MOBILY

» Implementation of a private cloud solution from BMC Software to support business service management

BEFORE

- » No standard process for infrastructure service requests
- » Service fulfillment managed by several teams
- » New service provision time of weeks
- » No defined services catalog
- » Inefficient utilization of infrastructure resources and reporting
- » Staff overwhelmed with requests
- » No process for infrastructure resource control
- » No proper tracking of service costs

AFTER

- » Cloud end users request services through the cloud self-services portal
- » Fully unattended service fulfillment provisioning
- » 35 minute service provisioning time
- » Cloud services catalog maintains quality and standard for all services
- » Efficient utilization and strong reporting on cloud CMDB
- » High availability of staff for projects
- » Control using enterprise change management

GEOGRAPHY
Saudi Arabia

INDUSTRY
Telecommunications

SOLUTIONS
BMC Cloud Lifecycle Management
BMC Consulting Services
BMC Cloud Rapid Deployment
BMC Education Services

mobily, the brand name of Etihad Etisalat, is the Kingdom of Saudi Arabia's second mobile telecommunications operator and the fastest growing mobile company in the region. mobily beat five other competing consortia to win its operating license in summer 2004 and went on to carry out an IPO on Tadawul, the Saudi stock exchange, in December of that year.

After acquiring its GSM and 3G licenses in early 2005 mobily launched commercial service in May. The company, which is owned 27.4% by Etisalat of the United Arab Emirates, 11.2% by the General Organization for Social Insurance and 61.4% by publicly listed and minority shareholders, now has around 22 million mobile subscribers.

As a fast moving technology company, mobily clearly needs a robust and reliable IT infrastructure to enable it to meet its business priorities. Over the past few years it has automated its IT services using BMC solutions, including BladeLogic, to better support the needs of the business, improve quality of service and service availability, and enable the company to be proactive rather than reactive.

PLANNING FOR THE FUTURE: THE PRIVATE CLOUD
In order to streamline its operations and to meet the future IT needs of the business, in 2011 mobily embarked on a strategic private cloud initiative to fully automate the company's IT infrastructure for the benefit of its internal users.

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After taking the decision to implement the private cloud initiative, mobily went through an extensive evaluation of several technologies. Understanding the needs of their internal users, mobily selected BMC Cloud Lifecycle Management (CLM) for its ability to deliver against key business requirements. mobily users would need a clean, easy-to-use, interface for requesting and managing a varied group of cloud services, which they anticipate would grow over time. IT needed a platform to automate the delivery of these diverse services, prioritizing speed and configuration accuracy. The BMC CLM solution ensured that not only were initial requirements met—but also that the mobily private cloud had room to grow to accommodate new business needs over time.

"A key factor in our choice of BMC was its ability to support heterogeneous operating systems and virtual platforms; its quick time to market; the comprehensive functionality in terms of Cloud Lifecycle Management; and the scalability of the solution which we will roll out across our multiple data centers", explains Medhat Amer, CIO at mobily. "And as a partner of BMC for the past eight years we have also been very impressed with BMC's approach on BSM and the best practices we experienced with the automation of our IT services."

IMPLEMENTATION
Implementation of the private cloud initiative started in November 2011 and took just four months. This time frame included analysis, build, testing, soft launch and stress testing and finally, hard launch.

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CIO, MOBILY

At the start of the discussions with BMC, mobily requested that implementation was carried out by BMC Services using its management methodology and project management practices.

"The use of BMC Services meant that the implementation and execution of the project was very well organized and efficient," says Haithem AlFaraj, VP IT Operations at mobily. "Because of that we were able to manage all the required changes that arose during the implementation process itself."

The implementation process used BMC's Cloud Rapid Deployment Service, which meant that mobily was able to define implementation prerequisites; identify the capacity it needed to reserve for installation; and carry out the process within the defined implementation timeframe.

TRAINING AND SUPPORT
mobily has also signed up for training and transfer of knowledge to its team by BMC Services' Education and training team. The company will benefit from four training courses in the UK and India, which will help mobily's staff with the administration and management of the cloud environment.

