

HP customer case study: Qatar Telecom (Qtel) Q.S.C. deploys an HP Business Service Automation solution to increase staff productivity; who now spend less time dealing with server, network, storage and bill processing issues

Industry: Technology, Media and Telecommunications

HP Business Service Automation increases productivity by 50 per cent at Qtel



"The HP Business Service Automation solution has produced some impressive results. By automating tasks and transforming important IT processes such as billing, we are now in a position to satisfy the demands of the modern business era. Involving HP Professional Services in the implementation ensured we achieved time-to-value quickly." Adel Boday, manager of IT infrastructure and operations management, Qtel

Objective:

Qatar Telecom (Qtel) Q.S.C. wanted to automate the management of end-to-end business services to reduce costs, lower bill processing times and minimise risk.

Approach:

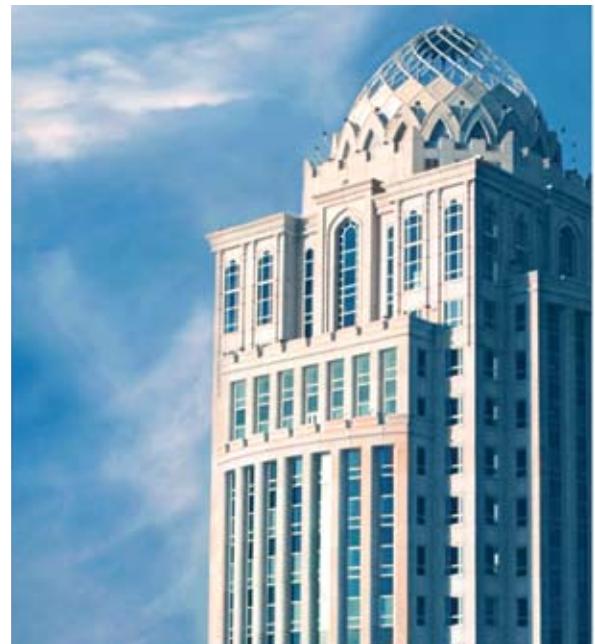
- Conducted a proof-of-concept for its billing cycle and then deployed the HP Business Service Automation solution.

IT improvements:

- Automated data centre operations – the server, network and storage environments.
- Processes are fully integrated and co-ordinated to gain maximum value.
- The corporate on-line billing and weekly test billing processes are fully automated.
- Automated tasks for numerous day-to-day business processes.

Business outcomes:

- Fully integrated management of some end-to-end business processes boosts productivity by 50 per cent.
- Staff spend 50 per cent less time monitoring billing processes and focus on important Business Technology Optimisation (BTO) projects.
- Speeds the implementation of additional projects, aiding Qtel's BTO strategy.



Qatar Telecom (Qtel) Q.S.C., the leading telecommunications service provider for the state of Qatar, operates in 17 countries and has 57.5 million consolidated subscribers. The company delivers landline, mobile, cable television, internet and data services to homes, businesses, corporate organisations and governmental customers across the Middle East, North Africa, the Indian subcontinent and South-east Asia.

Automating tasks and maximising value

As part of its on-going Business Technology Optimisation (BTO) strategy, Qtel recently successfully deployed an HP Business Service Automation solution comprising Server Automation, Network Automation, Storage Essentials and Operations Orchestration at its production data centre. HP Professional Services designed and

deployed the solution based on HP best practices, and provided knowledge transfer to the Qtel team.

This integrated suite automates the management of end-to-end business services to reduce costs, time and risk. The server, network and storage components automates within their individual areas whilst HP Operations Orchestration integrates and co-ordinates all processes to gain maximum value. Server deployment, for example, now takes four hours rather than two weeks, releasing 99 per cent of the staff's time, increasing productivity.

Automation has also given us greater control and visibility of our network infrastructure. It provides a central point to standardize configuration changes, reducing the possibility of human error and non-compliance.

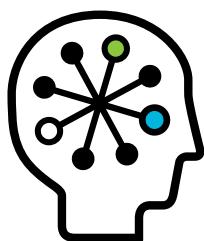
"Following a proof-of-concept for HP Operations Orchestration, we wanted everything that Business Service Automation could offer," comments Adel Boday, manager of IT infrastructure and operations management, Qtel.

After appreciating the power of HP's BTO tool, Qtel decided to automate some additional critical tasks including BillXpress, its corporate on-line bill imaging solution, and the operational weekly test billing process.

Generating workflows for day-to-day tasks

"With other monitoring systems, we can only work with binaries, shell scripts and servers within their range," explains Shaikh Abdul Gafoor, senior IT system analyst, Qtel. "However, with HP Operations Orchestration and its central repository, we can go much further and write workflows for a whole set of servers and day-to-day business tasks."

For Qtel's BillXpress process, HP Operations Orchestration creates folders, eliminates duplicate



reports, produces logs and checks the status of emails. "BillXpress now generates static reports automatically for all subscribed customers as soon as billing is complete. Staff no longer have to monitor the process and spend their time on other important projects such as cloud computing, which supports our BTO strategy," says Gafoor.

Orchestrating weekly test billing

Based on Infinys Geneva, a convergent billing system that delivers active revenue management, Qtel's operational weekly test billing process has also benefited from HP Operations Orchestration.

The process includes producing Geneva-acceptable test account files, submitting them for test billing, moving them to the appropriate server and running the document creation process. HP Operations Orchestration even sends emails to tell all parties that the test bills are ready and printed.

"IT operations staff simply copy the test account files they have received from the bill validation team into a folder and HP Operations Orchestration then takes over. It works seamlessly and I estimate that productivity has increased by 50 per cent," concludes Gafoor.

Customer solution at a glance

Primary applications

- Business Service Automation (BSA)

Primary software

- HP Data Center Automation Center
 - Operations Orchestration
 - Server Automation
 - Network Automation
 - Storage Essentials

HP services

- HP Software Technology Services
- HP Professional Services

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