



Vodafone Spain S.A.
Alcobendas, Spain
www.vodafone.es

Industry:

Communications

Annual Revenue:

US\$6.1 billion

Employees:

4,000

Oracle Products & Services:

Oracle Communications Service
Activation

Oracle Partner:

Accenture
www.accenture.es

“The Oracle Communications Service Activation product has been instrumental to our success in delivering high-volume, next-generation mobile subscriber services. As the recognized market-leading service activation product, Oracle has enabled the automation of our provisioning process and reduced activation times from hours to seconds.”

– Lorenzo Merchán Arévalo,
Architecture and Management of
Systems, Vodafone Spain

Vodafone Spain S.A. Reduces Time to Market for New Services from Months to Days

Vodafone Spain S.A. is part of the Vodafone Group, which is one of the world’s largest telecommunications companies—serving more than 200 million customers in Europe, the Middle East, Africa, Asia Pacific, and the United States. Vodafone Spain provides voice and data communications services to more than 14 million corporate and retail customers in Spain. Vodafone Spain is a leading edge communications service provider incorporating nextgen UMTS, HSDPA and IMS technologies.

Challenges

- Address the increasing volumes of pre-paid and post-paid service requests from a rapidly expanding customer base
- Reduce service activation times and operating costs
- Accelerate time to market for new services
- Consolidate multiple channels with inconsistent activation flows

Solution

- Created a scalable, next-generation, service activation platform based on Oracle Communications Service Activation, which supports concurrent activation for mass-market subscriber services as well as complex, designer services
- Enabled the delivery of new services in less than 30 days
- Increased the amount of service orders processed tenfold—approximately 400,000 activation orders per day, with an average of six to 10 independent transactions per order
- Optimized processes—allowing the organization to complete orders in less than two seconds
- Enhanced customer satisfaction through the fully automated, high volume service activation of 2G, 2.5G, 3G, and hybrid IP Multimedia Subsystem (IMS) services
- Enabled high-volume customer demands on 3G Network with volumes of up to 400,000 orders daily
- Provided full support for service orders from diverse channels, including mobile virtual network operators (MVNOs)
- Reduced operating costs through increased efficiency