



CASE STUDY

EIR: SERVICE ASSURANCE TRANSFORMATION YIELDS OPEX AND SERVICE AGILITY BENEFITS WITH LEAN OPERATIONS

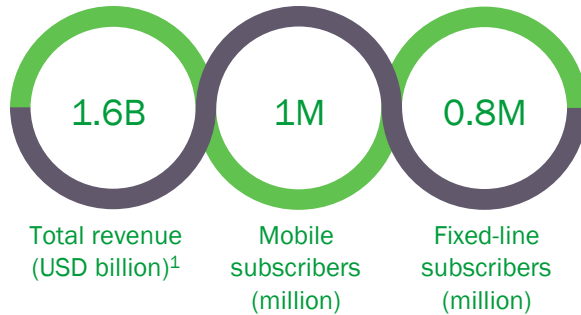
ANIL RAO and DON ALUSHA



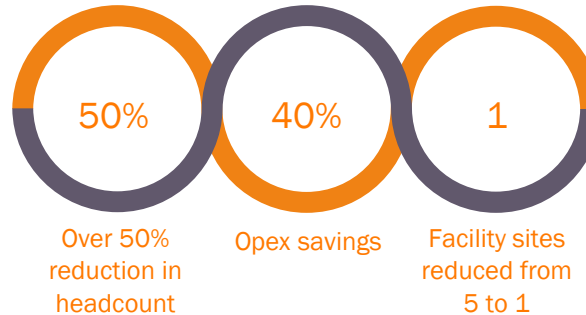


Eir service management and assurance project overview

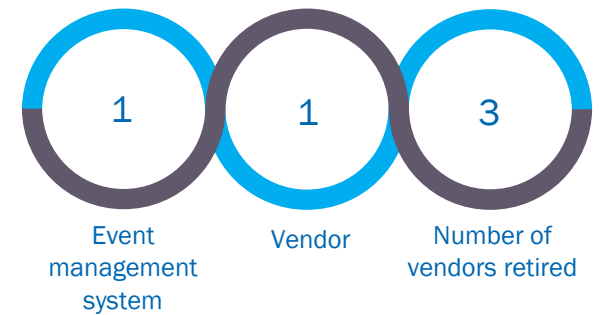
STATE OF THE BUSINESS¹



FOCUS OF THIS EFFORT



PROJECT APPROACH



BUSINESS DRIVERS

- Consolidate systems by replacing and retiring legacy tools and systems.
- Reduce operating costs by streamlining the sites and reducing the headcount in the service management centre.
- Rapidly expand existing services and introduce new services without adding new assurance tools and operational costs.

STRATEGY

- Migrate from the segmented network view and provide a unified view of its network operations.
- Implement a single, consolidated fault and event management system that could provide correlated service impacts.
- Operate one service management centre that provides 24x7x365 support, and supporting all technology domains.

ANALYSIS

- eir achieved efficiency, agility and new service business goals by deploying the Federos' Assure1 solution.
- Federos is helping eir to achieve key assurance KPIs such as premium and standard service-level agreements (SLAs).
- Federos provides the one true source of network and service telemetry to drive automation initiatives.

BENEFITS

Reduce Opex by 40%, and headcount by 50%

Rapidly introduce and expand services without adding Opex

Achieve and exceed key operational KPIs

Source: Analysys Mason, eir

¹ Revenue reported in EUR in eir's annual report for FY 2017.

Business challenges and key drivers of the project

Ireland's telecoms market¹ has experienced revenue decline in recent years, though the situation is gradually improving as some operators adopt cost-cutting and new growth initiatives. The National Broadband Plan is attempting to increase rural broadband coverage, which will help to boost the market further.

eir was operating numerous siloed fault and performance monitoring systems for each network and IT domain, causing a segmented view of network performance. Its assurance estate included a combination of COTS and homegrown tools, which led to disparate business processes and high ongoing costs. The service management architecture was not agile enough to support new and diverse services, and required constant updates, customisation and integration to add functionality.

Furthermore, eir was operating five separate sites, with 114 operations members of staff, organised under three rotas, which created work inefficiencies and a high cost of operations.

An overall leaner and simpler assurance and IT estate was expected to strengthen eir's ability to provide quality services to its subscriber base in the most cost-effective and timely manner.

