FUJITSU

CASE STUDY
O2 IRELAND

»FUJITSU DESIGNED, BUILT AND MANAGED THE NETWORK TO OUR EXACT REQUIREMENTS, AND THE KEY FOR US WAS THAT THEY DELIVERED IT ON TIME AND ON BUDGET.«

Tony Regan, Wholesale Business Development Manager, Telefónica O2 Ireland

THE CUSTOMER

- O2 Ireland has 1.7 million customers
- Part of Telefonica, the world's largest fixed and mobile telecoms company
- Revenues of €58 billion and more than 250,000 employees

O2

THE CHALLENGE

- O2 Ireland decided to create a new channel to market in order to compete in a competitive industry
- Worked with Tesco Mobile Ireland's first Mobile Virtual Network Operator (MVNO) on O2's MVNE
- Needed a Mobile Virtual Network Enabler (MVNE) to deliver the solution

THE SOLUTION

- Fujitsu designed, built, and managed a robust and scalable MVNE on behalf of O2
- Fujitsu extended the platform to support O2 UK MVNO requirements
- Fujitsu provide full MVNE business, application and infrastructure managed services to O2

THE BENEFITS

- EASE OF MANAGEMENT – efficient and effective handling of complex, multi-vendor solution
- CUSTOMER SATISFACTION – maintained at a high level on MVNE platform
- SPEED TO MARKET – network launched on schedule, meeting tight timescales
- FLEXIBILITY – Quartet platform gives O2 ability to launch new wholesale services
- BUSINESS PROCESSES – billing, customer care and number porting all handled within Fujitsu managed services

CHALLENGE

Telefónica O2 Ireland is a leading provider of mobile services, with 1.7 million customers. It is part of Telefónica, one of the world's largest fixed and mobile telecommunications companies, which has revenues of nearly €58 billion, and more than 250,000 employees around the world.

Looking for opportunities for growth in the saturated Irish market, O2 decided to create a new channel to market by establishing Ireland's first Mobile Virtual Network Enabler (MVNE) with Tesco Mobile as O2's first Mobile Virtual Network Operator (MVNO)

An MVNO is effectively a mobile phone service offered to the public by a company that doesn't own or operate its own network, with all of the infrastructure, billing and customer care provided by a company such as O2.

SOLUTION

"For this project, we decided to use an MVNE product rather than deliver the technology solution in house," explains Tony Regan, Wholesale Business Development Manager at Telefónica O2 Ireland. "We required a provider that could design, build and manage a robust and scalable MVNE. By outsourcing, we were able to be flexible and quick to market

O2 looked at various providers, and decided to work with Fujitsu to build and manage the MVNE, as Regan explains: "Fujitsu stood head and shoulders above all the other options we had."

The two companies signed a five-year managed services agreement and set about getting their first MVNO customer, Tesco Mobile Ireland, on to the MVNE platform. Under this deal, Fujitsu provides all of the infrastructure and applications required to implement and operate a mobile telecoms business, apart from the radio area network which is provided by O2 themselves.

"What stood out for Fujitsu was their people: their knowledge of the telecommunications market in Ireland, their ability to work with other people in O2, and their ability to understand what we wanted and put it down on paper," says Regan. "They gave us assurances that the people that impressed us most would stay for the duration of the project."

BUSINESS PROCESSES

"When we went to the market we didn't know all of the detail of what we wanted to do. Fujitsu were the only provider who put a solution in front of us and immediately we knew that this was what we required," continues Regan.

When the project was put out to tender, O2 found that all the providers who were bidding were capable of providing the required technology: voice, data, roaming, text messages and so on. Beyond this, O2 was keen to find out how the tendering companies would manage the entire customer process, including top-up, handling customer problems and number porting.

"Where Fujitsu stood out and differentiated themselves was on the end-to-end customer experience and the business processes behind that," says Regan.

"I asked the providers bidding for the tender to describe the end-to-end solution from the customer point of view, and Fujitsu were the only provider who was able to do that – the others struggled. The customer experience was the key to us, and what we had to deliver to Tesco."

BENEFITS TO OUR CUSTOMER

The key benefits to O2 from the Fujitsu solution include:

- **Increased competitiveness:** O2 used this MVNO to create a new channel to market in a highly saturated and very competitive industry.
- **Scalability and speed:** Outsourcing the project to Fujitsu, who had the relevant expertise in this space, ensured O2 acquired a scalable solution within a tight timeframe
- **Simplified management:** A single point of contact for the management of all technical and support issues, using standardised procedures/methodologies across all suppliers, substantially reduces risk, management time and overhead costs.
- **Focus on core business:** Working with Fujitsu allows O2 to concentrate on its core, value adding activities rather than the underlying technical issues.
- **Budget accurately:** Costs are entirely visible and predictable over the contract.
- **Access specialist resources:** O2 can access a wide range of business and technical expertise essential for the maintenance and support of its solution.

MANAGING COMPLEXITY

To create this virtual network for O2, Fujitsu first built the MVNE platform and then integrated the platform on O2's network, requiring it go through all the aspects of mobile services including setting up voice, data and SMS (text message) services and creating the capability for mobile credit to be topped up.

"We were dependent throughout the project on the other mobile operators in Ireland to ensure porting and call routing was in place," says Regan. "Fujitsu worked closely with them and managed all of these aspects for us."

Building and running the MVNO was a complex project, with a need to manage and work with many third parties, providing the different services such as infrastructure, billing, customer care, SMS messaging and voicemail.

"We only want one company to talk to and deliver the service – what happens in the background is what Fujitsu does best, and we don't see the impact of that," says Regan.

"My experience of Fujitsu is that because they deliver us a complete outsourced managed service solution, we're happy," continues Regan.

"We trust them fully we have very little involvement, and that's how we like it. The people they put on the day-to-day operational and business running of Tesco Mobile are first-class, and we have full confidence in them to deliver the solution to our customers."

"Tesco are knowledgeable of Fujitsu and the MVNE platform, and are extremely happy with the service they provide," says Regan. "Tesco needs to be quick to the market with various new products and services, and they know with Fujitsu they can get that first time, every time."

Tesco Mobile Ireland was successfully launched on time and on budget. "We always focus on having a fixed cost for a project so there's no cost creep, and we got that with Fujitsu," says Regan.

FURTHER MVNOS

Following this first network, Fujitsu also worked with O2 to build a second MVNO on the Quartet platform: giffgaff, a pay-as-you-go mobile network in the UK.

"From conception, to design, implementation and test of giffgaff took only five months, which was incredible – and was delivered on budget," says Regan.

For the future, O2 is also looking to bring Quartet into the continental European market and work with Fujitsu to sell its MVNE/MVNO products and services based on this platform.

OUR EXPERTISE

Fujitsu has delivered consistently high levels of service to Irish businesses for more than 40 years, and has amassed a wealth of expertise in helping clients to use IT to create new revenue generating opportunities, reduce operational costs and increase customer satisfaction.

We have also built a reputation for understanding the business requirements of a wide range of different organisations. Fujitsu work in partnership with our customers, and with the providers of the world's leadingsolutions to ensure a rapid, smooth implementation.

We support these solutions with a deep and thorough understanding of mission critical systems that is based on over Forty years of working with some of the world's most demanding organisations.

FOR MORE INFORMATION

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