

MANAGING OTT MESSAGING SERVICES FOR A GLOBAL TELECOM PROVIDER

Sytel Reply was commissioned by a client (a large global telecom operator) to provide quality Service Assurance. Over a period of 12 months, we supported the delivery and management of a new competitive messaging service to millions of customers.

OUR EXPERIENCE

We worked with our client who is operational in more than 60 countries, to deliver and support a high-visibility Over the Top (OTT) messaging service application used by millions of users daily. This messaging service product was deployed in order to enhance our client's competitiveness in the OTT apps space. The project scope was to deliver a production infrastructure to support millions of customers, to deliver a test bed environment, and to migrate customers from one country to a central global platform. Following the transition to live phase, we were also responsible for managing the service.

To ensure operational excellence for this service, we focused on key activities around Service Management, Service Performance Management & Reporting and Service Transition & Operations. The combination of these approaches allowed us to add value to integral parts of our customer's Service Management Cycle.

OUR APPROACH

We worked to support our client with the development, delivery, and management of their most strategic resource - their services.



Customer Centric Service Assurance

SERVICE MANAGEMENT

We provided co-ordination for the delivery of key processes that are required to provide and manage services at agreed levels to the businesses, their users and customers through:

- **Service Level Management** enabling responsive, stable and repeatable IT Service Delivery
- **Continual Service Improvement Management** to help shape and define the Continual Service Improvement of IT services via a carefully constructed Service Improvement Plan (SIP).

SERVICE PERFORMANCE MANAGEMENT AND REPORTING

- **Passive Monitoring Architecture and Design solutions** for Service Platforms
- **Network Performance and Management Integration** with diverse operational support tools
- **Service Technical Management** ensuring that relevant technical stakeholders, both internal and external to our customer, deliver appropriately to meet our customer service needs.

SERVICE TRANSITION AND OPERATIONS

- **Knowledge Management** to assure business continuity
- **Stakeholder Management** which ensures alignment with and between our customer and relevant support teams
- **Service Test Management** which validates that the service meets all the client’s business requirements.
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SERVICE MANAGEMENT		
	ACTIVITIES	OUTPUT
Service Level Management	<ul style="list-style-type: none"> • Maintenance of the Service Level Management Framework • Identification of new and modified service requirements • Service level monitoring and reporting 	<ul style="list-style-type: none"> • Service Acceptance Criteria • Service Level Report • Revised Service Level Requirements report
Continual Service Improvement Management (CSI)	<ul style="list-style-type: none"> • Reviewing management information (MI) and trends to ensure that services are meeting agreed service levels • Regularly carrying out maturity assessments against the activities and roles associated with the process to 	<ul style="list-style-type: none"> • Service Review Monthly Report • Service Improvement Plan (SIP)

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- demonstrate areas opportunities, improvements and/or concerns
 - Making ad-**hoc recommendations**
 - Conducting **service reviews** to identify further CSI opportunities
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PERFORMANCE MANAGEMENT AND REPORTING

	ACTIVITIES	OUTPUT
Passive Monitoring Architect and Design	<ul style="list-style-type: none"> • Clarification of the Service Platform components and monitoring requirements of the Service • Identification of the Probe requirements of the Service and the build of the infrastructure • Identification of the Passive Monitoring points and TAM* infrastructure required, based on Traffic Volume projections and Supplier recommendations • Liaising with all suppliers of TAM equipment to coordinate specifications, budgetary quotes and procurement • Assistance with providing the Probe hardware Bill of Materials for budget approval, liaising with suppliers to coordinate specifications, budgetary quotes and procurement • Architectural guidance on the TAM and Probing solution, as appropriate 	<ul style="list-style-type: none"> • Project Plan • Requirements Specification • High Level Design • Bill of Materials • Low Level Design
Service Technical Management	<ul style="list-style-type: none"> • Close collaboration with customer engineering teams to gather technical information and secure logical resource assignments integral to the solution design • Oversight of third party Network Packet Broker and Probe vendors to specify, procure, install and configure their components of the solution • Integration and compliance with customer Security (AAA), Network Inventory, Network Monitoring, Service Reporting and B&R⁺ systems • Overseeing end-to-end testing and acceptance of the solution 	<ul style="list-style-type: none"> • IP LLD • Environmental Requirements and Allocations • Cable Sheets • Communications Matrices • Purchase Orders and delivery oversight • Solution implementation • User Acceptance Testing
Network Performance and Management Integration	<ul style="list-style-type: none"> • Integration of the Passive Monitoring solution into the Service Platform architecture • Integration with Network Management systems • Integration with Service Reporting systems 	<ul style="list-style-type: none"> • Processed Network Traffic for onwards processing • Network Monitoring feeds • Service Reporting feeds

SERVICE TRANSITION AND OPERATIONS		
	ACTIVITIES	OUTPUT
Knowledge Management (KM)	<ul style="list-style-type: none"> Gathered KM requirements Documented all process and operational agreements in a central repository 	<ul style="list-style-type: none"> Full End to End Operating Manual Operating Level Agreement Detailed Support Model Contact Details of relevant Support Teams
Stakeholder Management	<ul style="list-style-type: none"> Held weekly meetings with our customer to discuss the status of the projects Attended internal project meetings on behalf of our customer to discuss open points and align with the rest of the project team Conducted several meetings with support teams to build an agile service support structure Ensured that our customer had full visibility on the progress of the service. 	<ul style="list-style-type: none"> Provide Weekly Report to customer on projects' progress
Service Test Management	<ul style="list-style-type: none"> Worked with support teams to identify varied incident management test scenarios for the service and create a full checklist of items required to on board new customers to the service 	<ul style="list-style-type: none"> On boarding Guide for support teams A clear support model for Incident Management Testing Template with guidelines

IMPACT

The outcome of our engagement was the following:

- Timely roll-out of the service to the market
- The service was delivered and supported to meet their business needs and expectations
- The IT service is reviewed regularly to ensure that it remains aligned with changing business priorities.
- A continual focus on improving quality, reducing costs, improving effectiveness and efficiency of the IT service
- Streamlining of Business and operations processes
- Reduced time and costs for training new employees
- Support of Business Continuity requirements
- Alignment of disparate teams across the organisation to meet goals
- Providing an end to end view on key service support teams.

OUR WAY OF WORKING

We work as a trusted partner with all our clients with a clear focus on empowering their businesses, services and systems. We deploy proactive, personable and highly skilled teams to tackle their core issues. Our way of working ensures that we remain productive in a transparent manner, ensuring an effective and long lasting impact.



We have a combined experience of 155 years and with irrefutable proficiency in Network Security, Unified Communications, Project Management, OSS/BSS and Software Defined Networking. Sytel Reply is part of the group Reply S.p.A., a leading Consultancy, Systems Integration, Application Management and Business Process Outsourcing company. Sytel Reply operates in the Technology, Media and Telecommunication domain.

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