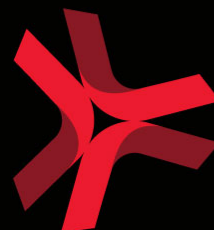# Vodafone UK
Customer Centric Stack Operation Teams

PERFORMANCE

Case
Study

CROSSJOIN

CROSSJOIN

SUMMARY

The present case features challenges lived on a daily basis by Vodafone's Customer Centric Stack (CCS) Operation team and architectural process/workflow performance optimization's, covering topics across whole stack starting from network elements up to customer relationship management and billing solutions.

Crossjoin plays an important role by complementing and joining forces with Operations team during live incidents (troubleshooting and firefight in production), post incident analysis through execution of root cause analysis and performance tuning (response time, reliability and stability) of business processes design and architecture.

Av. das Forças Armadas Nº125 4ºD
1600-079 - Lisbon - Portugal

T +351 217 992 120
F +351 217 580 766

www.crossjoin.pt

08.2018   2

CROSSJOIN

ABOUT THE CLIENT

One of the world's leading mobile communications providers, operating in 36 countries and in partnership with networks in over 55 more.

Employs over 13,000 people across the UK connecting people, businesses and devices to help our customers benefit from digital innovation. Services include mobile, fixed line and broadband.

Av. das Forças Armadas Nº125 4ºD
1600-079 - Lisbon - Portugal

T +351 217 992 120
F +351 217 580 766

www.crossjoin.pt

08.2018   3

CROSSJOIN

CHALLENGE

Driven from the new strategy Vodafone undertook a major IT transformation to renew and improve their systems supporting Consumer core business, and as in all major transformations, there are at the beginning several performance incidents at various levels of impact in a Telco business which need to be promptly mitigated and fixed in short periods of time to continue operation in a business as usual model.

Vodafone UK presented Crossjoin the challenge to support Customer Centric Stack operation teams in improving their success in the accomplishment of finding solutions and engage in performance missions to improve business operation with direct impact to their customers satisfaction relationship (Billing, CRM, Reports, Order Management, Middleware, Databases, Infrastructure)

Av. das Forças Armadas Nº125 4ºD
1600-079 - Lisbon - Portugal

T +351 217 992 120
F +351 217 580 766

www.crossjoin.pt

08.2018   4

CROSSJOIN

WHY CROSSJOIN

Crossjoin is recognized in the market to deliver a performance engineering service based on a methodology that guarantees success achieving results in projects defined as "impossible" missions. Impossible means most of the time the client teams already have put their effort in a high number of performance work iterations without having the results they look for.

Crossjoin delivers a scalable and multidisciplinary service of Performance Tuning Engineering in a variety of technologies, perfect to address Vodafone UK performance incidents full IT stack, with on premises and nearshore teams.

_____

"Crossjoin has proven to be a strategic partner we can trust to achieve results. Crossjoin offers Vodafone UK the time needed to focus on our core business while their team of experts monitors our IT systems and processes. Always delivering on time, quality and budget."
Pedro Sardo – CIO Vodafone UK

Av. das Forças Armadas Nº125 4ºD
1600-079 - Lisbon - Portugal

T +351 217 992 120
F +351 217 580 766

www.crossjoin.pt

08.2018   5

CROSSJOIN

SOLUTION

Crossjoin built a team dedicated to Vodafone UK, following Crossjoin's Competence Centre collaboration model, with one Solutions Performance Architect (SPA) allocated on premise with main role responsibilities to lead performance root cause analysis and firefight in production, interface with Crossjoin's Competence Centre nearshore in Lisbon, where it sits as a multidisciplinary team with a wide range of technologic knowledge (i.e. SIEBEL, BRM, FMW, OSM, ASAP, IDAM, UIM, Databases, J2EE custom applications, others).

Av. das Forças Armadas Nº125 4ºD
1600-079 - Lisbon - Portugal

T +351 217 992 120
F +351 217 580 766

www.crossjoin.pt

08.2018   6

CROSSJOIN

RESULTS

In a continuous service delivery, Crossjoin has been able to engage more than 100 performance investigations (responsiveness, reliability and availability), with high degree of success to several business-critical areas as the ones listed below:

Month End Billing Process

Month End (ME) process execution was ranging from 1 day to deliver priority reports and **2 days to complete all the required actions (full run).**

Engagement was focused in delivering a set of "quick win" recommendations to several process tasks which allowed Vodafone to complete ME process in the 1st day of the month **with 60% improvement**.

In a second stage, Crossjoin redesigned steps of the process (critical path) and implemented database/query tuning, leading to a **full run execution further improvement by 80%.**

Av. das Forças Armadas Nº125 4ºD
1600-079 - Lisbon - Portugal

T +351 217 992 120
F +351 217 580 766

www.crossjoin.pt

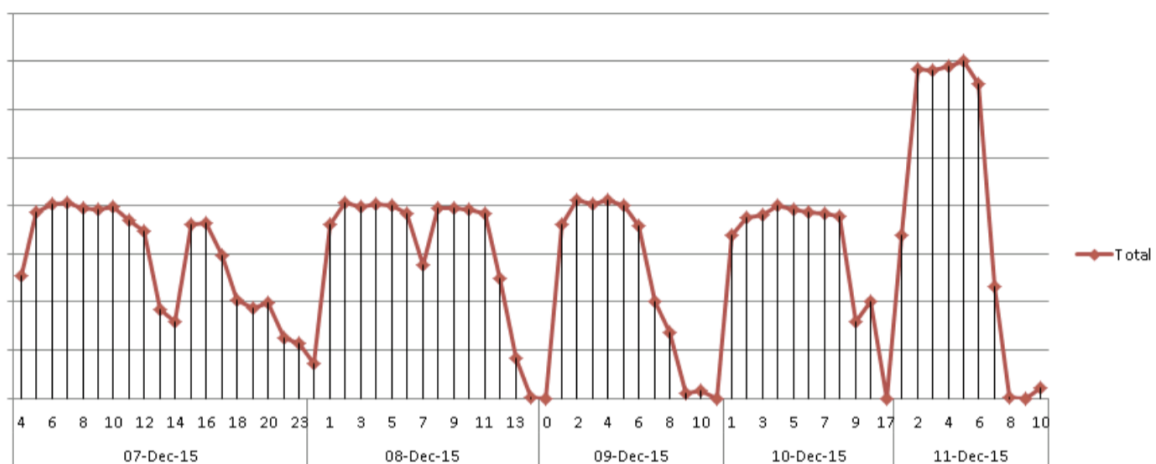08.2018   7

CROSSJOIN

Paper Notification (DocStore)

Process responsible for sending notifications and paper notifications (special invoices), was reviewed and redesigned which resulted on a **improvement of 99%.**

Invoice generation (DocGen)

Invoice generation was missing the 8am SLA causing impact to call centers with customer claims.

Crossjoin implemented some quick wins with parameter tuning, which **improved the throughput by 75%.**

In a second iteration, file content was reviewed which resulted in smaller files **leading to an increase in throughput by 128%.**

Av. das Forças Armadas Nº125 4ºD
1600-079 - Lisbon - Portugal

T +351 217 992 120
F +351 217 580 766

www.crossjoin.pt

08.2018   8

OIM User Management Tasks

Query tuning was done in order to ensure improved response times for the IDAM Scheduler tasks responsible for user creation and deletion.

Av. das Forças Armadas Nº125 4ºD
1600-079 - Lisbon - Portugal

T +351 217 992 120
F +351 217 580 766

www.crossjoin.pt

08.2018   9