

Call to the Cloud

Building a Unified Communications solution
for Vodafone Business UK

"[One Net is] a great solution for small to medium-sized businesses that want to delight their customers with great customer service"

Andy May

Head of Transformation and Product at Vodafone UK

CELFOCUS



Emerging Need for a Unified View Over Business Communications

In a fast-paced and efficiency-driven business environment, a traditional Voice-only offer does not fully address customers' communication needs in a variety of scenarios, such as multiple offices, a mobile workforce, field employees, remote workers and customer engagement interactions.

Consequently, Communication Service Providers (CSPs) must provide customers with a solution that covers all forms of mobile and fixed, web voice and video communication under the same unified umbrella, ensuring excellent levels of efficiency and productivity.

VoIP, despite mostly focused on Voice communications, is a result of a rapid technological evolution in communication systems since the traditional and high-priced onsite equipment and opened the floodgates to convergence and flexibility introduced by Unified Communications (UC).

The creation of a differentiated UC solution, which provides more than Voice and seamlessly integrates all interactions regardless of the device or location, was Vodafone Business UK's key market proposition ambition. Introducing evolved functionality and mobility to a communication service, with no onsite servers, supporting low initial costs and reduced TCO, is paramount and aligned with a cloud-based architecture.

In the UK, where the enterprise ecosystem is vast and keeps growing, there were 5.7 million privately-owned companies in the end of 2018, following a 63% increase in the number of businesses since 2000¹. According to a survey conducted by PwC in 2015², by 2020 there will be nearly 100 percent penetration of UC among companies in the country, in a "cloud-first" environment whereby the majority of service provision is hosted and managed remotely on behalf of companies.

1- UK Parliament Business statistics

2- [PWC UK Unified Communications study](#)

About Vodafone UK

Vodafone UK is a leading communication service provider, responsible for the country's first mobile phone call in 1985. Today, the company holds a base of 18 million mobile and fixed line customers and a 4G coverage at 99%.

Presenting a future-proof 5G roll-out, Vodafone UK keeps committed to delivering products and services for mobile and business connectivity, fixed data networks, cloud and hosting, Internet of Things (IoT) and Unified Communications, as a total communications provider.

Representing about a third of the Group's service revenue³, Vodafone Business division holds an impressive global IoT footprint in a global leadership position as a Digital Transformation enabler for SOHO/SMEs, integrating fixed and mobile offers into cloud unified communications propositions.

3- Vodafone Group Annual Report 2019

Challenge

Driven by high standards of innovation and customer excellence, Vodafone Business UK saw the opportunity to provide a converged and cost-effective communication solution for the Enterprise segment that would take advantage of the benefits of Unified Communications delivered in the Cloud.

Further expanding its capabilities beyond mobile, Vodafone Business UK took the bold step to lead the Fixed-Mobile Convergence (FMC) story in the Cloud, keen on introducing a **unified communication solution** that would leave the wave of costly on-premises solutions behind by introducing greater flexibility and dismissing initial setup fees.

Project in a nutshell

- 300+ thousand subscribers;
- Advanced Cloud PBX functionalities;
- Fixed and Mobile Convergence and integration;
- Evolving cloud-based unified communication solution ;
- Project solutions: One Net Core, Call Centre add-on;

The Solution

Vodafone Business UK selected Celfocus as a **strategic partner to build, launch, continuously support and evolve the solution**. Having FMC as the backbone, One Net was launched in September 2009 and the solution has been walking a path of evolution, enhanced by embracing the Agile delivery model over a year ago.

