BUSINESS AGILITY FROM FULFILLMENT TRANSFORMATION

ROGERS™

THE CHALLENGE

While Roger's acquisition strategy fueled the company's growth, it had a detrimental effect on its operations environment with the creation of multiple OSS and BSS silos. Each business that Rogers acquired came with its own set of OSS and BSS systems, creating significant complexity in both systems and processes. The acquisitions impacted the company's ability to quickly roll-out new services and create a single view of the customer across multiple services. The latter had become a particularly critical issue in light of increasing customer demand for converged communications and entertainment solutions. Without a single service management platform, Rogers' ability to create and market compelling service bundles was limited.

As Rogers sought a resolution to its operational challenges, it was mindful that any new service management platform had to be capable of supporting VoIP services. Rogers, like all cable operators, recognised that VoIP represented an opportunity to derive additional revenue from their IP network infrastructure while competing effectively with incumbent communications service providers.

However, the dynamic and heterogeneous nature of IP networks meant that operators had to implement a management solution capable of handling this level of complexity. While the network was once made up of a single type of box and network equipment was supplied by a limited number of vendors, the IP network comprises a wide variety of new network devices and equipment that must be managed in an integrated manner.

THE APPROACH

Rogers began looking at ways to transform its operational environment and create an integrated service layer that would provide agility in launching new digital and IP services. It started with the BSS layer, using billing and CRM solutions from Amdocs to support its cable, wireless and telecom lines of business.

On the OSS side, however, Rogers opted to extend its long-term existing relationship with Hansen, using Hansen Provision as the basis for a single platform to manage multiple services.
A common layer to handle all cable services would enable Rogers to provide an integrated set of services while improving the efficiency of its systems and processes.

ABOUT ROGERS

Toronto-based Rogers Communications is one of Canada's largest communications companies, particularly in the wireless communications and cable television realms. Rogers has more than 9.5M wireless subscribers under its Rogers and Fido brands, as well as 5.2M cable subscribers and 2M Internet customers over dial-up, broadband and a WiMAX-based service. Other services include home WiFi, local and long-distance, mobile content, and business Internet service offerings, such as web site management and design.

Rogers had deployed Hansen solutions to provision its high-speed data services, including basic connectivity, email and website provisioning and automated network re-provisioning to enable node splits for congestion relief. The company recognised that it would need to evolve its fulfillment strategy towards a single platform, as opposed to maintaining multiple disparate silos.

As a result, Rogers opted to add its new residential VoIP service to the Hansen Provision via Hansen's pre-integrated solution with its softswitch vendor Nortel. In addition, essential provisioning processes for DSL services were also migrated to Hansen Provision. Finally, via Roger's Anukshuk project, wireless broadband services were rolled under the common Provison architecture.

Hansen Provision supports the following service fulfillment processes for Rogers:

- Provisioning of high-speed modems and eMTA via integration to Cisco BACC
- Provisioning of Yahoo ISP/e-mail accounts
- Voice line provisioning for Nortel CS2K softswitch
- Allstream/RTI CSP provisioning
- Radius authentication for wireline DSL service
- IP management for wireline DSL service
- Provisioning of Motorola (formerly NextNet) wireless broadband access service
- Provisioning of digital video and VOD services via integration to Cisco conditional access system and SeaChange VOD system

Rogers continued its OSS transformation and added support for hosted, small and medium business (SMB) VoIP services on Hansen Provision – then the largest and fastest growing portion of the commercial telecom market and thus a critical opportunity for cable operators. Also, Rogers added its digital video services to the platform, including support for set-top box activation and video-ondemand provisioning.

THE ARCHITECTURE

One of Rogers' primary goals in revamping its operations environment was to create a single platform that could support the multiple access technologies utilised by the operator. To that end, Rogers has implemented the following Hansen solutions as an integral part of its integrated OSS architecture (see Figure 1):

- Hansen Provision for end-to-end automation of fulfillment and activation processes
- Hansen Residential HSD, ISP and VoIP Service Packages
- Hansen Hosted Commercial Voice Service Package
- Hansen Video Service Package
- Hansen Service Topology Manager
- Hansen Client Services Center for VoIP
- Hansen Service Creation Toolkit

THE RESULTS

Hansen Provision has enabled Rogers to achieve true service layer abstraction. Its integrated service fulfillment platform is now able to support multiple access technologies, and the operator is able to change out devices and CLEC partners without any impact to the upstream BSS systems. As a result, Rogers is able to roll out new services far more quickly, without needing to make expensive and time-consuming changes to the operations environment.

By using an integrated service management architecture, Rogers has been able to improve the customer experience. Because Rogers has a repository that links its subscribers and their services with network resources, it is able to recognise when a network event is impacting a subscriber's service and respond in real time by automatically re-provisioning the network. The integrated platform also allows Rogers to offer a more compelling customer experience by supporting true integrated service bundles, as opposed to multiple service creation silos that must be manually linked together.