Figure 1: Business factors that are driving the transformation project



Source: Analysys Mason and eir

¹ For more information, please see Analysys Mason's Ireland telecoms market report 2017. Available at: <http://www.analysismason.com/Research/Content/Country-reports/Ireland-country-report-RDDC0/>.

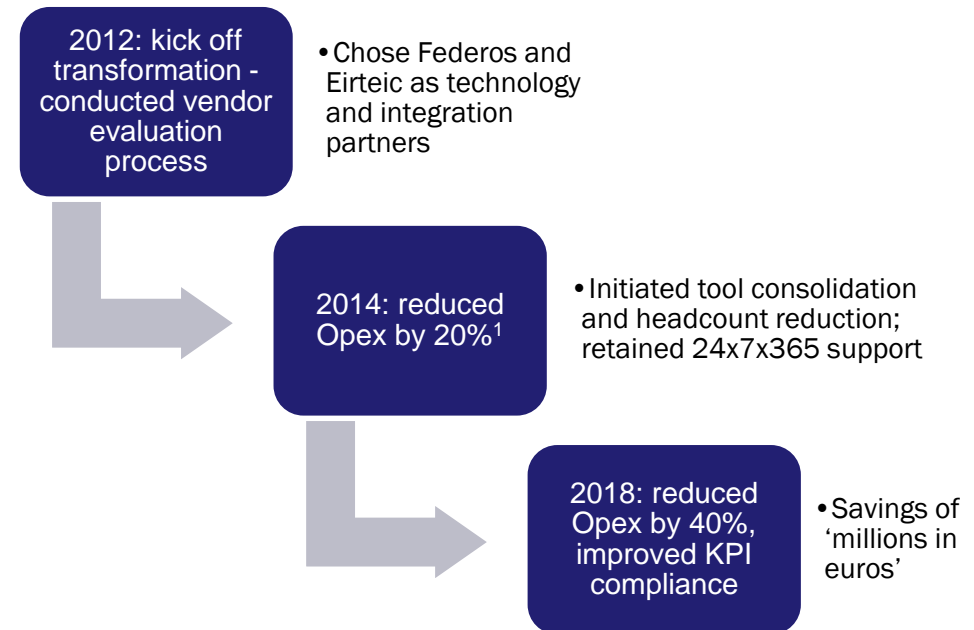
Analysis: eir's deployment of Assure1 drives site consolidation and enables legacy tools to be retired; it also paves the way for operations automation

eir went through a vendor evaluation process beginning in 2012 to identify and select a solution that would enable it to realise its business goals. After a competitive tender process and a detailed proof of concept, eir chose Federos' Assure1 unified service assurance solution, and partnered with Eirteic Consulting to do the system implementation and integration.

eir believed that expanding on its deployment of Federos' Assure1 solution was the most balanced approach, partly driven by their existing relationship and proven success. Assure1 is now embedded into eir operations as the single incident and event collection tool, replacing SMARTS, Netcool, and InfoVista, and as the single source for event telemetry in the service management centre. eir has found that the Assure1 platform is adaptable and dynamic, and easily integrates with lower order network management systems such as Huawei U2000. Based on the ongoing success, eir has secured CAPEX approval to upgrade Assure1 to the latest version.

Furthermore, the Assure1 deployment forms the basis of – and a key assurance data source for – operations automation. For example, eir has completed a PoC on automatically reading network telemetry from the RAN, performing the analysis, and automatically executing a 'closed-loop' write configuration back into the RAN.

Figure 2: eir's service management transformation journey



Source: Analysys Mason and eir

¹ For more information, please see Analysys Mason's case study from 2014: *eircom achieves 20% opex savings through service assurance transformation*. Available at: <http://www.analysismason.com/Research/Content/Case-studies/eircom-service-assurance-Jun2014-RMA01-RMA15/>

Key benefits

1

Reduce opex by 40%, and employee headcount by 50%

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The deployment of Assure1 enabled eir to rationalise legacy tools and reduce the number of support sites from five to one. eir was able to retire three main assurance vendors. The single support site now houses all operations people supporting customers all year round.

Together, these initiatives helped eir to reduce opex by 40% and employee headcount by 50%.

