vendor with an insufficient brief of the problem. The vendor would already have staff on the run for other calls and the person at the desk would not know how to prioritize across calls. Thus all hell broke loose when Murphy decided to strike.

Immediate benefits:

- Everest helped prepare an accurate and in-depth inventory of devices (nodes, routers et al) and was in a position to constantly monitor all network elements
- In the event of any point going down, intimation was sent to the vendor managing services in that area and to the NOC in Kuala Lumpur.
- The service levels agreed with the vendor for that location or set of locations were already mapped with the NOC.
- The exact nature of the problem known and diagnosed, the vendor’s staff had a head start to solving the problem. They were able to prioritize, schedule their service calls and meet their service levels, escalating wherever required.

And more ...

- As new hotspots get added, Everest just recognizes the additions, helps map the service levels and commences aiding TM Net and its vendors.
- Service engineers, having a handle over the problem and more time at their hands are also able to educate staff at hotspots. The latter are now able to tackle trivial problems on their own or at best through some telephonic help from the vendor.

Everest has thus helped TM Net go a long way in meeting service availability concerns and making Malaysia a more vibrant and well-wired place.

TACKLING THE SERVICE AVAILABILITY CHALLENGE

Service requires a certain doggedness and commitment. While Everest brought in a lot of enforcement and discipline, HSBSOFT and TM Net realized that enforcement had to be bolstered by enablement to clearly identify how best to serve and what vendor profile to work with.

HSBSOFT thus designed a portal for the servicing vendors. Here is how it works:

- Vendors are allocated areas (designated hotspots) to manage. These become their areas of operation in the portal.
- Service calls can be seen on the dashboard and vendors can schedule their visits and verily manage their TM Net related operations through the portal.
- The portal also aids in escalations and checking statuses of escalations

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EVEREST ENSURES

- *Reduced downtime*
- *Increased business agility*
- *Reduced operational costs*
- *Increased network resilience*
- *Improved returns on investments*
- *Better and deeper knowledge of all information technology assets in the entire organization*
- *Better vendor and SLA management*

BENEFITS:

- *24 X 7 network uptime while troubleshooting problems in real-time*
- *Manage WAN / MPLS-based capacity and budget planning*
- *Manage and control total cost of network operations*
- *Enjoy good server and application health through Everest's timely diagnosis and reporting*
- *Effectively monitor network policies*

HSBSoft Testimonial

- When an issue surfaces, the vendor and the NOC get to know.
- Once the problem is resolved, the NOC is notified. It also knows when the issue goes unresolved in the stipulated time.

Through reports from Everest and from the portal, TM Net got a unified, transparent view of how their vendors were faring. They formed a broad-horizon view on service availability and also looked deep into service quality comparing one vendor with another.

The entire process has empowered vendors to manage better and TM Net to perform a 'natural selection' of vendors from a 'survival of the fittest' rule.

Thus as innovative thought from HSBSoft has brought in far reaching benefits.

TACKLING THE BUSINESS EXPANSION CHALLENGE

Where to put in one's hard-earned money for maximum returns is a question that every business would love to have answered. HSBSoft's implementation of Everest helped TM Net answer exactly that.

Any ISP in the hotspot space earns by selling hotspot installations to coffee joints, supermarkets etc. The sale has an equipment price and installation charges component, a services component and an annual maintenance component. Some hotspots are paid ones. Here the earnings are shared between the ISP and the hotspot. Increased usage requires installing more nodes and / or upgrading the equipment and consequently the service contract.

The reactive mode of selling is to install more nodes on a need basis. However the proactive mode requires a lot of predictive analysis and looking into current operations and usage.

HSBSoft enabled an analysis of traffic emanating from various already categorized hotspots giving patterns of usage. Everest now gives reports on which kind of hotspots see maximum traffic. Adding a bit of market intelligence to it, TM Net has been actively pitching for its services in such upcoming venues that have historically demonstrated a pattern of increasing usage. Its selling point to these venues is its data – more customers if you are a hotspot.

Thus, HSBSoft has been able to provide business intelligence to TM Net and has directly added to its top line while contributing to its bottom line with better service levels. No doubt, it has been sweet music for TM Net since HSBSoft and Everest.

TACKLING THE HARDWARE QUALITY CHALLENGE

As business grew by leaps and bounds, TM Net procured equipment in frenzy. Nevertheless a mega sized installation does open a small crack for some inferior quality hardware to sneak in.

The mean time to recovery (or repair), MTTR and the mean time between failures, MTBF that Everest helped identify gave TM Net a firm handle on both the service quality of its vendors and the quality of the hardware it procured. The MTTR and MTBF measures also operated for hardware that was solely maintained by TM Net.

Gradually, TM Net has been able to weed out defaulting vendors and proactively seek certain attributes in the hardware it procured based on inputs provided by Everest.

ABOUT HSBSOFT TECHNOLOGIES

HSBSoft has built a reputation of being a reliable technology partner in the Infrastructure Management Solutions space serving customers across a broad array of industries. It has consistently provided innovative, cost-effective, easy-to-use and high performance solutions through a combination of technological expertise and creative design.

HSBSoft's vision is to provide comprehensive IT solutions that enable business and augment process efficiency. Its service repertoire includes best of breed network management products, custom application development, and strategic consulting. The company has also forged technology partnerships with a broad range of market leaders, including Intel, Microsoft and DMX Technologies.

HSBSoft Technologies was formed by a group of highly experienced, focused, and proficient industry experts, with in-depth understanding of products and services.

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