Vodafone Australia Provides Superior Corporate Management

With service analytics from Boss Portal

Vodafone is the world's leading international mobile communications group with equity interests in 25 countries and 39 partner networks across 5 continents . The group provides quality services to 3.57 million Australian customers (excluding MVNO customers) and has more than 252 million proportionate customers worldwide.

Vodafone's Globalstar integrated satellite/ digital service covers 100 per cent of the Australian continent and up to 200 nautical miles from the mainland. Vodafone's GSM digital mobile service covers 93 per cent of the population.

Mobile phone penetration in Australia is at 90.1 per cent and mobile phones now far outnumber fixed lines. The Australian market is extremely competitive.

In addition, the new wave of data services is blurring the lines between telecom and IT. In short, mobile is changing the way people communicate every day and Vodafone is at the front of this revolution. Vodafone Australia is breaking new ground to deliver freedom to their customers and best in class service quality.

With such a complex and dynamic network supported by literally dozens of BSS and OSS systems how does one monitor and measure service performance of its top corporate customers in real time ?

Quick Facts

- Industry: **Mobile Networks**
- Country: **Australia**
- Coverage: **100% with Vodafone's Globalstar integrated satellite / digital service. 93% with GSM digital**
- Subscribers: **3.57 million**
- Project Delivered**: 2008**

Our Software

- **Performance Management with bYond**
  Uncover the hidden gems buried within the vast amount of data collected from the OSS for better network, service and customer quality of experience

The Boss Portal Approach

The Boss Portal team's approach to this solution came in three distinct phases, each delivering immediate business wins, while at the same time establishing building blocks for the next phase:

Phase 1

With expert Business Analysis capability and in collaboration with Vodafone Australia's Service Management (SMC) team we developed a complete Business Requirements Specification (BRS). With the BRS in hand we agreed on a subset that could form a production trial to prove the philosophy, approach, capability and business case.

Phase 2

The Boss Business Navigator (bYond) was deployed as a production trial in just under 12 weeks, complete with tailored GUI's specifically suited to Vodafone service management process. The solution monitors and manages information across a number of Vodafone's key BSS and OSS systems and a number of Vodafone's top Corporate Customers. Weekly software updates meant the system could be tuned and improved as the SMC group utilized the system.

Phase 3

With the production trial deployment a great success and proven to meet Vodafone's needs attention turned to cementing the system into Vodafone's production environment, adding more customers to the system and developing a Roadmap that would build on the value provided by Business Navigator in line with Vodafone's business plans.

The Boss Portal Difference

By sitting on top of the BSS and OSS stack and integrating with those lower systems we are able to extract information as it occurs by Customer. When joined with other data we reveal gold nuggets of service and business information that are simply not available without this approach. The result is that we have closed the void between the Network and Business front end of a Mobile Operator and enabled them to manage that service experience far better than they could have previously.

" *Before Boss Portal came up with the Boss Business Navigator collecting and analyzing customer data in real time was extremely resource intensive. There were simply no turnkey products available to do this for us.*

Now instead of committing allot of our time and resources to data collection we can focus on the results and what we need to do about those results to ensure our customers experience is the best it can be.

Over time the Boss Business Navigator will integrate with more and more Vodafone systems. And with this information becoming available, in context with the information we already have, we can only improve in our endeavors to delight and exceed our customers expectations" says Alison

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Boss Portal is a telecommunications software specialist with a breakthrough solution framework that is fundamentally redefining the industry assumptions for B/OSS implementations. Our unified solution is the answer to the predicament of isolated point solutions. Its flexible architecture allows us to rapidly adapt to your evolving needs. We have been nicknamed by our customers the 'Panadol of OSS' for our ability to provide fast pain relief to their 'OSS headache'