2

Rapidly introduce and expand services without adding opex

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eir was able to rapidly introduce and gradually increase new services such as LTE, FTTH, FTTC and IPTV without introducing new assurance tools and operations resources. Indeed, eir was able to progressively expand service launches while reducing opex and headcount.

3

Achieve and exceed key operational KPIs

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The service management transformation resulted in significant improvements in SLA metrics such as premium SLAs (96% of which were repaired within 6 hours) and standard SLAs (91% of which are repaired within 8 hours).

FURTHER INFORMATION

Further reading

Type	Title	Author(s)	Link
Case study	Eircom achieves 20% opex savings through service assurance transformation	Anil Rao Gorkem Yigit	www.analysismason.com/Research/Content/Case-studies/eircom-service-assurance-Jun2014-RMA01-RMA15
Strategy Report	Service operations centre: enabling differentiation based on superior customer experience	Anil Rao	www.analysismason.com/Research/Content/Reports/NOC-SOC-evolution-Dec2014-RMA01/
Case Study	Windstream achieves an 84% reduction in MTTR through service assurance rationalisation	Anil Rao	www.analysismason.com/Research/Content/Case-studies/Windstream-case-study-May2017-RMA01/
Country report	Ireland telecoms market 2017	Remy Giraud	www.analysismason.com/Research/Content/Country-reports/Ireland-country-report-RDDCO

About the authors



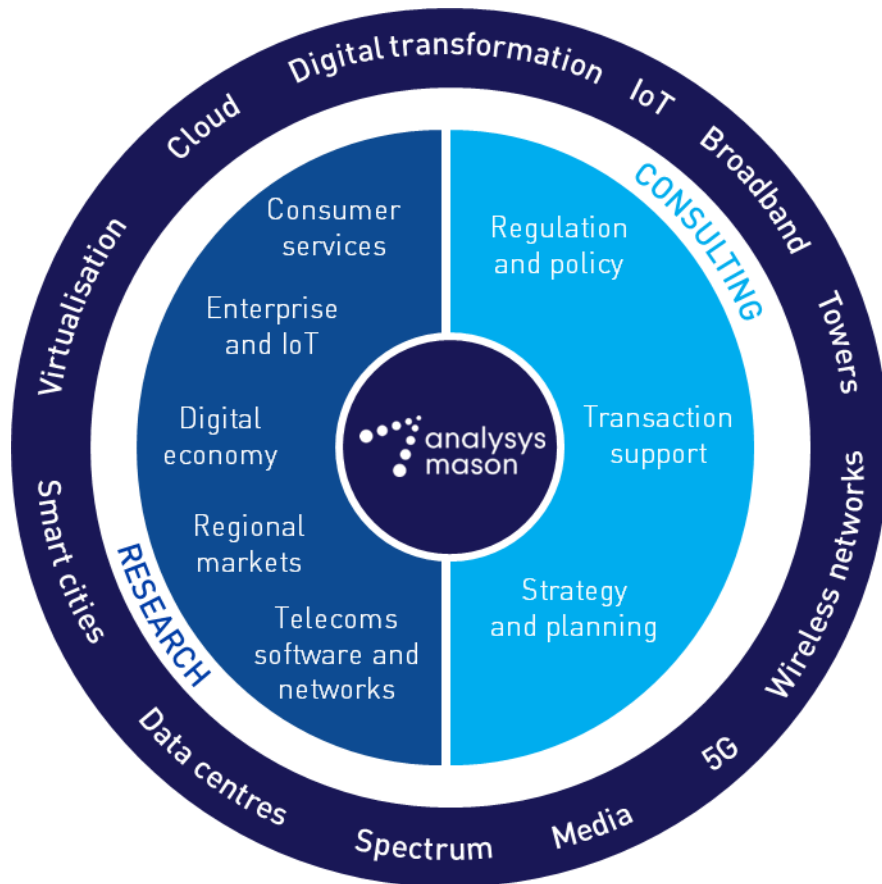
Anil Rao (Principal Analyst) is the lead analyst for the *Service Assurance* research programme. He produces market share, forecast and research collateral for the programme and focuses on industry topics including NFV/SDN and their impact on service assurance, and the importance of service assurance in reducing churn and improving customer experience. He has also published research on IP probes, real-time network analytics and unified service assurance. He holds a BEng in Computer Science from the University of Mysore and an MBA from Lancaster University Management School, UK.



