

# Telecommunication Service Provider

## Realizes a Service Oriented Operating Model with VIA

McKinsey defines a service-oriented model as “a new way of running the organization that combines digital technologies and operations capabilities in an integrated, well-sequenced way to achieve step-change improvements in revenue, customer experience, and cost.” A service-oriented operating model uses the customer and customer interactions as the organizing principle.

A large, growing Telecommunications Service Provider is moving to a service-oriented operating model to implement new processes that deliver dramatic gains in performance. The company delivers services that include email, voice, internet service, video on demand to name only a few. And, each of these services have many discrete and interrelated customer interaction processes.

### Challenges

Their challenge was to map their customers’ journeys and think holistically about their processes. They needed to envision what was possible by looking at their service processes holistically. They wanted to cut through the capabilities of networking, application software, and infrastructure that were often siloed within their service and IT operations. They also required a consistent way of looking at the health of all of their services.

They needed an analytics solution that was capable of:

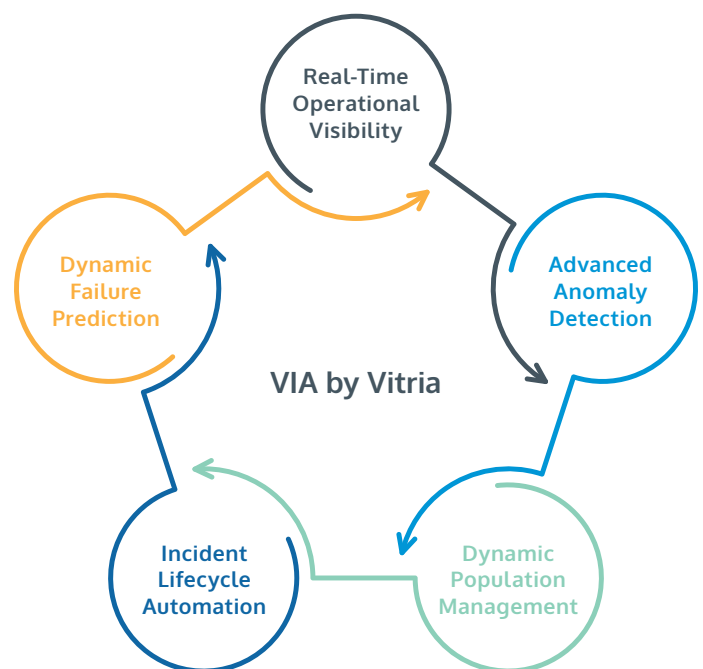
- Integrating workflows
- Synthesizing and analyzing service data across service layers
- Reducing manual processes through automation
- Eliminating hand-offs between service stove pipes
- Changing the norm of behavior from being reactive to proactive and address anomalies before they impacted service performance
- Processing data and visualizing customer service processing in real time



### Vitria Delivers the Solution

Vitria provided a solution that supports the company’s move to a service-oriented operating model for 40 use cases across multiple business services within 36 months. The solution consists of the VIA platform, Digital Operations Solution Templates, integration services and an onsite Technical Account Manager.

### Vitria’s integrated, holistic service-oriented approach to operation excellence



### Vitria Delivers the Solution (Continued)

The VIA Digital Operations Solutions Templates and the VIA platform enables:

- Ingestion and synthesis of data across the network, infrastructure, and application software layers in real time
- Automation of processes
- Advanced analytics and predictive intelligence

The solution templates and VIA's low code environment accelerates time to value. The low code environment combined with the solution templates delivers the agility the organization required to adapt to change and operationalize multiple use cases rapidly using the VIA platform.

Vitria was chosen due to the agility provided by the solution templates and the VIA platform, our ability to implement a POC quickly, and the extensibility of the solution. Additionally, our solution was able to synthesize and analyze data in real time.

### Outcomes Achieved

This Telecommunication Service Provider now has the ability to dramatically reduce their incident lifecycle processes through integration across the networking, software application, and the infrastructure service layers to drive a multiplier effect on service performance improvements.

- Lowering their incident lifecycle will reduce their operating costs (\$ millions per year)
- Solving more incidents faster and preventing incidents from occurring will improve customer satisfaction (up to 40-point increase in NPS)
- Detecting 92% of incidents prior to customer impact reducing customer calls and truck rolls by thousands per month

Leveraging VIA, the company can more quickly identify service issues and detect the root cause of the problem with less human intervention. For their over-the-top service, they were able to reduce the incident lifecycle from 12 hours to 30 minutes after the solution was fully operationalized. These dramatic gains were realized due to an integrated, holistic approach across the service layers leveraging the VIA platform and Vitria's solution templates. Similar benefits are expected with their other business services and use case.



**Contact us today for  
a demonstration.**

### About Vitria Technology

Vitria VIA Digital Operations Platform empowers enterprise and industrial customers to analyze faster, act smarter, and achieve better outcomes in their business operations. The company has a history of success in streaming analytics, business process management, enterprise application integration, and operational intelligence.

Vitria is now a leading player in the rapidly growing IoT (Internet of Things) analytics market. Customers include Fortune 500 companies and enterprises across a wide range of industries, including finance, manufacturing, telecommunications, utilities, retail and more. For more information, visit [www.vitria.com](http://www.vitria.com).