

HP customer case study: Qatar Telecom (Qtel) Q.S.C. deploys an integrated HP Service Management Center and HP Business Service Automation solution to become one of the world's top 20 telecommunications companies

Industry: Technology, Media and Telecommunications

Qtel optimises its infrastructure according to its corporate strategy thanks to HP Software ITSM and Automated solutions



"Automating our data centres with HP Business Service Automation components and introducing HP Service Manager 7 as our IT Service Management platform matches our Business Technology Optimisation (BTO) strategy perfectly. We plan to use BTO to help us reach the highest IT maturity level. To us, it is a journey, rather than a destination."
Salman Al Mannai, IT Director, Qtel



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Objective:

Qtel wanted to optimise its business technology via Data Centre Automation and enhance its IT Service Management (ITSM) in a strategic campaign to be one of the top 20 telecommunication companies in the world by the year 2020.

Approach:

- Deployed an integrated HP Service Management Center and HP Business Service Automation solution in its data centre.

IT improvements:

- Automated data centre operations.
- Enhanced service desk and IT services.
- An optimised IT infrastructure.
- HP Service Manager 7 is the ITSM platform.

Business outcomes:

- Automation has freed up staff time by 50 per cent.
- The job error rate has fallen by 30 per cent.
- Return on Investment (ROI) is 128 per cent over 17 months.
- Helps Qtel to achieve its strategic objective.
- Closely aligns IT with the business.
- Reduces operational costs and increases productivity.



Adel Boday, manager of IT infrastructure and operations management, Qtel



Qatar Telecom (Qtel) Q.S.C. is the leading telecommunications service provider for the state of Qatar. Operating in 17 countries and with 57.5 million consolidated subscribers, the company delivers landline, mobile, cable television, internet and data services to homes, businesses, corporate organisations and governmental customers across the Middle East, North Africa, the Indian subcontinent and South-east Asia.

Business Technology Optimisation (BTO) strategy revolves around Automation and IT Service Management (ITSM)

Like all major communications and media organisations, Qtel's 17 businesses rely heavily on IT to support their day-to-day activities. In Doha, Qatar's capital, Qtel operates a call centre and two data centres; one is a production site and the other

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Salman Al Mannai, IT Director, Qtel



is for disaster recovery purposes. An infrastructure comprising of several HP BladeSystems with 250 HP ProLiant BL460 c-Class server blades and various HP storage devices, manages numerous applications and databases. A dedicated team of professionals deliver IT services, ensuring that the infrastructure functions effectively.

“Our long-term objective is to become a world top 20 telecommunications company by the year 2020. However, our IT environment lacked maturity and was poorly aligned to this goal,” explains Adel Boday, manager of IT infrastructure and operations management for Qtel. “We needed to optimise our IT landscape through automation, deliver efficient IT services and enhance our IT Service Management (ITSM).

“We had to shift our resources to a higher operational level by implementing new technologies and gathering more information; our staff could then perform their duties more productively. They also required more challenging work rather than repetitive, time-consuming and inefficient manually-driven tasks. This would make the department proactive, not reactive. We needed a fully automated IT engine.”

Qtel decided to implement a three-year BTO strategy in four phases. The first phase covers

Business Service Automation and ITSM. The second phase involves IT Services Portfolio Management whilst the third and fourth phases deal with Quality Management and Service Oriented Architecture (SOA) transformation respectively.

“Our IT strategy aims at turning the IT division into a business innovation centre by aligning IT with the business and automating key functions and processes, which will increase efficiency and enable business growth,” comments Salman Al Mannai, IT director, Qtel.

The company approached a number of organisations including the Mannai Trading Company, a local HP Preferred Partner, to discuss its requirements for phase one of the project.

In HP’s opinion, Qtel needed to improve IT operations, administration and service desk productivity, systems availability, service levels, service level management and customer satisfaction levels. Moreover, to reduce operational costs, it had to consolidate and standardise its IT infrastructure.

