AAPT

HP optimizes the availability and performance of AAPT's systems

"The first time we deployed HP BAC software, it enabled us to deliver a 94% improvement on the performance and availability of our call center applications in three years. We are currently undergoing a HP BAC deployment for the acquired PowerTel applications, and in the last 6 months we have seen a 30% improvement already. This is a tremendous enhancement from the point of view of the consumers of those services – our employees and our customers."

Steve Potter,
Head of Technology Operations,
AAPT

HP customer case study:

AAPT relies on HP Business Availability Center software to manage and optimize the quality, performance and effectiveness of its business services and applications.

Industry:

Telecommunications

Objectives

To further align business and IT to maximize service and operational excellence, AAPT sought to improved the performance of its infrastructure and applications.

Approach

AAPT adopted an HP Business Technology Optimization (BTO) strategy with HP Business Availability Center (BAC) software, namely with the HP End User Management (EUM) software as the core platform which underpins the availability, performance and effectiveness of its business services and applications. HP Software-as-a-Service (SaaS) for HP BAC offering was also implemented.

Business technology improvements

- Monitored the end-user experience, isolated problems and implemented a remediation plan to resolve system performance issues in its call centers.
- Increased the quality of its services to the business, its customers and employees.
- Identified, validated and facilitated resolution of a supplier issue.
- Improved management decision making capability, strengthened customer relationships and minimized exposure to risk.

Business outcomes

Accelerate growth

- 94% improvement on the performance and availability of AAPT's call center applications from 2002 to 2005, and 30% improvement of Integrated PowerTel Applications in 2008.
- Alignment of business and IT, delivering service and operational excellence.
- Rapid adoption of software and improved productivity due to use of HP SaaS solution.

Lower costs

- Operational efficiencies have resulted in a 25% reduction in AAPT's support workforce.
- As a result of HP SaaS for BAC, 30-40% decrease in overall support costs from 2002 to 2005, and is instrumental in current Integrated PowerTel cost reductions.
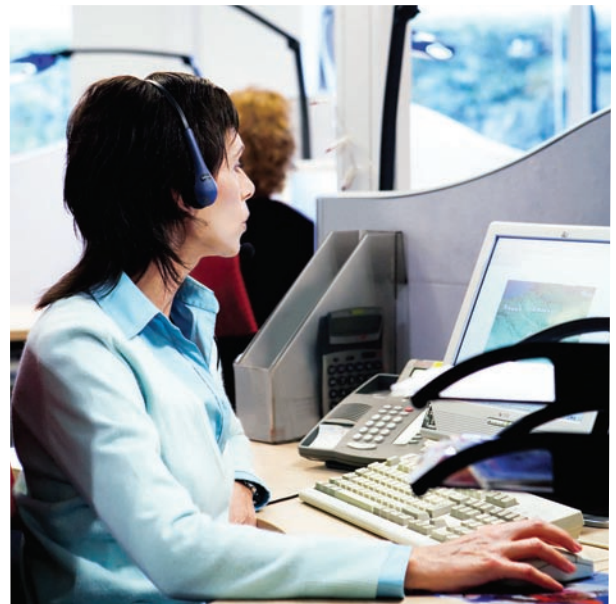
About AAPT

AAPT is one of Australia's three largest telecommunications companies and is part of the Telecom New Zealand Group. Starting out as an offshoot of the Australian Associated Press (AAP) in 1991, the company obtained a full carrier license in 1997 and was acquired by Telecom New Zealand in 2000.

AAPT is one of Australia's leading Telecommunications companies, with Telstra as their main competitor in long distance and voice services. It owns and operates a national voice and data network, offering a full range of local and long distance voice, mobile, data and internet services for residential, business, government and wholesale customers.

In mid 2007, Telecom New Zealand acquired 100% of the Australian business telecommunications company, PowerTel. The deal strengthened the base of Telecom NZ's Australian subsidiary, AAPT, and allowed PowerTel to continue to grow its business and wholesale operations.

Leveraging the investment and technological capabilities of its parent company, AAPT is moving its customers beyond the "just a telco" mindset and into a world of personalized and adaptable information communications technology (ICT) solutions. In addition, acquiring an organization along with its systems brings new challenges to the IT department and affects the customers' experience.

Aligning business and IT

AAPT is keenly focused on ensuring its business processes and technology operations deliver value to the business. Five years ago, the organization realized it needed to better align business and IT to strengthen customer relationships and work towards achieving service and operational excellence. With the acquisition of PowerTel, this need continues to be equally important.

AAPT's Technology Operations support 2,500 staff scattered in four corporate locations, 15 major technical centers, and over 200 regional sites. The department is accountable for all employee and customer-facing technology in the organization including a variety of infrastructure and mission-critical systems such as provisioning, financials, sales, service, security and more.

When the organization experienced issues with the reliability and functionality of its systems, which was impacting up to 40% of its staff based in regional call centers, it turned to the HP EUM software, which is part of the HP BAC suite. By adopting a BTO approach, AAPT sought to achieve better business outcomes by optimizing the availability, performance and effectiveness of its business services and applications. AAPT also utilized HP SaaS offering which helps reduce costs and achieve faster results by better managing the enterprise applications and end-user monitoring processes. This managed service provides the required infrastructure, resources and expertise needed to successfully monitor the environment with limited resources. After the acquisition of PowerTel, a similar approach is being taken for the combined application suites.

