



CASE STUDY

KPN NIO S&I Fixed (W&O)



About the entity

KPN is a leading telecommunications provider and market leader in the Netherlands. The copper and fiber network of KPN is an open network that is being used by Telecom operators and Service providers (also non KPN organizations) to deliver a variety of services. KPN Wholesale provides all the components a Telecom provider needs to comprehensively serve their customers.

They offer complete company network over separate locations or a Triple Play concept (all in one: internet, TV and phone). KPN offers their customers the most extensive (IP) network in the Netherlands which means optimum customer coverage. By providing such a complete network, customers are also guaranteed high quality and availability.

KPN has over six million subscriptions to its fixed telephone alone. Its mobile division, KPN Mobile, has over 23 million subscribers in the Netherlands, Germany and Belgium. KPN also provides Internet access to 2.1 million customers and offers business services and data transport network throughout Western Europe.



Name

KPN NIO S&I Fixed (W&O)

Address:

tationstraat 115, Amersfoort, Utrecht
(Netherlands)

Sector:

Telecommunications

www.kpn.com



What is AuraQuantic?

It is a platform that offers easy design and execution of even the most complex operational processes without additional programming.

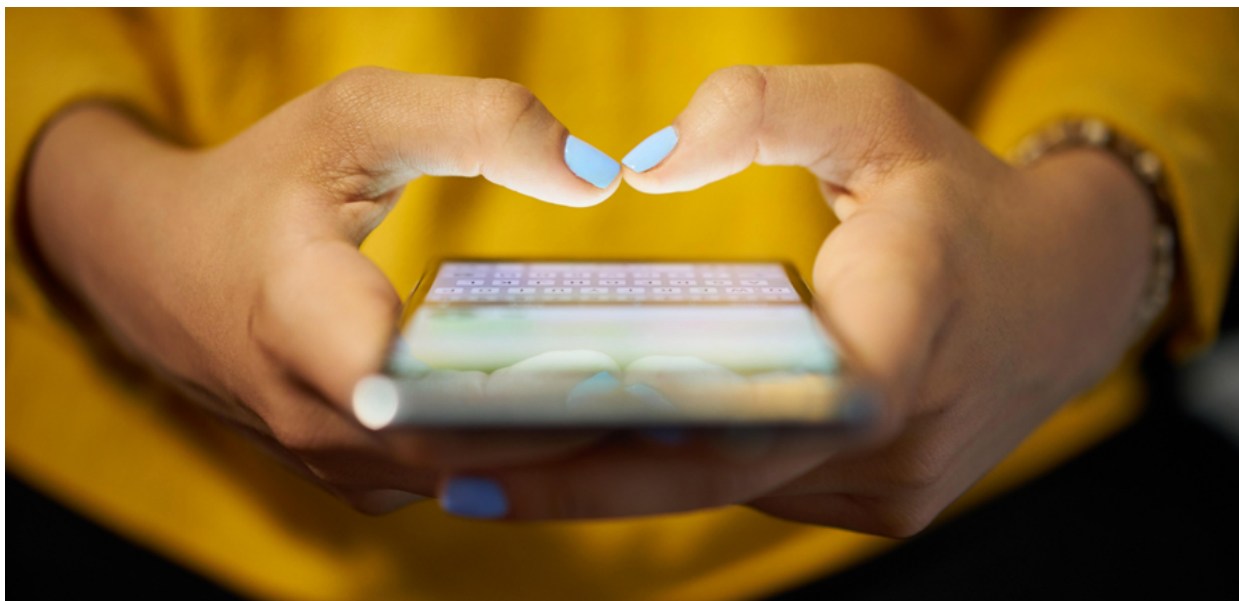
You simply define the process flow diagrams using drag and drop and AuraQuantic organizes the rest, sending tasks to the right people at the right moment.

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Introduction

In 2010 KPN decided to automate their dispatch, logistics (stock control) and service processes. The chosen solution was AuraQuantic.

KPN has built process models on AuraQuantic, determining how the processes should work in execution down to the smallest detail **without needing to program a single code**. Even more importantly it doesn't need any programming for any modifications performed throughout its lifespan.



