

Everest boosts customer service and revenues at Wharf T&T

Also drives enhanced ROI through traffic and QoS monitoring

INDUSTRY

Telecom, Internet Service Provider

CUSTOMER

Wharf T&T

PROFILE

Wharf T&T Limited is the second largest fixed line telecommunication operator in Hong Kong and a member of the over 120 years old Wharf Holdings, one of the largest conglomerate in Hong Kong.

It offers voice and conferencing services, data center and business continuity solutions and Internet communication solutions.

It is the recipient of the "Hong Kong Top Service Brand" award 2008 making it the only ICT company to receive this award.

KEY REQUIREMENTS

Being the second largest player in its space, Wharf wanted to assert itself through by serving its clients better. It was also investing in new infrastructure (it currently has over HKD 5 billion as its own telecommunication network infrastructure investment in Hong Kong) and was looking for best of breed solutions that would facilitate top line growth and increase its operating efficiencies thereby firming up its bottom line.

Wharf wanted a customer performance monitoring (CPM) system, a web-based customer portal, where customers could login and view summarized and detailed current and historical reports on the quality of the Internet service provided by Wharf and where Wharf could post Internet services based announcements for its customers.

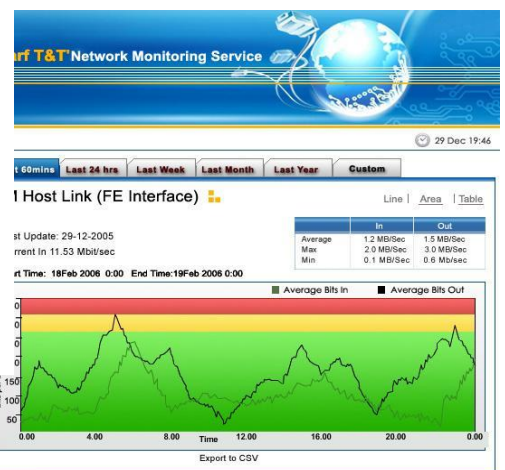
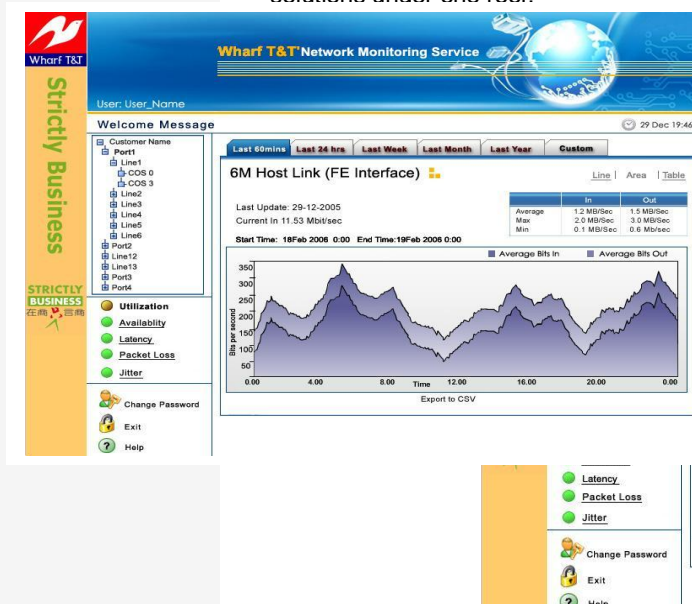
THE OVERALL VALUE-ENHANCING SOLUTION

Wharf was also looking for a solution to manage its huge and complex network in addition to the customer portal. What it sought was a unified solution to reduce operational overheads and minimize costs while handling large transaction volumes.

It was also looking for a solution to:

- Monitor all devices centrally and send periodic reports to perform analysis on QoS and network performance
- Handle fault management by accurately identifying sources and the nature of faults in addition to reporting on fault incidents
- Monitor traffic to and from all network devices

DMX positioned Everest, its flagship product in the network management system (NMS) space and tied up with Alcatel. The latter brought in high end SR7 routers – each of which can handle thousands of customers. Everest also catered to all the NMS needs of Wharf. A team from DMX also developed the customer portal giving Wharf multiple best in breed solutions under one roof.



Everest boosts customer service and revenues at Wharf T&T

Also drives enhanced ROI through traffic and QoS monitoring

KEY PROMISES THAT EVEREST DELIVERS

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

ENABLING RICH CUSTOMER EXPERIENCE THROUGH THE CPM PORTAL

- Everest connects to the Alcatel routers receiving traffic usage messages over SNMP. The information comprises of many quality of service (QoS) parameters such as latency, jitter, packet loss and ingress and egress utilization
- Everest automatically discovers new customers and changes in existing customer profiles by regularly reading router configurations.
- Everest has business rules that give rights and privileges to various kinds of corporate customers of Wharf. These rights can be configured whenever a new customer is added or an existing customer changes / upgrades its contractual terms.
- As a part of Wharf's client acquisition process, customer profile information including service types is added on the web-portal by operators.
- Customers can analyze the traffic and QoS statistics based on their privilege levels down to the minute level. They can look into the overall service quality they have received against the promised service levels.
- Customers who have opted for dedicated leased lines and VPN connections can also check latency information, jitter and packet loss. They can also see traffic information at the group / regional / organization level (multiple cities / offices put together).
- Customers could view special network announcements from Wharf related to their services

UNIVERSAL BILLING AID

- Since Everest collected traffic usage information from all routers using SNMP, it was uniquely positioned to look into this information, which it stored in comma separated value (CSV) formats
- Everest parsed the data, categorized it and put together sifted information depending on client and usage types. These logs were generated daily and sent to an FTP site.
- The billing system had to just pick this categorized information and apply various billing rates to it. Bill generation thus was greatly simplified by using Everest

OTHER BENEFITS

- Operators on the side of Wharf can configure SMTP settings, handle resellers, configure inventory settlings and privileges for clients, look into QoS and message management (the Internet services related messages to be sent to all or specific users), take care of service distribution point (SDP) provisioning and SAP provisioning.
- Everest provided end to end fault, performance and QoS management for operators to proactively manage the service quality provided to customers
- Everest was deployed in a highly available architecture to ensure 24X7 access to the customer portal

ABOUT DMX TECHNOLOGIES

DMX Technologies specializes in providing a wide range of digital multimedia solutions, network infrastructure and professional services to service providers, cable TV operators, broadcasters, media and entertainment corporations, mobile operators and enterprises. Its solutions range from providing service operators and enterprises with network security, network management and optimization, to providing systems that enable digital media services.

Established in 1999, DMX has built an extensive regional network in the Asia Pacific region, including Greater China, Indonesia, India, Korea, Malaysia and Singapore.

Everest is their flagship product in the network management space.

HSBSoft TECHNOLOGIES

HSBSoft partners with DMX Technologies for the Everest product R&D, support and implementations globally. It is the exclusive distributor of the product in the Indian Subcontinent.

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 Technologies Pvt. Ltd

No 1362, 9th Cross, JP Nagar Phase 1, Bangalore- 560078, India
Phone: +91 80 4113 1162 / 64 Fax: +91 80 4200 7112