



TeliaSonera

TeliaSonera Improves Customer Satisfaction with Solutions from BMC Software

Geography

Nordic and Baltic countries

Industry

Telecommunications

Business Need

After the merger of two organizations (Telia and Sonera), the combined company needed to clarify responsibilities and roles, increase effectiveness, and maintain high-quality service — all according to industry best practices.

Solution

TeliaSonera chose BMC® Remedy® IT Service Management solutions to help reduce costs and improve customer satisfaction while meeting ITIL® best practices for IT service management.

Results

- > Significant improvement in customer satisfaction
- > Clear adherence to ITIL service delivery processes
- > ROI in 12 months instead of the anticipated two to three years

Looking to meet IT Infrastructure Library (ITIL®) standards for best practices in IT service management, TeliaSonera turned to BMC® Remedy® IT Service Management solutions. As a result, not only was the company able to reduce costs and improve customer satisfaction, it was also able to achieve a return on investment in only 12 months.

TeliaSonera provides reliable, innovative, and easy-to-use telecommunications services. Simplicity, accessibility, and security are the emphasis in its development of residential customer services in fixed telephony, mobile communications, Internet, and data services. In addition, the company focuses on developing solutions for business customers that integrate fixed and mobile communications, voice, data, and telecom-related IT services.

TeliaSonera was formed in 2002 through a merger between the Finnish telecommunications company Sonera and its Swedish equivalent, Telia. Prior to the merger, the strong growth of ASP services had inspired Sonera to undertake a large, strategic project and start a company, Sonera Juxto, which provided IT services to external customers. Sonera had offered IT management services also before the merger, but only as a part of larger projects. Sonera Juxto included employees from different units, with different backgrounds and different working methods. It was necessary to clarify responsibilities and roles of those individuals, increase effectiveness, and maintain high-quality service. A new way of supporting and maintaining IT services, based on the best practices in the market was needed.

IN SEARCH OF BEST PRACTICES

Sonera's previous solution was a combination of a homegrown application and the comprehensive, end-to-end service process management platform from BMC, BMC® Remedy® Action Request System® (AR System®). Due to the changing business environment and goals, Sonera required additional, more powerful capabilities than its internally developed application could handle. Sonera set goals and defined internal processes for Sonera's Juxto group, which provided IT services. The evaluation was planned carefully, because Sonera wanted to meet ITIL standards for best practices in IT service management. Sonera's IT team started to review the users' needs, as well as potential partners and solutions in the market that could meet those needs.

"Juxto's core business was to sell IT services. We were looking for the best practices to conduct business, and the key factor was ITIL compliance. In addition, the new solution had to support work carried out with external partners, and this was not incorporated in the previous solution," says Petri Väyrynen, director, IT infrastructure, TeliaSonera, Finland, who was responsible for managing the change project at Sonera.

“The BMC Remedy solution exceeded our expectations by delivering ROI in 12 months compared to the anticipated two to three years”

Petri Väyrynen
Director, IT Infrastructure
TeliaSonera

Key Products Used

- > BMC® Remedy® Help Desk (an earlier version of BMC® Remedy® Service Desk)
- > BMC® Remedy® Change Management
- > BMC® Remedy® Service Level Agreements (an earlier version of BMC® Service Level Management)
- > BMC® Identity Management
- > BMC® Remedy® Action Request System® (AR System®)

LEADERSHIP MATTERS

When setting out on its quest to find the best solution, management at Sonera had first defined the processes and then started looking for potential partners. The company looked at reviews from leading analysts to help find the best match. The partner needed to have a stable financial situation, suitable references, and experience from the business area. An important consideration also included the ability to utilize Sonera’s investments in technology. The BMC® Remedy® IT Service Management Suite provided a complete package. The company utilized the following components of the suite: BMC® Remedy® Help Desk, BMC® Remedy® Change Management, and BMC® Remedy® Service Level Agreements.

Partner and solution requirements specified by Sonera included:

- > Favorable assessments by leading analysts
- > Stable financial situation
- > Cost-effective solutions, with quick Return on Investment (ROI)
- > Strong market share and position

THE IMPORTANCE OF ITIL COMPLIANCE

“A few of the most important characteristics of the solution were the flexibility and ability to handle a large number of customers. With the first service desk ever certified as ITIL-compatible by Pink Elephant, the industry’s recognized leader for granting ITIL compatibility, the BMC Remedy IT Service Management packaged applications satisfied our needs out of the box with some customizations. Our role is to be a service provider, so there was need to make some customization to handle multiple customers and third parties,” says Tommi Eklund, development manager at TeliaSonera, who is responsible for IT management tools.

Prior to the beginning the implementation, Sonera decided to customize the solution to make it fit the company’s unique procedures and workflows. BMC Partner Delphi Oy worked together with Sonera’s own administration and IT experts side by side. After the project, Sonera conducted an internal survey and the assessment that was given to Delphi Oy’s IT services was excellent.

“When choosing the right solution and partner, it is important to consider the knowledge and expertise that the vendor can offer. We had been very satisfied with Delphi Oy’s performance in the previous projects and felt confident in choosing them again,” explains Väyrynen.

BENEFITS REALIZED IN MONTHS — NOT YEARS

“We at Sonera were very content and even surprised when it became evident that ROI was realized in only 12 months. Our initial estimates varied from two to three years,” Petri Väyrynen.

Following the deployment, it was evident that the project had been a successful one, not only because of the cost savings, but also the increased user satisfaction. “Ultimately, the aim was to ensure an efficient end-to-end service and support process, which secured consistency across all service delivery and support teams. During the process, we had clear qualitative and quantitative targets, which included everything from the technical implementation to customer satisfaction. The BMC Remedy solutions helped us to achieve these goals,” continues Väyrynen.

TeliaSonera is continuously developing its offerings and services. It is essential to be able to analyze how production needs to evolve so that it meets the business goals. “Understanding the business, potential challenges, follow-up, and reporting is needed in managing development. A tool that produces the right kind of data for management holds a key position,” says Eklund.

FUTURE PLANS

Work continues as before, despite changes in the corporate structure. Sonera Juxto has been incorporated into Sonera, which merged with Telia shortly afterwards. The company has benefited from the broad range of products provided by BMC. "When something happens in our clients' environments, we have to know how critical it is and what kind of consequences it has on their business. For this purpose, we need other BMC solutions. These solutions provide us with critical information when something happens. And something always happens. Right now, we are integrating BMC® Identity Management into the BMC Remedy solution. This way, we'll have exact information about user rights and passwords. We don't need to tie up our own resources, and our clients perceive this as a faster service," concludes Eklund.

About TeliaSonera

TeliaSonera is the Nordic and Baltic telecommunications leader. Through the merger of the Swedish company, Telia, and Finnish company, Sonera, TeliaSonera has today 26,694 employees and 22 million customers. TeliaSonera also holds strong positions within mobile communications in Russia, Eurasia, and Turkey. TeliaSonera offers services within mobile communications, Internet, data communications, and fixed telephony. The headquarters is located in Stockholm, Sweden. Last year TeliaSonera's sales exceeded 8 billion euros.

About BMC Software

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best practice IT processes, automated technology management, and award-winning BMC® Atrium™ technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the mid-sized business. Founded in 1980, BMC has offices worldwide and fiscal 2006 revenues of more than \$1.49 billion. Activate your business with the power of IT. www.bmc.com.



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