

## Cable & Wireless Optimizes Capacity Planning and Lowers Overhead with Network Intelligence Solution



Cable & Wireless  
Bracknell, United Kingdom  
www.cw.com

**Industry:**

Communications

**Annual Revenue:**

US\$6.62 billion

**Employees:**

4,398

**Oracle Products & Services:**

Oracle Communications Network  
Intelligence

**Key Benefits:**

- Reduced capacity shortfalls
- Lowered overhead costs
- Saved \$3 million in first 12 months
- Achieved faster and more accurate bid designs with 10% to 15% lower pricing for potential customers
- Enhanced competitiveness

*“It is the first IT system through which we have received more value for our money than we had anticipated. It offers a real potential to make our future operating model much simpler and more efficient.” – Alan Robinson, Head of Transport Network Planning, Cable & Wireless*

In 2006, communications provider Energis was experiencing rapid growth, which required an expansion of its network infrastructure. When planning such expansion, it is critical that an organization carefully target capacity growth to ensure it appropriately addresses current and developing shortfalls. Energis was using regional product sales forecasts to plan network expansion, a method that was inaccurate and lacked granularity.

Apart from being able to plan capacity delivery faster and more accurately, Energis also needed to model various “what-if” scenarios and predict congestion points based on historical network performance data. The company selected Oracle Communications Network Intelligence to help them achieve these objectives.

During the initial stages of the project, Energis merged with Cable & Wireless, which also lacked advanced capacity planning tools. The new organization, therefore, decided to proceed with the implementation. Initial deployment took five months, and delivered savings of close to \$3 million within the first year.

**Reducing Costs & Increasing Competitiveness**

Cable & Wireless saw significant savings in both capital and operational expenditures within the first nine months of deployment. According to the senior planner, the impact on the planning process was “large and rapid from the moment we turned it on.” The solution enabled Cable & Wireless to identify emerging congestion issues and determine exactly when and where to build additional capacity to stay ahead of the demand curve.

The Oracle Communications Network Intelligence routing engine provides Cable & Wireless with the optimal solution for a given route, which has resulted in significantly less physical build and associated costs. The company also has reduced overheads, saving time on field services, planning, and project management. For example, by re-analyzing the design prior to a deal, the company was able to make optimizations resulting in a 13% cost savings. The company has saved an additional \$600,000 retrospectively by optimizing existing circuit routings.

### **Faster and More Accurate Bid Designs**

Cable & Wireless has seen significant improvement in its bid design process. It can now deliver designs! which used to take up to a month to produce! within a week. It can also model costs more accurately.

With more accurate designs that are also, on average, 10% to 15% lower in cost than those produced by the previous manual process, Cable & Wireless can offer potential customers lower bid prices. The combination of lower cost designs, more efficient use of capacity, and the ability to present the customer with a greater level of detail in a shorter time has enabled Cable & Wireless to win more business.

Having enjoyed a successful initial deployment of Oracle Communications Network Intelligence, Cable & Wireless now plans to replicate the deployment in its existing network, which is twice the size of the Energis network.

### **Why Oracle?**

The company initially assessed a few traditional business intelligence tools, but it ruled these out because they could not interpret the topological mapping and behavior of the network at a very detailed level. Solutions from Opnet and Wandel were evaluated, but they did not meet the requirements. Specifically, their lack of integration with inventory and their focus on internet protocol (IP) were major drawbacks.

After a comprehensive evaluation process, the company selected Oracle Communications Network Intelligence with strong buy-in from the network planners, who immediately championed the solution once they saw it demonstrated.

### **Implementation Process**

Based on previous systems implementation experience, Cable & Wireless decided from the start of the project that it would engineer its planning processes around Oracle Communications Network Intelligence rather than attempt to mold the product to its existing processes.

The company selected an out-of-the-box implementation for the initial deployment, leaving any potential customization until Phase II. The initial deployment took five months.

*Cable & Wireless is one of the world's leading international communications companies. It operates through two standalone business units! International and Europe, Asia & United States. The International business unit operates integrated telecommunications companies in 33 countries offering mobile, broadband, domestic and international fixed line services to residential and business customers. The Europe, Asia & United States business unit provides enterprise and carrier solutions to the largest users of telecom services across the United Kingdom, United States, continental Europe, and Asia - and wholesale broadband services in the United Kingdom.*