



Designing and Implementing an In-House OSS Platform

EMC Consulting content and media experts offer world-class solutions that enable leading media and content companies to address their business and technology demands. The team combines extensive business experience in media management with a comprehensive knowledge of technology. Recognizing that the industry is evolving so rapidly that no one company can provide the best advice or solution, the team also partners with leading product and technology vendors to provide best-of-breed solutions.

Challenge

The telecommunications industry has expanded over the years to provide voice, data, and video content to subscribers. In order to capture “share of wallet” and maximize return on marketing investments, providers want to offer “three screen services” to their subscriber bases. In many cases, the entire package is marketed by one company but delivery is accomplished through partnerships among many. The partnerships create opportunity but also introduce risk.

In one case, a major cable company provided High-Speed Internet (HSI) access to its subscribers via a partner who provided the network infrastructure, operational support (OSS) platforms to provision and maintain service, and the service delivery platforms for e-mail and web hosting services. When the Internet partner announced they were going out of business, the cable provider had to respond quickly to provide service continuity to its subscribers. The company turned to EMC[®] Consulting to build an internal network as well as the required OSS and service delivery platforms. Complicating the challenge was the requirement that 600,000 customer accounts be migrated without interrupting service.

Solution

EMC defined the solution architecture for the HSI service activation platform. The solution provided the functionality to interact with the client’s ordering and billing system and provision the cable modems (both DOCSIS compliant and proprietary), the e-mail service, and the web hosting service. In addition, EMC designed and implemented the customer self-care system (Member Services) that allowed customers to maintain their services.

Results

EMC designed the platform to interface with both the partner platform and the client’s new platform based on a software switch. Once the system was in place, groups of customers were migrated by changing a value in the switch, redirecting the provisioning and delivery of the customer’s services from the partner’s platform to the client’s platform. The customers were prompted on the Member Services platform to self-complete the migration of their e-mail and web pages.

The result was a highly successful implementation and the migration of 600,000 customers with no loss of service. The project won many accolades from the senior executive team including an award for Best “Large Project Delivery.”

EMC Corporation
Hopkinton
Massachusetts
01748-9103
1-508-435-1000
In North America 1-866-464-7381
www.EMC.com

Take the next step

For more information, contact your local EMC representative, call us at 1-866-464-7381, or visit our website at www.EMC.com/consulting.