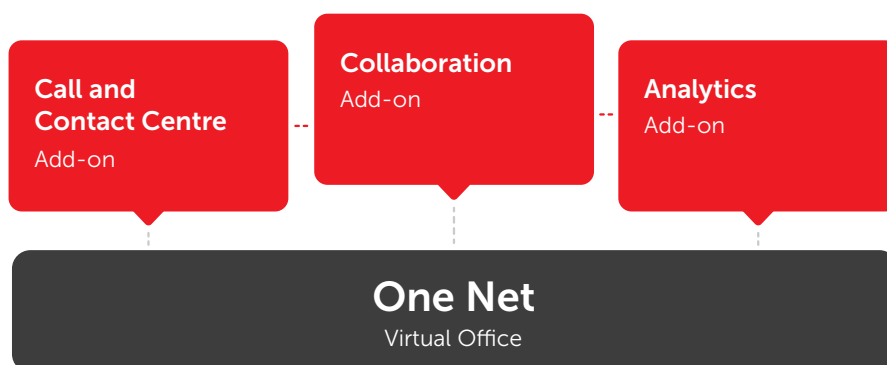
One Net Business is a cloud-based innovative communications solution that fully integrates landlines, mobiles and communication apps for smartphones and PCs, providing users with a truly seamless experience across all devices.

Targeted at SOHO and SME organisations, **One Net** is designed to increase productivity and efficiency of business communications and to eliminate technological and physical barriers.

At reduced maintenance and ownership costs, advanced Cloud PABX features are made available regardless of the location, device or connectivity.

One Net core solution includes the foundations for advanced communication features both for the user (with call forwarding, personal call distribution, presence/absence reason), **and the company** (with group call distribution, call queues, IVRs, call conferences).

The core set is enhanced with specific capabilities available on fully featured add-ons of Call and Contact Centre, Collaboration and Analytics.



Call and Contact Centre

From the informal helpdesk to the dedicated customer care team, highly versatile and independent of number or location of agents, customer support excellence is at the heart of operations.

Analytics

A multi-tiered approach to value-driven insights for the business based on past, current and predictable events according to behavioural patterns, and providing prescriptive analysis of business flows and interactions enabled by Automation and Machine Learning.

Professional Services & Customer Support

Beyond the solution itself, One Net is able to provide both CSPs and their customers with customised professional and support services.

As of today, **One Net holds a base of 300+ thousand subscribers in the UK.** Following through the strategy of building on top of the solution baseline, Call Centre capabilities were recently integrated to One Net core solution at Vodafone Business UK. This sets the ground to grow the number of users, whilst addressing Customer Interaction evolving trends, featuring advanced specific call handling and performance monitoring and reporting under a simple licence and fast onboarding model.

Integration into CSPs ecosystem

Reference architecture

One Net sits on top of CSPs' core networks and can scale both vertically in complexity and higher value services and horizontally in capacity and redundancy on all its components and sub-components. The provisioning layer elements can be deployed in both physical and virtual environments.

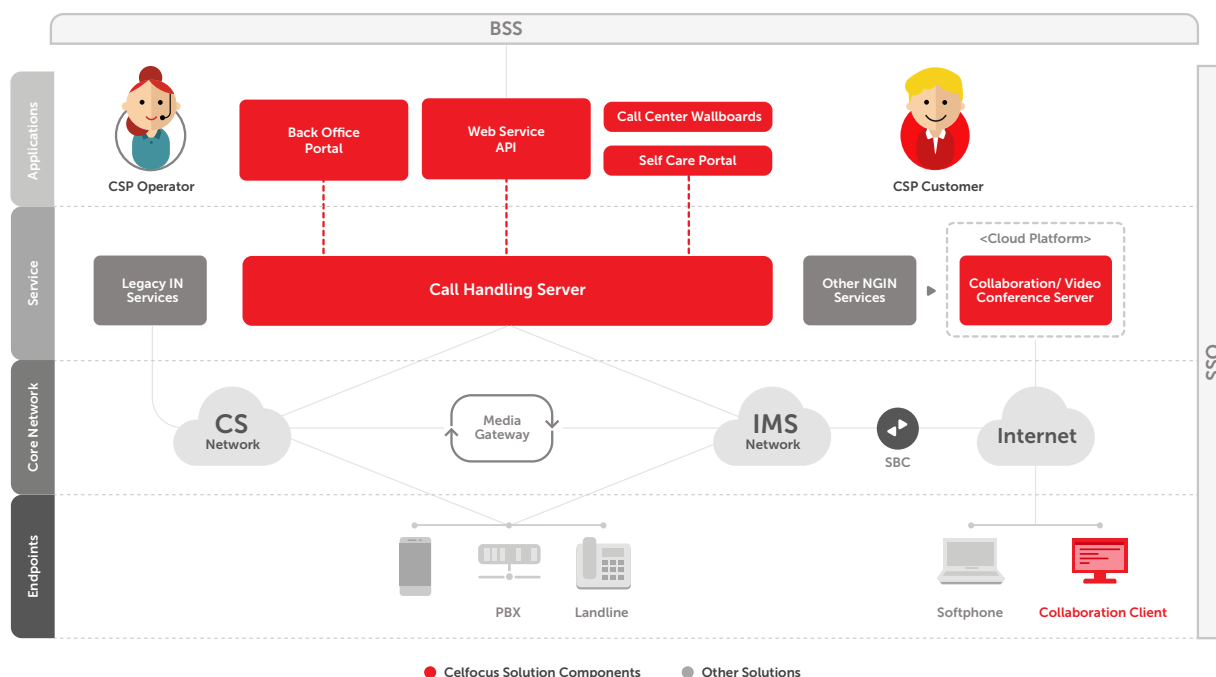
The solution is comprised of four key components:

