

## INFORMATION ACCELERATES

Use Network  
Intelligence to  
Reduce Network  
Costs



## ORACLE COMMUNICATIONS

Telecoms networks are complex, dynamic and expensive assets; they need to be actively managed to optimize capacity utilization. Communication Service Providers (CSPs) must strive for operational excellence to remain competitive and to improve profitability. In a CSP, Opex costs typically represent about 55-65% of revenues and network operating costs account for about 45% of that Opex,. Every percentage point a CSP can shave off their network Opex represents a significant saving and goes straight to their bottom line.

### ***Network Intelligence user, Cable and Wireless saved \$3 million in first 12 months***

"Since implementing Oracle Communications Network Intelligence 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

Network Intelligence from Oracle Communications is designed to reduce network Operational Costs (Opex) and Capital Expenditure (Capex) and drive increased efficiencies from the network. A Cable and Wireless case study clearly demonstrates that it achieves these objectives and quickly.

### **Network Intelligence - Cost Reduction Potential**

#### **Just-in-Time capacity planning**

Build optimized routing plans for future capacity demand forecasts (short to medium term, 6-18 months) against existing and already planned network capacity. Determine the minimum new capacity required, where it is needed, and how much it will cost to deploy. CSPs can narrow the gap between capacity

supply and demand to enhance profitability and eliminate unnecessary Capex.

#### **Optimize capacity utilization**

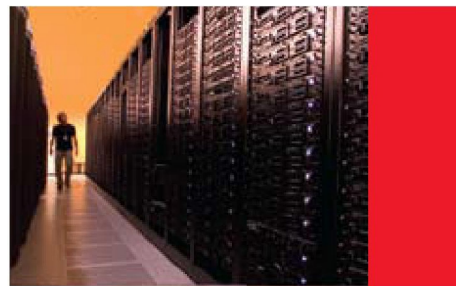
A CSP can reroute all, or part, of a network more efficiently to free up capacity that can be used elsewhere. Capacity, utilized in multi-hop routes that can now be routed over shorter hops. Consolidation of traffic using leased lines can be effected to free up some of these expensive lines.

#### **Node consolidation**

Many networks grow by acquisition and end up with too many nodes in or around one location. CSPs may also have nodes located in expensive real estate sites in city centers that can be capitalized upon by moving to a less expensive

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Fact: All 20 of the world's top 20 communications companies rely on Oracle Applications



location. Network Intelligence migrates traffic from full topologies, individual sites or nodes. An engineering plan specifying what is to be de-commissioned is produced, followed by a traffic migration re-routing plan. Significant savings can be realized from node consolidation or re-location.

### **Predict network resource exhaustion in a timely manner**

Network Intelligence will identify likely capacity stress points in a network in advance by intelligently trending capacity take-up out into the future. This allows the CSP to take pre-emptive action to address potential capacity bottlenecks before they become an actual problem, possibly resulting in a network failure leading to customer service disruption and potential customer churn.

### **Bid pricing support**

When CSPs bid to supply capacity to a customer (e.g. a VPN) they need accurate information on how much can be accommodated within the existing network and how much new build is required, together with the associated cost. Network Intelligence will accurately model the bid and estimate the network costs for the bid. As the bid is modeled, changes can be incorporated quickly and revised costs calculated. Experience shows that CSPs can reduce their bid price, win more business and with increased confidence as to its profitability.

### **Outage analysis & restoration**

Outages may be planned or unplanned but in either case CSPs need to know which customers

and services are affected. For unplanned outages they need that information quickly together with a rerouting plan to effect rapid restoration. Once the node, optical circuit or device is identified as the cause, Network Intelligence rapidly identifies all customers and services that are affected and publishes the information on a webpage to allow customer account managers to inform their clients. A restoration plan is then produced to reroute all affected circuits. Revenue loss due to network failure is minimized and customer satisfaction is maintained.

### **Model "what if" scenarios**

CSPs need to model many scenarios in advance to assess their likely impact on the network. If a new marketing campaign for a particular service is expected to cause that service to grow by 20% in the next 12 months what will the impact on the network be? What will the impact be if it grows 50%? These scenarios and many more can be modeled simultaneously within Network Intelligence and allows informed decisions to be made. Going forward with a marketing campaign that will overload the network is likely to be a publicity disaster and result in customer churn.

### **Common view across multiple networks**

For a CSP in acquisition mode or a CSP that has multiple inventory sources – obtaining a single 'federated view' of the network (it's nodes, connections and capacity) can be a real barrier to efficient network management and planning. Network Intelligence can load data from multiple inventory systems, or other sources, and model the data to give a single view across

the networks via a very intuitive GUI. Improved operations management and planning will produce significant savings and allows better informed operational decisions to be made.

### **Comprehensive management and KPI reporting**

A web based reporting tool delivers a wide range of valuable reports to a managers desk. It is based upon the premise that busy managers require 'Need to Know' data and at the appropriate time. Each manager can create their own set of reports from the list and set conditions on each report to trigger an email alert when a condition is fulfilled. Summary data on all key activities in the network is initially presented but full drilldown capability to very detailed information is provided.

### **Conclusion**

Network Intelligence has a proven track record in delivering tangible Capex & Opex savings and improved network efficiencies as clearly demonstrated in the Cable and Wireless case study. It enables better informed and timely decision making and delivers a rapid ROI. It is also a low risk, quickly deployable solution and is designed to be easily implemented by third parties.

### **CONTACT US**

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