Challenges

Due to a rapidly changing market KPN was forced to evolve their primary processes, focusing their management on offering their clients personalized services in order to attend to each request with the utmost precision and efficiency.



Did you know?

These are **symptoms** of a company that needs to implement an iBPMS:

- *Elevated costs*
- *Excessive use of paper*
- *Difficulty adapting to change*
- *Long response times*
- *Lack of process control*
- *Poor internal communication*
- *Non-compliance with regulations*
- *Loss of information*
- *Low performance*

MAIN CHALLENGES:



AUTOMATION OF BUSINESS PROCESSES.



PERSONALIZED SERVICES FOR CUSTOMERS.



PROCESSING OF REQUESTS WITH MAXIMUM ACCURACY AND EFFICIENCY.



Solution

Now more than ever, with so much competition, any activity linked to a poorly managed supply chain can lead to customer loss, litigation, etc. which no company can afford to risk nowadays.

All processes needed to be treated with maximum efficiency and urgency to meet with customer demands. Based on a number of predefined conditions and objectives and in order to reduce delivery times and improve service quality conditions they initiated an extensive investigation and evaluation of a system capable of developing an effective control of the processes for implementation which would also optimize the use of resources and reduce costs. In 2010 they opted for the AuraQuantic no-code digital business platform.

The main challenges were motivated by the vast amount of process management possibilities and casuistries

and the sheer volume of information that flowed between different processes (e.g. from delivery to technical services). Also the chosen BPM platform had to be capable of adhering to and executing strict ACM (Authority for Customers and Markets) guidelines, in combination with the management of a vast number of products, services and order flows that had to be taken into account.

Since the successful implementation of AuraQuantic within KPN Wholesale for the complete fulfillment of the WEAS (Wholesale Ethernet Access connections) supply chain, most KPN Wholesale fulfillment processes have been integrated within the AuraQuantic Application.



Implemented processes

The implementation of AuraQuantic coincided with the start of a KPN's new policy "right first time".

The three primary processes selected for automation were:



DELIVERY PROCESS



LOGISTIC PROCESS
(STOCK CONTROL)



SERVICE PROCESS
(PLANNED FOR NEXT PHASE)

“ Using AuraQuantic has standardized processes in the production chain, hereby improving the quality of the service we offer. **”**



