

HP Helps Australian air Express Deliver on Customer Expectations

– on time, anytime, every time.



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Munro Farmer, Chief Information Officer, Australian air Express

HP customer case study: AaE turned to HP to optimise the health of its systems and more effectively anticipate customer needs.

Industry: Freight

Objective:

To gain a consolidated picture of its environment and better align IT with business priorities, AaE sought to improve the quality, availability and performance of its business services.

Approach:

AaE adopted a Business Technology Optimization (BTO) strategy using HP Software as a Service (SaaS) for HP Business Availability Center software, HP SiteScope software and HP Quality Center software.

IT improvements:

- Established a standardised procedure for testing, monitoring and optimising the quality, availability, performance and effectiveness of its IT environments
- Monitored the end-user experience
- Anticipated and resolved incidents before negative impact was felt
- Reduced downtime and outages, improved the quality of support, sped up the time to resolution and minimised exposure to risk
- Managed service levels in real-time

Business benefits:

- Gained true end-to-end visibility of its systems to proactively manage its relationships with customers and suppliers
- Maximised the value of HP software solutions through SaaS adoption, with fast time to value and reduced up-front investment
- Ability to verify operations, stay apprised of problems and quickly address bottlenecks
- Controlled software quality assurance projects more effectively and achieved a level of maturity in the organisation
- Delivered proactive service and quality management aligned to ITIL methodology to achieve better governance
- 20-30% reduction in testing expenditure



About Australian air Express

Australian air Express (AaE) is a joint venture between Qantas Airways Ltd and Australia Post Corporation servicing the express freight market.

The company employs more than two thousand people and is regarded as Australia’s largest and most flexible airfreight distribution network, delivering across Australia and to more than 200 countries worldwide. With unparalleled advantage, AaE not only has its own fleet of freighter planes, it is the only freight company with exclusive access to over 500 daily passenger flights, through its parent company, Qantas. In addition to their own national line-haul and regional networks, AaE utilises the vast Australian PO Box network of its other parent company, Australia Post, for these delivery capabilities. On the ground, the company operates a comprehensive inter and intra state road-linehaul network, with a fleet of more than 1800 vehicles providing door-to-door pick up and delivery.

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With a vision to be the premier provider of freight services in all markets, AaE is committed to understanding and delivering on customer expectations – on time, anytime, every time. This imperative for service excellence is underpinned by efficient and effective processes supported by information technology (IT). As such, IT is not only fundamental to the seamless delivery of customer-facing services but also to AaE's profitability.

Recognising that the company's reliance on technology was high and could lead to an immediate impact on service delivery and customer satisfaction issues, AaE sought to minimise the risk of any downtime and disruption through proactive service and quality management aligned to ITIL methodology.

As a result, AaE now depends on a Business Technology Optimization (BTO) approach using HP Software as a Service (SaaS) for HP Business Availability Center software, HP SiteScope software and HP Quality Center software to safeguard quality, performance and effectiveness of its business services and applications.

Managed Service Maximises Time to Value

A managed service delivered through the internet, SaaS has enabled AaE to experience the full benefits of HP's BTO solutions without the need for costly long-term infrastructure investments or staff training. It accelerates usage and adoption, and helps maximise the full value of HP software products through best practices and ongoing mentoring.

“We chose to implement the HP solutions as a managed service to fast-track time to value, while reducing our up-front investment in software, which can be a costly barrier to entry for an

organisation of our size. By leveraging a pay-as-you-go pre-deployed, optimised implementation and a knowledge base, we were able to minimise IT expenditure, greatly reduce implementation risk and hit the ground running.”

Achieving Service Excellence

HP Business Availability Center now forms the foundation of the organisation's closed loop incident, problem and change management. It allows 360-degree monitoring and management of business services and application health from the point of view of key stakeholders – the business, its customers, and its partners.