Call Handling Server is a central piece of One Net that processes customer calls according to the system configuration;

Self-Care Portal provides customers with the ability to manage their company and its users' settings. It also provides selected partners with the ability to manage one or more customers;

Back Office Portal provides CSPs with the ability to manage both system parameters and customers' lifecycle;

Web Services API provides a secure interface for external BSS or OSS to use and control the solution's behaviour.



Benefits

Over time, and as a result of the ability to adapt to market evolution and customers' expectations, **One Net has achieved a good level of maturity with increased stability and reliability**. Due to its core and add-on features, which widely cover UC needs, along with its scalability and the seamless integrated experience it provides across devices, interfaces and locations, the solution is best-fitted to the Enterprise segment.

Speed and flexibility – from feature order to deployment within a day

For CSPs, One Net not only offers versatility and speed on customer management, both with regards to support and feature setup and delivery, but also provides a fast ramp-up for new starters. Autonomously, through a configuration on the user-friendly and intuitive self-service portal, CSPs are able to manage the integration of add-ons, whose deployment is quick and agile, mostly thanks to One Net cloud-based architecture.

Furthermore, One Net is easily integrated with the operator's IT systems, such as CRM or middleware layers, and enables addressing new business opportunities by delivering a **unified solution for all customer communication needs**. This strengthens the relationship with customers, reducing the need to look for more suppliers, thus reducing churn.

Convergence, Productivity, Customisation – Same Virtual Platform for All Devices

For Companies, One Net means having landlines and mobiles managed in a single solution, together with communication applications, benefiting from productivity increase and additional operational dexterity. Completely adaptable to business size and complexity, functionalities like call management and built-in disaster recovery, among other advanced features, are customisable and accessible through the self-service portal or mobile app, with low up-front capital investment and TCO.

Next Steps A solid, cross-functional and evolving cloud-based business communication solution has been created in the UK. The next big journey will be to add Collaboration capabilities onto the core solution, along with evolving the Contact Centre proposition and Analytics for businesses to collect insights on how to improve efficiency and be ahead of business behaviour.

Why Celfocus

Vodafone UK and Celfocus have been together since the beginning of the project in 2009, keeping a close relationship based on trust in all the steps of the process. Celfocus has an extensive knowledge of CSPs' reality, from the network infrastructure and service elements to the integration with all the business and operational management layers involved.

"Celfocus has a deep understanding of the telecoms industry in the UK and across the regions we operate in. From a technical and commercial perspective, this knowledge shows to be built into their DNA, which is why they are a trusted partner of Vodafone here in the UK."

Andrew Kenyon, Product Manager at Vodafone UK

About Celfocus

Celfocus is a fast-growing, global high-tech company with a reputation for developing and implementing successful projects and solutions that drive business value for the telecommunications industry.

By combining a deep business knowledge with the understanding of different technologies, while never losing sight of the customer experience, Celfocus built a reputation leveraged on an unexcelled track record.

Serving Clients in 25+ countries, Celfocus helps organisations transform their business in order to improve competitive positioning and ultimately their performance.

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