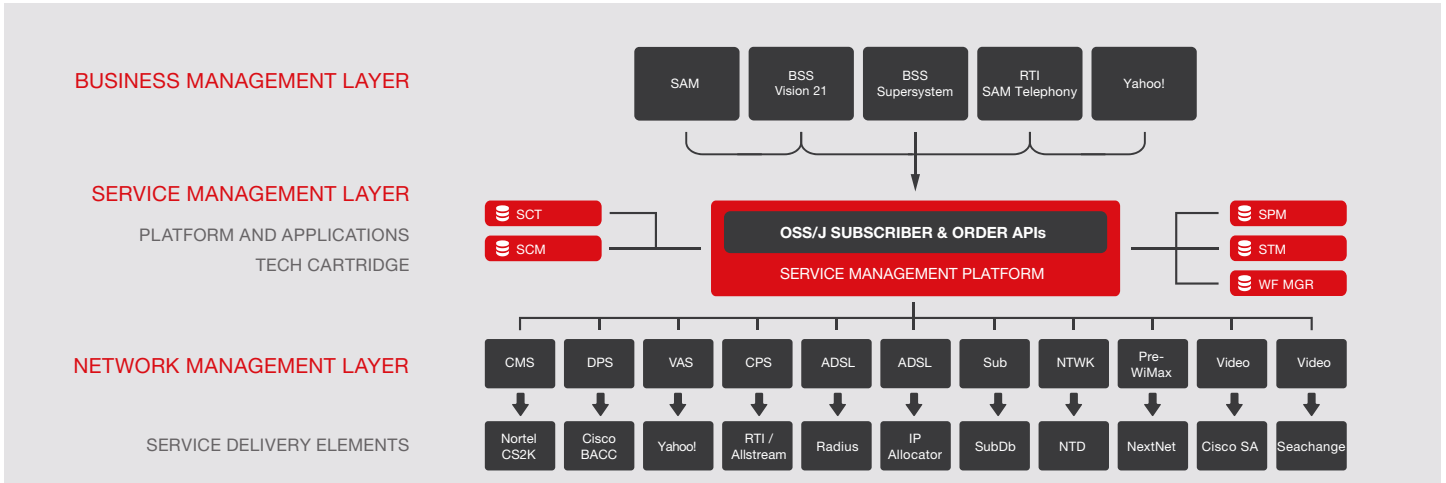
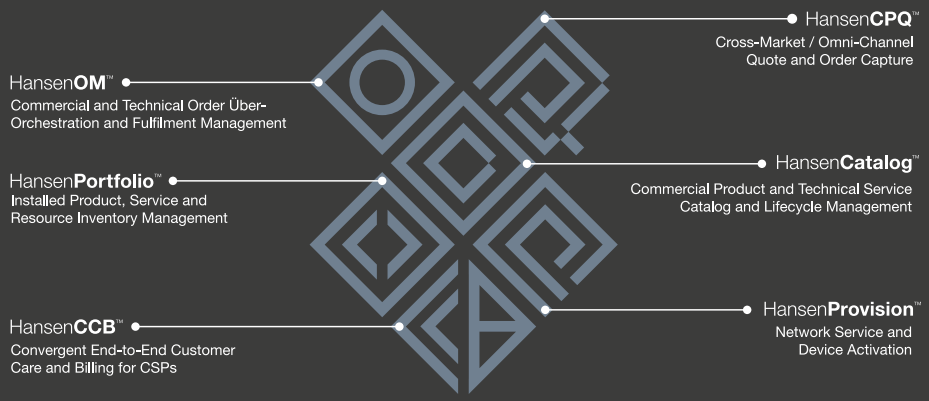


Figure 1 - Rogers' Deployment Architecture

HANSEN

Hansen**Create-Deliver-Engage**™
for Communications Services Providers



Hansen**Catalog**™
- Product/Service/Resource Master Data Management
- Active distribution of product, service and resource throughout your business
- Product Lifecycle Management

Hansen**CPQ**™
- Omni-channel quote and order creation
- Dynamic catalog-driven query/offer selection/configuration/validation

Hansen**OM**™
- Order validation, decomposition and über-orchestration
- Dynamic configurable workflow to reduce new service roll-out time

Hansen**Provision**™
- Network service and device provisioning
- Multi-protocol/multi-vendor activation solutions

Hansen**Portfolio**™
- Single point of truth for installed customer products, services and resources
- Shares and manages portfolio inventory data with any fulfilment system

Hansen**CCB**™
- Customer care and billing capabilities for new-entrant and specialist communications service providers.
- Scalable and precise calculation of customer usage and integration with ERP and financials.

BENEFITS

Grow New Revenue
Overlay the most modern technology to create new business models and generate new revenue from your product innovation.

Lower Cost-of-Sale
Speed time to revenue by reducing time-to-quote and order/delivery efficiency.

Lower Cost of Operations
Automate key operational processes and reduce order fallout, minimising the need for manual intervention.

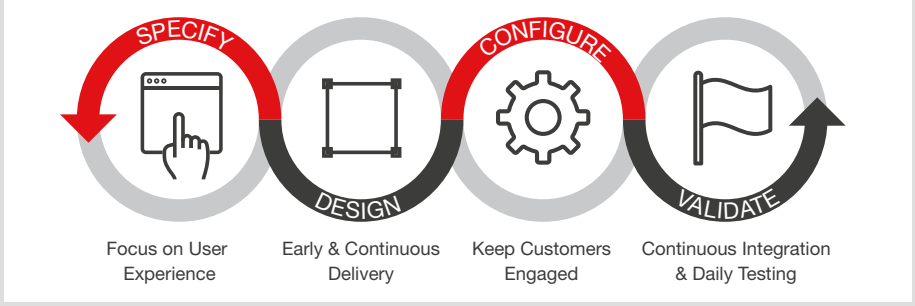
Happier Customers
Eliminate misquoted and incorrectly delivered orders that undermine customer satisfaction.

Improve Operations Quickly
Make decisions with real-time operational data helping you act fast to improve commercial and operational performance.

Reduce Time-to-Deliver
Accelerate product innovation by empowering the business to configure (not code) new offerings to meet market demand.

DEPLOY RAPIDLY AND RELIABLY

Hansen deploys its products in the same way that they develop them, employing an agile delivery methodology to speed the transition to a new digitally-enabled system architecture.



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