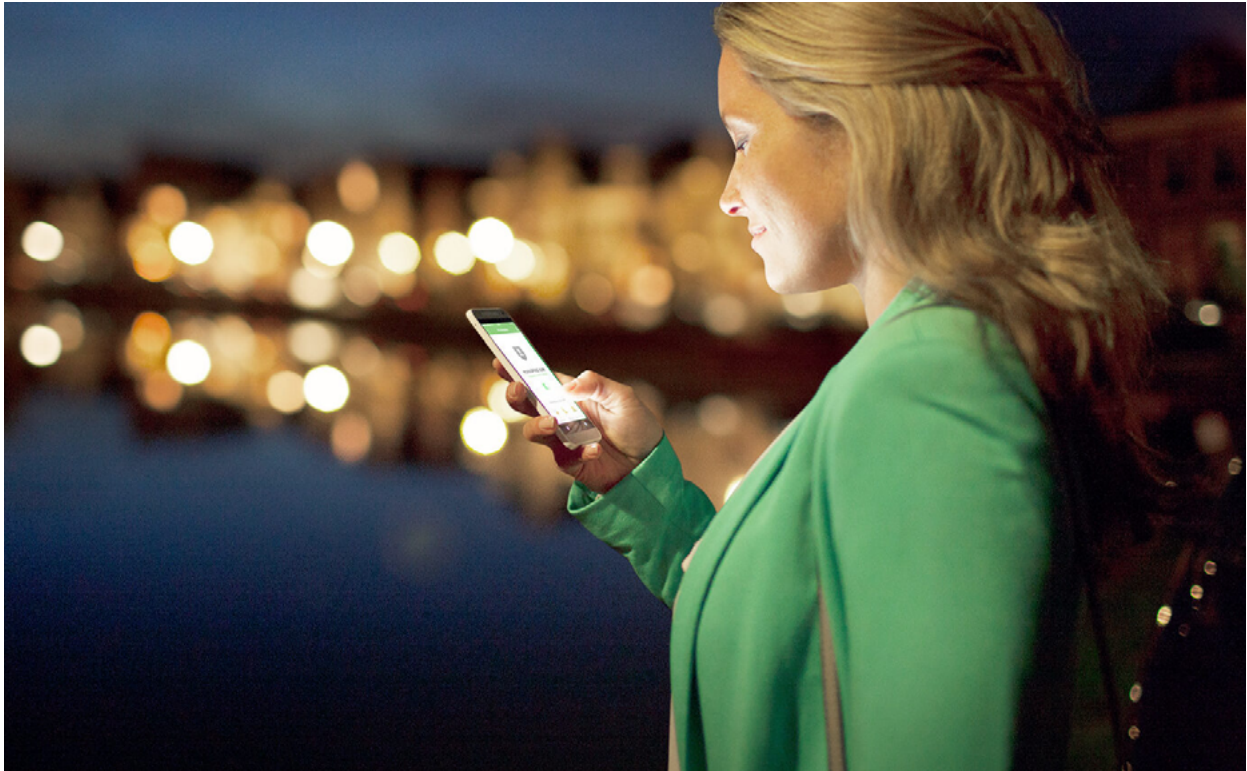
Results

The implementation of AuraQuantic has had numerous benefits and the project has successfully fulfilled all objectives. Since December 2014, **more than 80 satisfied employees enjoy using AuraQuantic.**

By implementing AuraQuantic the team have expedited delivery time of the orders by more than 40 %, reducing the delivery time by 10 days, Also, order processing has been reduced by 70% following the 'right first time' principle.

Some of the key factors that led to the acquisition of the AuraQuantic BPM platform were:

- **Agility** and the tool's overall ease of use.
- **The capacity to tackle a gradual and continuous implementation** by starting with processes associated with a specific order class (WEAS) with a limited number of users.
- **AuraQuantic has modular and scalable architecture** which enables continuous and fluid expansion of work, and rapid growth with a very small initial investment.
- Training gave KPN staff autonomy to maintain and update their processes without **any type of intervention or assistance from external parties.**
- The lessons learned during the first phase have been used for the next phases and the integration of new processes.
- **The facility to adapt the processes to new product and service requirements** in combination with related applications (e.g. billing, logistics...).
- **The capacity to integrate AuraQuantic with external systems.** For example, the BPM's strong links with the existing BI environment concerning customer related issues (reporting).
- The ability to give a clear classification for the work that needed to be done (instructions for field engineers).
- Organizational changes have no influence on the operational part of the processes.
- AuraQuantic is based on **modern Microsoft technology (e.g. SharePoint), web based and easy to integrate with external applications** (e.g. billing, asset management, logistics) in the supply chain, which was a great advantage.



Impact:



Improved delivery process, drastically reducing delivery times and improving customer satisfaction.



Autonomous process updates and maintenance with no third-party intervention.



Digitized stock control from within the AuraQuantic application.



Proactive communication in real time with the customer.

+100%

Total
integration

+90%

Greater customer
satisfaction

+50%

Greater
agility

About the system integrator LowQode:



LowQode is a Microsoft Silver Application Development Partner and Implementation partner of AuraQuantic International in the Netherlands. They made the connection between AuraQuantic and the complex Capacity and Performance management in the existing environment, including the complete management of Wholesale: from design to development and from execution to administrative support.

Quotes:

"Within a publicly traded company like KPN, continuous improvement is always part of daily business. The programs behind these improvements are mostly complex due the fact that the operation is always leading to support the customers. With this in mind, the KPN AuraQuantic team and LowQode succeeded to create significant improvements with the use of AuraQuantic by creating standard and stable processes within the fulfillment chain for broadband Ethernet connections for the business segment."

Roel Smeets | Manager Wholesale Operations



"The results for the customers: Better delivery quality, improved delivery times and real-time pro-active communication."

Roel Smeets | Manager Wholesale Operations



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