



CUSTOMER SUCCESS STORY: **VIVO**

Generating Operational Savings through Innovative Technology



CSG has served Vivo, Brazil's largest provider of mobile telephony services, since its inception in 2003. When they needed to upgrade their mediation solution to support their growing business, Vivo turned to their trusted partner CSG to help them drive performance and reduce OPEX and CAPEX.

When Vivo launched, the operator had 17 million subscribers and was billed as South America's largest mobile operator. Now owned wholly by Spain's Telefónica, Vivo was originally the joint venture of Portugal Telecom and Telefónica Móviles and under this brand combined the operations of six of Brazil's leading operators: Telesp Cellular, Tele Centro Oeste, Tele Sudeste Celular Participações, Tele Leste Celular Participações and Celular CRT Participações. During the period of preparation for its debut, Vivo looked for a mediation provider who would bring the expertise needed to integrate the various operating units. Looking for a provider who would be part of the Vivo team and collaborate with them for this new venture, Vivo chose CSG to provide mediation and interconnection services.

"The task of bringing all of the subsidiaries together was very complex," noted Agenor Leão, Director of Business Relations and Solutions for Vivo. "Vivo

required a company who could offer expertise, flexibility and willingness to collaborate. CSG was chosen because it brought all of these characteristics to the project. CSG is a valuable part of the Vivo team."

Since then, CSG has continued to work closely with Vivo, developing a strong, collaborative relationship focused on providing solutions to meet the ever growing and evolving needs of Brazil's largest operator.

GROWING PAINS

Since its launch, Vivo has held the position of market leader of cellular telecommunications and mobile Internet data transmission services across Brazil. At the time of its launch, Vivo was processing about 200 million EDRs per day. A little more than five years after its launch, Vivo was processing close to capacity for some of its regions, and over capacity in others. By late 2008 Vivo was processing over 1.5 billion EDRs per day, with the expectation that it would soon exceed 2 billion per day, even before its newest acquisition – Telemig Cellular – was integrated into the systems. While the system was managing the current processing demand, it was clear that the hardware would need to be upgraded soon.

In addition, the legacy servers had maximized the space allotted for them, and adding more servers meant adding more man hours, more space and more utility expenses for cooling and running the hardware.

THE POWER OF COLLABORATION

Because of the collaborative relationship, CSG was able to leverage its familiarity with Vivo's systems to offer a flexible solution that not only addressed the immediate capacity needs and requirements for cost savings, but also completed the integration of Vivo's legacy operating systems. CSG's phased approach would allow Vivo to bring all of the regional operations onto the same platform and processing system at the lowest cost.

"Vivo's relationship with CSG was a big part of the deciding factor," noted Leão. "Vivo might have looked at other providers, but in the end we believed that CSG's understanding of Vivo's systems combined with the flexibility and scalability of the proposed solution offered the greatest value. CSG had already proven itself and had extensive knowledge of our systems. For us, this ensured speed and success of implementation at the best cost."

CSG SOLUTION MEANS LOWER TCO

CSG proposed an upgrade to Vivo's existing mediation platform to Intermediate v6 running on Intel's (x86) Xeon processor blade servers. This upgrade in both software and hardware would enable Vivo to manage its immediate capacity needs and provide future-proof scalability for ongoing growth, as well as lower the Total Cost of Ownership (TCO). The proposed migration to the high-density blade hardware would require less cost to replace, less space, and less power to operate. In addition, CSG's solution offered a reduction in overall application instances requiring maintenance and better utilization of skilled resources. Overall, the CSG solution provided a significant reduction in overhead and generated bottom line savings.

Working with Vivo, CSG launched Phase 1 to deploy the upgrade to all Vivo entities running online processes on Sun and HP systems. This was followed closely by Phase 2 that deployed the upgrade to Vivo entities running offline (batch) processes, primarily on HP systems. Vivo was able to implement all of the hardware for the new platform for both phases for a fraction of its existing hardware maintenance costs—less than 7 percent.



With the implementation of Intermediate v6.0 on blades complete, Vivo is able to manage its current volume of EDRs with ease and the new platform generated a 90 percent savings in upgrade hardware expenses along with future savings in annual utility costs.

"Implementing blade technology reduced our anticipated costs of upgrading hardware by more

than 65 percent," notes Leão. "Our data throughput exceeds our minimum requirements by 20 percent or more, with no concerns about being able to accommodate future volumes."

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

AGENOR LEÃO, DIRECTOR BUSINESS RELATIONS & SOLUTIONS, VIVO

"CSG'S UNDERSTANDING OF VIVO'S SYSTEMS
COMBINED WITH THE FLEXIBILITY AND
SCALABILITY OF THE PROPOSED SOLUTION
OFFERED THE GREATEST VALUE..."

IMPLEMENTING BLADE TECHNOLOGY REDUCED
OUR ANTICIPATED COSTS OF UPGRADING
HARDWARE BY MORE THAN 65 PERCENT. OUR
DATA THROUGHPUT EXCEEDS OUR MINIMUM
REQUIREMENTS BY 20% OR MORE."