AaE Chief Information Officer, Munro Farmer, explains, “HP Business Availability Center enables us to optimise IT to proactively manage our relationships with customers and suppliers. It provides us with end-to-end visibility of our environment and the user experience, which means we can anticipate and resolve incidents before impact is felt. But more importantly, it has helped us standardise our approach to service management by giving us a unified framework to manage service levels in real time, from a business-process perspective.”

Munro adds, “HP Business Availability Center has helped improve the reliability and performance of our core systems, which is key to maintaining the availability of our services to customers and employees 24/7, including some 1600 drivers equipped with mobility solutions. We have reduced downtime and outages, improved the quality of support, sped up the time to resolution and minimised our exposure to risk, while greatly enhancing our governance.”

Quickly Addressing Infrastructure Bottlenecks

AaE's ability to deliver on its service excellence commitment is further enhanced by its use of HP SiteScope. The combined strength of this solution with HP Business Availability Center enables AaE to continuously monitor and manage systems and infrastructure.

Specifically, HP SiteScope delivers agent-less monitoring that helps maintain the availability and performance of AaE's distributed IT infrastructure.

“The number of incidents that we experience has decreased, while at the same time we have considerably improved productivity, customer service levels and end user satisfaction.”

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This proactive solution provides a centralised view of the company’s entire infrastructure without installing agents or software on production systems.

Munro explains, “HP SiteScope allows us to obtain the real-time information we need to verify operations, stay apprised of problems and quickly address bottlenecks. Put simply, we have a full representation of the health of our environment and we can easily see what is going on and capture the necessary insight into any problems. As a result, AaE has significantly reduced the cycle time for incident management. We know about incidents sooner, address them faster and solve them much more effectively than before.

“Overall, the number of incidents that we experience has decreased, while at the same time improving productivity, customer service levels and end user satisfaction.”

Validating Application Quality and benefiting from 20-30% Savings

In alignment with its customer excellence imperative, AaE also sought to validate the quality of its mission-critical applications before they went into production. With sophisticated requirements management, test management and business process testing capabilities, HP Quality Center is helping AaE simplify and control software quality assurance projects more effectively.

Munro says, “By adopting HP Quality Center, we now have a standardised application that supports all essential aspects of test management. It provides a consistent, repeatable and automated process for gathering requirements, planning and scheduling tests, analysing results and managing defects and issues. But more importantly, it has brought structure to our testing and provides a central repository for all test information that can be traced, reused or amended.

“HP Quality Center has delivered valuable outcomes to AaE including a 20-30% reduction in our testing expenditure. Our applications are much more reliable and we now have greater confidence in moving to the production stage, knowing that the risk of experiencing quality issues has been minimised. Our business users are embracing the tool as best practice and they are expressing greater satisfaction in the quality of our applications.”

Munro concludes, “Today HP Quality Center is essential in our ability to deliver high-quality applications efficiently and effectively. It supports the complete end-to-end quality management process, accelerates testing cycles and allows us to make go-live decisions based on quantifiable business risk. It also enables collaboration with our developers, which allows us to achieve greater alignment in our quality outcomes, even in a multi-source environment. And it has established a level of maturity in the organisation through enforcing standardised processes.”

Future Direction

HP will continue to play a key role as the quality, availability and performance monitoring and validation backbone of AaE’s IT environment. By leveraging the functionality, flexibility and integration of HP Business Availability Center software, HP SiteScope software, and HP Quality Center software, AaE will continue to derive value from optimising its systems to drive better business outcomes.

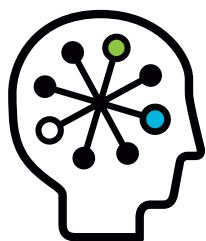
In the future, Munro plans to capitalise on the full potential of the HP solutions and improve his team’s knowledge to further drive efficiency.

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"In the long-term, we will consider the adoption of further components of the HP Business Availability Center software and improve the governance and management of our portfolio of IT projects with HP Project and Portfolio Management Center software."

Munro concludes, "On the whole, HP has enabled us to leverage a single platform to optimise the quality, availability and performance of AaE's mission-critical applications and distributed infrastructure to give our customers a superior experience."



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