The training courses include the BMC Cloud Lifecycle Management Administration Boot Camp, which builds on the concepts introduced in the BMC Cloud Lifecycle Management: Foundation. The course, which is geared towards cloud administrators, will teach planning strategies, key administration concepts, configuration steps, and best practices when implementing BMC Cloud Lifecycle Management. The courses will be offered as a combination of lectures, discussions and hands-on exercises that will facilitate education in the areas of request and configure service offerings in the Hybrid Cloud Computing Environment.

BUSINESS BENEFITS

The private cloud solution is currently being used by around 1,000 end-users situated throughout Saudi Arabia, with new users being activated on demand.

Ultimately the system will support 4,000 end-users and it is expected that they will all be signed up by the middle of this year.

Uptake so far has been successful thanks to the user interface of the solution being intuitive and easy to use, as Faisal Bakhashwain, DC Planning Manager at mobily explains. "The cloud solution is very straightforward, even for a first time user. So it is already giving us real business savings in terms of user friendliness and the time being taken by users in getting themselves on board with the solution."

Although the cloud solution has yet to be extended to all 4,000 end-users, mobily is already seeing a range of direct business benefits.

A key benefit is the time savings and manpower savings seen in server provisioning which used to take between three and four weeks and involve a team of four to five people. Server provisioning now takes around 35 minutes, and has enabled mobily to benefit from increased operational efficiencies and considerable savings in manpower.

According to Faisal Bakhashwain, "this is a key shift within the datacenter operations and is enabling us to further meet our business requirements as well as giving us better utilization of manpower as we can use those staff to work on other projects."

To summarize, the business benefits of the private cloud solution include:

- Improved business and cost efficiencies
- Reduced time to market
- Rapid deployment and configurations
- Full automation of IT
- Greater agility in providing services to end-users
- Less time spent on infrastructure provisioning

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- Increased control and pre-defined standards for all servers
- Greater reliability

FUTURE DEVELOPMENT

As the private cloud initiative is an ongoing project, mobily is planning to implement additional future phases to cover issues such as capacity management, the introduction of multi-sites and the extension of the services provided to end-users.

CONCLUSION

The successful, streamlined and timely implementation of the private cloud initiative means mobily now has a robust, scalable, fully-automated IT infrastructure that will enable it to focus on its core business of providing high quality mobile telecommunications services. With the company already realizing significant business benefits from the private cloud implementation it is clear that the collaboration between mobily and BMC Software has not only been successful but has also laid strong foundations for future and ongoing development of cloud services.

ABOUT MOBILY

Etihad Etisalat (Mobily) was established in 2004 by a consortium led by Etisalat, the UAE based telecom conglomerate. Mobily is the official brand name of Etihad Etisalat, renowned as the second mobile service provider in the Kingdom of Saudi Arabia.

The awarded 25-year telecommunication mobile license was complemented by a subsequent purchase of a 3G license. Mobily is the 1st Saudi communications company to get an operation license for 3rd generation services and beyond. In December 2004, Mobily was listed on Tadawul Stock Exchange. Today, Mobily equates to 40%+ market share of the mobile subscriptions in the Kingdom. In March 2008, Mobily was granted approval by CITC (Communication and Information Technology Commission) to acquire Bayanat al-Oula, which was a licensed Data Service Provider for a price of SAR 1.5 Billion. And, in November 2008, Mobily acquired absolute majority stakes in Zajil, the leading Saudi ISP (Internet Service Provider).

BUSINESS RUNS ON I.T. I.T. RUNS ON BMC SOFTWARE.

Business runs better when IT runs at its best. That's why more than 20,000 IT organizations – from the Global 100 to the smallest businesses – in over 120 countries rely on BMC Software (NASDAQ: BMC) to manage their business services and applications across distributed, mainframe, virtual and cloud environments. With the leading Business Service Management platform, Cloud Management, and the industry's broadest choice of IT management solutions, BMC helps customers cut costs, reduce risk and achieve business objectives. For the four fiscal quarters ended June 30, 2012, BMC revenue was approximately $2.2 billion. Visit www.bmc.com for more information.

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