“HP’s methodology and professional approach offered a combination of solutions that matched our BTO strategy well,” continues Boday. “It made a thorough assessment of the costs, the risks involved, the potential rewards and conducted a proof-of-

concept, which ran perfectly. We have worked with HP for a long time, admire its reputation and regard it as an important strategic partner.”

The fully integrated HP solution

The HP solution involved integrating HP Service Management Center and HP Business Service Automation solutions with existing HP Business Service Management solutions, namely HP Operations Manager and HP Network Node Manager.

To eliminate routine time-consuming operational tasks within the data centres, HP recommended automating major server, network and storage errands. HP also suggested implementing Information Technology Infrastructure Library (ITIL) v3 and ITSM through closed loop service management. This approach aids catalog-based service request management, lowers the number of user requests and automates dynamic configuration updates and problem management, which previously created repeat incidents. Furthermore, it automates integrated configuration and asset management.

To improve labour utilisation, reduce risk, and accelerate time to market, HP proposed four Business Service Automation solutions – Server Automation, Network Automation, Storage Essentials and Operations Orchestration. This solution allows Qtel to automate server lifecycle management, network change, configuration and compliance management, and the storage infrastructure proactively. Operations Orchestration automates incident resolution, business process, and routine maintenance tasks.

The Service Management Center part of the solution primarily consists of HP Service Manager 7, a comprehensive and fully integrated IT Service Desk suite that decreases problem resolution times. The suite contains six Foundation components, a Universal Configuration Management Database (uCMDB), a Help Desk and a Configuration Management module to document the attributes of each configured item within Qtel’s infrastructure.

The Help Desk comprises several application modules to manage calls, change, incidents, problems, end-user interactions (self-service ticketing), service levels, service desk requests and scheduled maintenance. Moreover, it incorporates Knowledge Management and Service Catalog self-service modules as well as HP Discovery and Dependency Mapping software, which provides Qtel with a clear view of the relationships between its applications and infrastructure.



Customer solution at a glance

Primary applications

- IT Services Management (ITSM)
- Business Service Automation (BSA)

Primary ITSM software

- HP Service Manager 7.10
- HP Universal Configuration Management Database (uCMDB) component
- HP Discovery and Dependency Mapping (DDM)
 - Inventory Version
 - Advanced Version
- HP Connect-It for Email
- HP LDAP

Primary Business Service Automation software

- HP Data Center Automation
 - Operations Orchestration
 - Server Automation
 - Network Automation
 - Storage Essentials

HP services

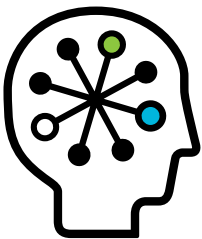
- HP Software Technology Services
- HP Professional Services

Increased productivity and Quality of Service

HP implemented the integrated Business Service Automation and Service Management Center solution in five months, considerably quicker than Qtel expected. HP Professional Services designed and deployed the solution, then provided knowledge transfer for the Qtel team. HP Education Services provided onsite training. Today, server roll-out, for example, now takes about four hours rather than two weeks; releasing 99 per cent of the staff's time for more productive work. The Service Management Center solution is boosting service availability, problem response times, service desk support, and service and customer satisfaction levels. A Return on Investment (ROI) of 128 per cent is forecast over 17 months.

"Implementing HP's integrated solution has helped to consolidate our service desk operations in two areas; it has automated all service desk processes end-to-end and offers the flexibility to run all processes with a centralised tool," states Boday. "Moreover, by deploying HP's self-service Service Catalog module, we have laid the cornerstone to a very important IT initiative, Service Portfolio Management.

"We are witnessing benefits from both sides of the project. Overall, automation within the data centres is freeing up 50 per cent of our team's time for more important tasks whilst improved ITSM has reduced job error rates by 30 per cent, enhancing efficiency. With our processes now based on ITIL v3, using the same centralised tools has aligned our teams well to the business," concludes Boday.



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