Don Alusha (Analyst) is part of the OSS practice in Analysys Mason's Telecoms Software Research team, contributing to the *Service Delivery Platforms*, *Service Assurance*, *Service Fulfilment* and *Software-Controlled Networking* research programmes. His areas of interest include computer and network security, the digitalisation of communications service providers' (CSPs') systems, and the evolution of software architecture in cloud computing deployments. He holds an MSc with Distinction in Computing, IT Law and Management from King's College London, and a first-class honours BSc degree in Business Computing Systems from City, University of London.

Analysys Mason's consulting and research are uniquely positioned

Analysys Mason's consulting services and research portfolio



CONSULTING

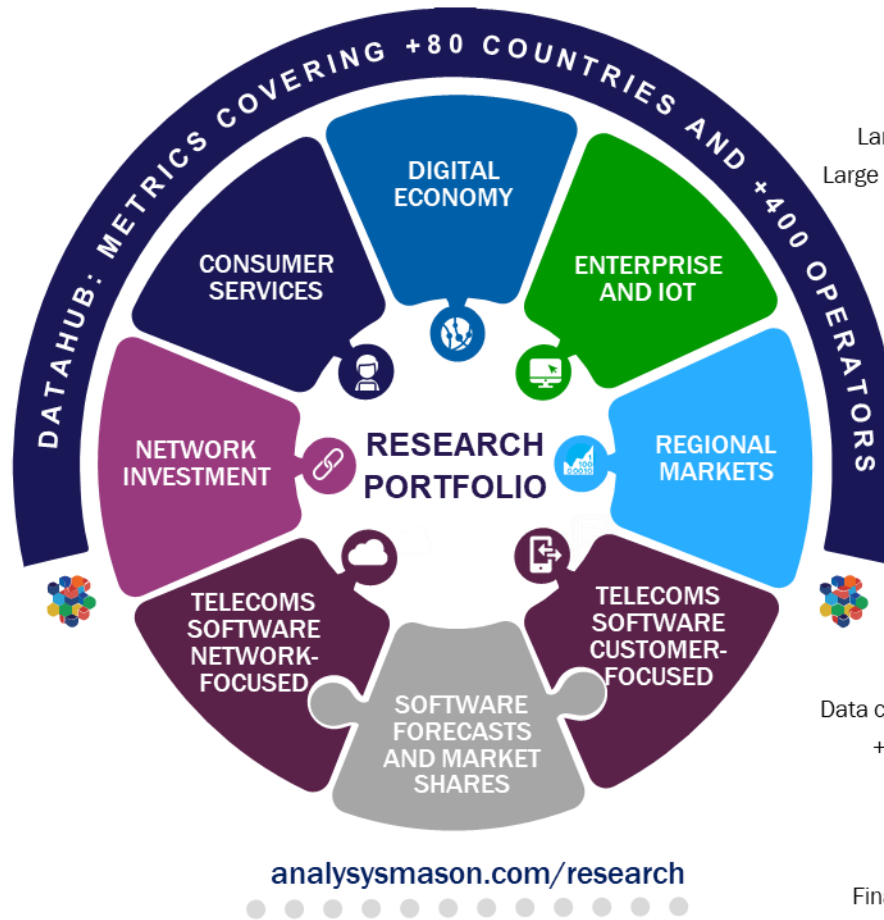
- We deliver tangible benefits to clients across the telecoms industry:
 - communications and digital service providers, vendors, financial and strategic investors, private equity and infrastructure funds, governments, regulators, broadcasters, and service and content providers.
- Our sector specialists understand the distinct local challenges facing clients, in addition to the wider effects of global forces.
- We are future-focused and help clients understand the challenges and opportunities that new technology brings.

RESEARCH

- Our dedicated team of analysts track and forecast the different services accessed by consumers and enterprises.
- We offer detailed insight into the software, infrastructure and technology delivering those services.
- Clients benefit from regular and timely intelligence, and direct access to analysts.