Unprecedented isolation of problems

A comprehensive business service management and application management solution, HP BAC has enabled AAPT to monitor the performance of its systems. Specifically, the organization is able to monitor the end-user experience, isolate problems and assess the status of key services and applications. HP EUM was employed to gain insight into the dynamic relationships between AAPT's applications and the underlying infrastructure.

Steve Potter, Head of Technology Operations explained, "HP Business Availability Center has enabled us to track the actual performance of our systems as experienced by the customer in real-time. HP EUM helped us better understand the complexities and interdependencies of our IT elements including networks, systems and applications. This in turn gave us the information we needed to diagnose, isolate and fix problems quickly to ensure business continuity. As a result, we improved our service quality to the business, its customers and our employees."

Steve added, "When we first deployed the HP solutions to assist us with the performance problems experienced at our call centers, we gathered the information we needed to better understand the issues and determine the cause. We also wanted to identify whether the problems encountered were purely due to system issues or that our business processes were also contributing to the poor performance. After completing our assessment, it was clear that our systems needed to be improved."

94% improvement in performance over 3 years

With quality at the center of the organization's service mandate, ensuring the performance of its business services was vital. Following the outcomes of the HP EUM assessments, AAPT developed and implemented a remediation plan to transform the availability and performance of its call center systems. This was achieved with the support of the HP SaaS process.

Steve explained, "HP BAC enabled us to achieve a 94% improvement on the performance and availability of our call center applications within three years. This is a tremendous improvement according to our employees and customers. Moreover, HP BAC is showing early signs of performance on our newly acquired PowerTel suite of applications too."

Steve added, "By experiencing the problems as faced by our users, we can react in real-time. And rather than rely on a user to report an issue, we are alerted as the issue occurs and is able to dispatch corrective measures immediately. In short, HP BAC enables better management decision making, strengthens our relationships with customers – both internal and external, and minimizes our exposure to risk."

30-40% reduction in support costs

By leveraging HP BAC and EUM software to optimize the availability and performance of its systems, AAPT is realizing additional benefits in the form of cost savings and operational efficiencies. It has also been able to rectify a significant supplier issue that had been plaguing the organization for some time. The HP SaaS offering has been instrumental to the delivery of these outcomes.

Steve explained, "As a direct result of implementing HP SaaS for BAC solution and improving the performance of our systems, we have reduced our support workforce by 25%, and cut our overall support costs by 30-40%."

Steve added, "HP BAC also helped us present a stronger case in demanding for the need of a supplier to improve their service standard. By providing them with the necessary data, it enabled us to validate the issues we have been experiencing for some time. This evidence clearly challenged their service standard and facilitated a resolution in our favor.

HP SaaS offering

By adopting HP SaaS delivery model, which comes with a pre-deployed infrastructure and expertise, AAPT is able to achieve faster time to value and reduce risk of implementation. The on-going knowledge transfer and mentoring after the initial implementation ensured that AAPT users adopted the software quickly while focusing on its usability.

HP SaaS allowed AAPT to complete the initial implementation and meet its objectives in 2 weeks. The performance benchmarking of various AAPT applications from internal and external systems to web and client-server applications was established in a short time, while performance and availability issues were identified within weeks. The on-going training enabled users to be proficient in the software and focus on its core competencies in the long run.

Today, the HP SaaS for BAC – EUM service – provides AAPT with feedback on the user experience for internal and external applications used by customers and staff across the country. The HP SaaS delivery model has been very much part of the HP BAC solution from the beginning and is instrumental to AAPT achieving a 94% improvement in performance and availability over the last three years. By minimizing the load on the IT resources by 25% via the HP SaaS implementation model, as well as a 30-40% reduction in support costs through effective identification of performance issues and application support provided by HP SaaS, APPT is able to greatly improve its operational efficiencies.

Looking to the future

Today, AAPT's Technology Operations Department is in a positive cycle, able to undertake forward planning, proactive management and maintenance of its systems, instead of operating in a reactionary mode. This adds value to their business operations as growth strategies are fully supported by a high-performing technology infrastructure, capable of adapting to market changes.

Steve elaborated, "Our original systems are now performing well, and we're well on the way to improving the performance of our newly acquired PowerTel application suite. We are well-positioned to deal with issues quickly. More importantly we can resolve problems before our end-users are impacted. For example, we can now see system degradations before they are experienced by our users and get them fixed. We're mitigating risk and creating a more efficient operating environment at the same time."

"Looking to the future, we are aiming to gain better alignment between our monitoring capabilities and our user experience, to achieve end-to-end optimization of our services and applications."

On the whole, HP BAC and HP EUM software with the support of HP SaaS offering helped AAPT optimize the quality, performance and effectiveness of its business services and applications.

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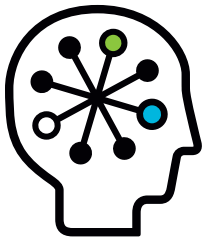
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