

## Cable & Wireless



### About Cable & Wireless

Cable & Wireless Worldwide is a global telecoms company providing a wide range of high-quality managed voice, data, hosting and IP-based services and applications to large multinational companies, governments, carrier customers and resellers across the UK, Asia Pacific, India, Middle East & Africa, Continental Europe and North America. Established in the 1860s, Cable & Wireless Worldwide helps more than 6,000 organisations deliver their goals. Their vision is to be the first choice for mission critical communications.

Cable & Wireless owns the UK's biggest fibre network dedicated to business users of telecommunications and has an international cable network spanning approximately 425,000km in length.

### The Challenge

Cable & Wireless UK were confronted with the perennial telecommunications problem of improving customer service, while reducing operational costs and increasing the network capacity.

The major obstacle to these goals was fault and configuration management. It was very clear that network operators were spending most of their time managing element management systems and not managing the network itself.

Cable & Wireless recognised that too much information was coming in to the network operations centre, but that filtering the incoming data might prevent access to important data. The company needed a new system for true management of network problems.

### In Brief

#### Industry

- Global Telecommunications

#### Challenge

- Improve customer service
- Reduce operational costs
- Increase network capacity
- Need for network management system

#### Solution

- Cortex – IT Process Automation

#### Benefits

- 150,000 automations per day
- Complete control over the network – system resolves 98% of faults
- Reduced operating costs
- Customer service improved
- Reduction in field engineers

## Cortex Fault Automation

Several vendors proposed systems to achieve Cable & Wireless' goals, but during evaluation it was clear that they all required a large staff of experienced programmers to develop rules. One system took 6 months to develop two rules in C++ while another vendor drew the conclusion that the requirements were impossible to achieve.

Cortex deployed systems that were responsible for managing problems in highly critical process control environments. The thinking was to consider alarms and any other network data together, in order to have a holistic view of fault management and automation.

On first installation Cortex exceeded its target of automatically resolving 70% of network problems with a minimal rule set. Since then, the network operators have added 400 new rules and the system is now resolving over 98% of all network problems. Rules have been developed and fully tested at a rate of two per day by Cable & Wireless staff using the graphical development system supplied with Cortex.

## Innovise ESM

Innovise ESM works with IT organisations to improve their ability to innovate and respond to the changing needs of the business. Whether the challenge is reducing costs, corporate governance, taking on new services or consolidating infrastructures, Innovise ESM provides the impartial advice, expert skills and the service management technology to enable IT organisations to manage continuous change.

Innovise ESM offerings include:

- ITIL Service Management Consulting
- Enterprise IT Management Solutions
- Network Management Solutions
- Process Orchestration
- Training Solutions
- Technical Support Services

## The Benefits

The main benefits Cable & Wireless experienced as a result of deploying Cortex ITPA were complete control over the network and very significant reductions in unit costs. Other benefits include:

- Growing the network in size and complexity with the same number of operational staff
- Customer service has improved dramatically - problems are resolved before the customer is aware of them
- A reduction in capital cost by consolidating all fault monitoring onto a single platform
- An improvement in the management of complex services across multiple vendor equipment
- A reduction in the number of field engineers needed to be called to sites for further assistance
- Improved resolution of inter-switch faults
- Many unplanned switch outages being prevented by identifying when customer service is at risk
- The environment is much more rewarding for operational staff who now spend their time attending to non-mundane issues and creating new automated rules for the system
- More problems being identified and resolved than Cable & Wireless ever thought existed
- A reduction in the impact of staff turnover as operational knowledge is in the Cortex system

## Summary

Cortex enables our customers to re-align IT with the business. To approach problem resolution and future planning from a more business and service oriented perspective rather than in a fire fighting and reactive manner. Although it's difficult to put a value on aligning IT goals and objectives with those of the business as a whole, it's not at all hard to appreciate the enhanced value and improved perception this brings to information technology and its operations, as end users and executives alike begin to benefit from increased productivity, enhanced end user experiences, and a less trouble prone working environment.

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