Research from Analysys Mason

- Consumer services programmes**
 - Mobile Services
 - Mobile Devices
 - Fixed Broadband Services
 - Convergence Strategies
 - Video Strategies
- Network investment programmes**
 - Network Investment Strategies
 - Network Traffic
 - Spectrum
- Telecoms software and networks programmes**
 - Software Forecast and Strategy
 - Telecoms Software Market Shares
- Network-focused**
 - Next-Generation Wireless Networks
 - Service Delivery Platforms
 - Service Fulfilment
 - Service Assurance
 - Network Orchestration
 - Software-Controlled Networking
- Customer-focused**
 - Digital Experience
 - Customer Engagement
 - Monetisation Platforms
 - AI and Analytics

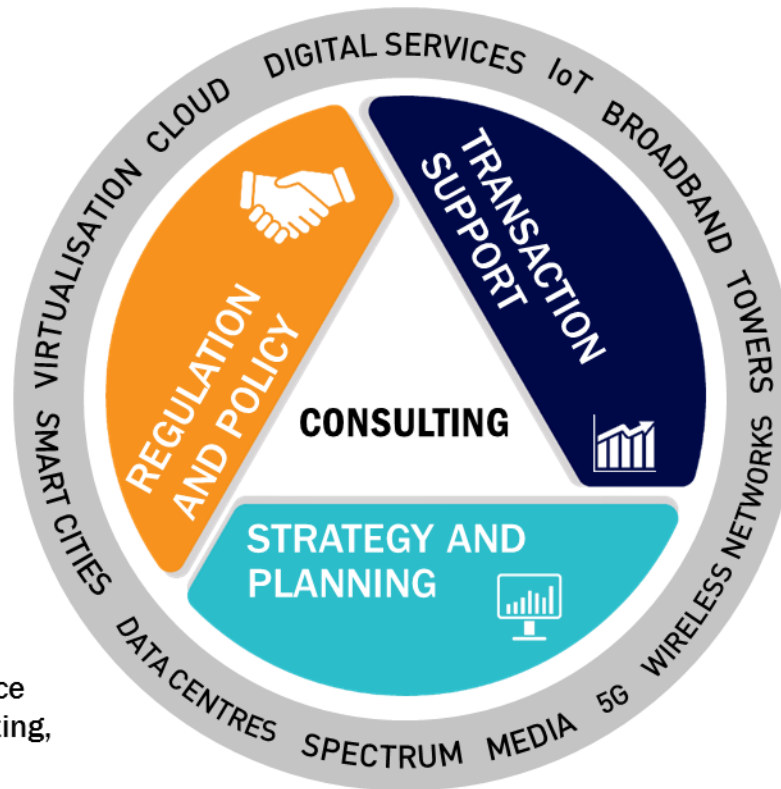


- Digital economy programmes**
 - Digital Economy Strategies
 - Future Comms
 - Enterprise and IoT programmes**
 - Large Enterprise Voice and Data Connectivity
 - Large Enterprise Emerging Service Opportunities
 - SME Strategies
 - IoT and M2M Services
 - IoT Platforms and Technology
 - Regional markets programmes**
 - Global Core Data
 - Americas
 - Asia-Pacific
 - Middle East and Africa
 - European Core Forecasts
 - European Telecoms Market Matrix
 - European Country Reports
- DataHub**
- Data covering +80 countries and +500 operators
 - +2300 forecast and +250 historical metrics
 - Regional results and worldwide totals
 - Operator historical data
 - Compare markets and operators
 - Financial values in USD, EUR or local currency
 - Export data to Excel and save searches

Consulting from Analysys Mason

REGULATION AND POLICY

- Quality of service
- Market review
- Margin squeeze tests
- Analysing regulatory accounts
- Regulatory economic costing
- Policy development and response
- Media regulation
- Expert legal support
- Radio spectrum management
- Net cost of universal service
- Radio spectrum auction support
- Postal sector policy: universal service obligation (USO), liberalisation, costing, pricing and regulation



TRANSACTION SUPPORT

- Commercial due diligence
- Technical due diligence
- Mergers and acquisitions (M&As)
- Debt and initial public offerings (IPOs)
- Joint-venture (JV) structuring
- Mid-market financial sponsors

STRATEGY AND PLANNING

- Commercial expertise
- Technology optimisation
- New digital frontiers

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