



Overcoming key challenges for rollout of IPTV service to over 1 million customers

There are many challenges faced when scaling multimedia services from regional coverage to national roll-out. The challenges arise from an organisational, supplier/partner, business process and technical perspective. BT Telconsult has the expertise to help operators address these challenges.

Challenge

An alternative service provider using incumbent networks to deliver Internet Protocol television (IPTV) services was experiencing difficulties delivering a quality service.

They were without testing and monitoring equipment to identify and track the cause of problems and lacked documentation of their solution or the processes that they were following.

Solution

BT Telconsult provided a team of four experienced consultants and practitioners to assess the IPTV solution, Internet Protocol (IP) and access networks, systems, processes, management and strategy. The team conducted an in-country assessment and interviews, supported remotely by additional experts on IPTV. The assessment identified shortfalls in their organisational structure, project management, technology introduction processes and in their ability to define and manage service-level agreements (SLAs).

Recommendations to address these problems addressed: architecture blueprint, OSS improvement and evolution, managing customer orders, supplier selection process, cultural and behavioural shift towards best practice in project and change management.

Guidelines on SLA developments, and best practice blueprints for communication strategy, vendor selection, change management, systems strategy, process strategy and Service Process Model were also delivered.

Benefit

The client received a detailed, objective report and presentation from BT Telconsult on how fit for purpose their solution was to ramp up, and recommendations for a way forward.

These recommendations provided guidance on establishing a more process-driven organisation and how to plan and manage the technical roll-out of a solution that will meet their needs. The recommendations would allow the customer to address challenges as its service scales to a larger audience thus ensuring customer satisfaction and avoiding costly re-works.

About BT Telconsult

BT Telconsult is a global telecommunications management and technology consulting business with 30 years experience in providing consultancy services to fixed and mobile telecoms operators in over 90 countries.

Our consultative practitioners have a deep understanding of how to address end-to-end business, technology and operational challenges using best practices and methodologies developed by BT to support your business transformation. For more information please visit <http://bt-telconsult.com>

Offices worldwide

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