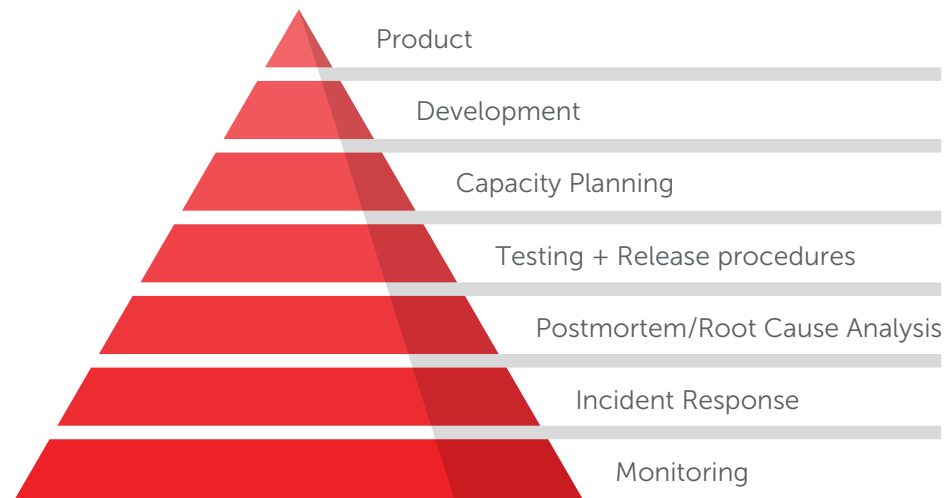


# Digital Operations Centre of Excellence: Building the Operations Model of the Future for Virgin Media O2

Virgin Media O2 (VMO2) is a British telecommunications company formed in June 2021 as a 50:50 joint venture between Liberty Global and Telefónica, combining their respective Virgin Media and O2 UK businesses. The company provides broadband, mobile, TV, and home phone services to over 46m subscribers.

VMO2 partnered with Celfocus to execute a Digital Operations model that delivers higher service availability with a lower cost than the traditional IT Services model. The service scope covers applications, portals & platforms supporting the Consumer sector.



## CHALLENGE

In a highly competitive marketplace where customer churn can impact profitability quickly, VMO2 needed a partner to provide a Digital Operations team based on Google's SRE model. This approach delivers higher service availability – by reducing Mean Time To Repair (MTTR) and increasing Mean Time Between Failures (MTBF) – to ensure customer satisfaction remains high.

In addition, the model needed to be more cost-effective than the traditional ITIL-based IT Service Management model widely used in industry.

## CELFOCUS CONTRIBUTION

Celfocus deployed its B2C Digital Transformation Team to support four key functions in the Digital Operations/SRE Model:

- Service Reliability team to define standards, develop IPC processes and templates and support teams through Operational Readiness;
- An Atlassian developer team to develop toolsets (Jira, Jira ServiceDesk, Confluence, StatusPage, Opsgenie, Compass) to integrate and automate IPC processes to shorten Time To Market and Mean-Time-To-Repair;
- An Incident Commander team to drive resolution of Major Incidents (P1/P2), RCA, Post-mortems & ensure improvements identified and delivered;
- SRE - Observability - ensuring reliability and performance through focus on visibility of infrastructure and applications.

## BENEFITS



Reduced Mean Time To Repair



Improved observability of applications



Increased Mean Time Between Failure



Faster roll-out of new services



Ensuring applications built to be more observable and reliable



More successful service launches



Reduce technical debt



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