

# Case Study

A dynamic decrease in order processing time, thanks to an end-to-end service automation system, drives decreased operating costs while aligning the network for the future.



## At a Glance

**Customer:** A Tier 1 telecommunications company  
**Industry:** Telecommunications  
**Location:** MEA  
**Employees:** 10,000+

## Summary

- A Tier 1 telecom company in MEA looking to modernize their system, which has forced them into 'swivel chair' operations.
- Currently using a homemade template engine that requires manual input and a highly trained staff to operate.
- The company turned to UBiqube for a network automation platform that offers end-to-end service orchestration capabilities as well as a framework to help them better prepare for the future.
- Following the installation of MSActivator, co-branded as Virtuora Service Activator powered by UBiqube, the company was able to take advantage of a fully automated network.
- Decreased the potential for human errors and improved the health of the network.

## Software

MSActivator, co-branded as Virtuora Service Activator powered by UBiqube.

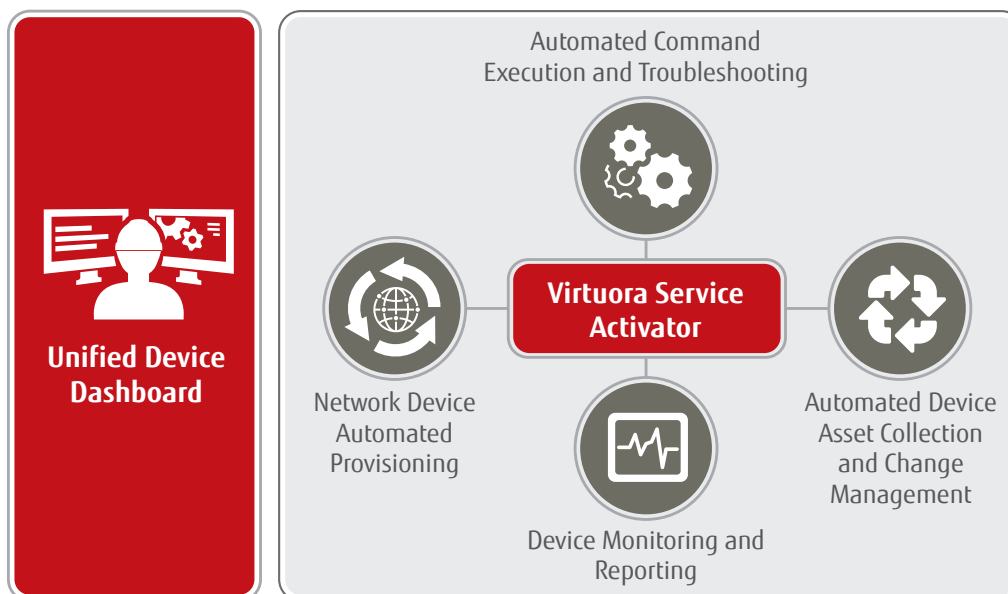
## Challenge

Telecommunications companies across the world are adapting to the always-online era. Phones, tablets, and other smart devices allow users to travel untethered, taking the internet with them wherever they go. Telecom companies worldwide are affected by this paradigm shift and need to be prepared to meet the ever-growing demands of end customers.

A Tier 1 telecom company, in the EMEA territories' network and security setup, utilized manual input where their homemade template engine turned data into output text. However, once the configuration generated from the templates was copy-pasted onto the device, the remaining validation and testing needed to be done manually. To operate their template engine, the company required a highly trained staff, increasing operational expenses.

Customers submitted requests via the service order tool, and then the MSS team manually entered the parameters into the template engine. A lengthy, error-prone, and frustrating process, the company went searching for a solution that would automate as many processes as possible.

Going forward, the company looked to implement an end-to-end service automation system. They were specifically looking for one that delivered new services faster, enhanced their network and security operations, and lowered operating costs.



### Solution

The company turned to UBique for a solution, the MSAActivator, co-branded as Virtuora Service Activator powered by UBique. The Virtuora Service Activator provides end-to-end service orchestration capabilities, including service management, provisioning and configuration management, and assurance and analytics. Utilizing the DevOps capabilities of the platform, the users are able to build custom functionalities for their operations teams that integrate seamlessly with their backend.

Deploying Virtuora Service Activator, the company has already extended the use of the Service Activator to automate other processes. Going forward, the company already has plans to extend the functionality the solution provides, including automating their firewall.

### Results

The implementation of the Virtuora Service Activator has had numerous positive effects for the company. They have seen a significant reduction in the cost of operations and new service delivery, and now have a future-proof framework that will help them keep up with the continually evolving technologies within the industry.

Having a fully automated network has made it easy and quick to set up new devices, and the fetching and storing of data points is done without human touch. The Service Activator's Day-2 change management feature reduces human errors dramatically. Finally, the company now has a system with excellent monitoring capabilities to help keep the system healthy.

Virtuora Service Activator has successfully improved the quality of the company's services. Previously, one device could take up to 52 minutes processing a single order on the custom template engine. Thanks to the automated workflow provided by the Virtuora Service Activator, hundreds of devices can perform orders in just 7 minutes. Not only does this significantly reduce fulfillment time, but also reduces operating costs. With a framework for future advancements in technology, the company is well-prepared for the future.



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