AMDOCS BILLING SYSTEM TRANSFORMATION DELIVERS NEW TRIPLE-PLAY SERVICES TO KAZAKHTELCOM CUSTOMERS

ҚАЗАҚТЕЛЕКОМ

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MARAT ABDILDABEKOV
CIO OF KAZAKHTELECOM

amdocs

AMDOCS > CUSTOMER EXPERIENCE SYSTEMS INNOVATION

COMPANY AT A GLANCE

COMPANY: JSC Kazakhtelecom

HEADQUARTERS: Astana, Republic of Kazakhstan

WEBSITE: www.telecom.kz

REVENUES: US$975m (144bn tenge) 2009

STOCK MARKET: Kazakhstan Stock Exchange (KASE): JSC

EMPLOYEES: 30,000

SERVICES: Triple-play services including fixed-line telephony, broadband Internet, IPTV, as well as enterprise data networking and mobile (via a subsidiary)

SUBSCRIBERS: 5m

TECHNICAL ENVIRONMENT

> **AMDOCS PRODUCTS:** Amdocs CES (customer experience systems) portfolio comprising Revenue Management, Convergent Charging & Billing, and Product Catalog

> **SERVICES:** Amdocs Consulting, Delivery and Product Support Services

> **PROJECT DURATION:** Only 6 months from the successful pilot in one affiliate to full production across 17 affiliates

EXECUTIVE SUMMARY

JSC Kazakhtelecom is the leading service provider in the CIS (Commonwealth of Independent States) region. Its innovations include deploying a national fiber optic network supporting triple-play services such as fixed-line telephony, broadband Internet and now IPTV, as well as enterprise class data networking services. But billing, one of Kazakhtelecom's key business systems, could no longer support fast, flexible service innovation, because billing was being managed by 17 disconnected regional systems. It was difficult to introduce change, and bringing innovative services to market and providing subscribers with personalized service packages was restricted. Following a committed effort by Amdocs to develop strong relationships with Kazakhtelcom staff and a deep understanding of local business and cultural practices, Kazakhtelecom decided to deploy the Amdocs CES portfolio. Focused on delivering a single, centralized Convergent Charging and Billing system, Amdocs has helped transform Kazakhtelecom's billing operation. With Amdocs Billing, Kazakhtelecom has seen a significant cut in IT costs, and billing is more efficient, faster and able to support service innovation. Remarkably for a system that supports 5 million customers, Amdocs deployed the new billing system in just six months.

JSC Kazakhtelecom is the national carrier of Kazakhstan and one of the fastest growing telecommunications companies in the former Soviet Union region. It has developed a sophisticated, high-performance communications infrastructure nationwide. The national network includes the latest fiber optic connections and delivers data transport speeds of up to 10Gigbytes per second. Over this infrastructure, Kazakhtelecom is providing both consumers and businesses with a wide range of services including fixed-line telephony, broadband Internet, enterprise-class data networking, mobile services via a subsidiary, and new services such as IPTV and voice over IP (VOIP).

MOVING TOWARDS TRIPLE-PLAY CAPABILITY

"The main task of a service provider in the current environment should be seen as transformation from the role of communication services operator, or 'transport pipe', to the role of information and consumer services provider," says Marat Abdildabekov, Kazakhtelecom CIO. "To become a true service provider, Kazakhtelecom looked at our business operations and how effective they were at supporting change and enabling us to respond to market and customer demand quickly."

While Kazakhtelcom is reaching out to deliver even more innovative products and services to its customers, its billing operations were still based on 10-year old processes. The legacy billing system resulted from an organization that had grown up around a conglomeration of regional centers of operation. Today, Kazakhtelcom is a single, national entity, but its billing function was still handled in 17 regional business silos. The system was limited by the types of services it could support, such as long-distance and international calls and Internet service, and it was challenging to introduce new services like packaged offers, or complex pricing structures. The organization was managing around 30 million billing interactions every month from across these 17 regional offices.

In order to deliver greater efficiency and reduce operational costs, Kazakhtelecom implemented a plan to unify its disparate billing into a single, centralized operation. In addition, the need to innovate its service offering with features such as product bundles required the organization to have a central and integrated billing structure.

"The new Amdocs billing system is central to almost everything we do at Kazakhtelcom."

Although Kazakhtelcom is the market leader in Kazakhstan, there are several newer service providers looking to eat into its market share. The need, therefore, to ensure top quality and a variety of services – and the back office operations that support service innovation – was even more important.

To help solve the problem Kazakhtelcom turned to one the most effective and proven billing solutions on the market – Amdocs CES Convergent Charging and Billing. Abdildabekov says, "The advantage of Amdocs CES Convergent Charging and Billing is that it consolidates different types of services, lines of business and customers on a single platform, which reduces the overall cost of ownership, makes changes to services and introduction of new services much easy and faster to manage, and provides a better experience to the customer."

CHALLENGES

> Customers and competitive market environment were demanding the launch of innovative products and services

> Expansion and enhancement of service offerings, including triple-play, was challenging with the legacy billing system

> High cost of running multiple, regional billing systems that were unable to support the delivery of new or complex service packaging

SOLUTION

> Deploy Amdocs CES Convergent Charging and Billing as the single, centralized system for 17 regions and multiple lines of business and customer types

> Amdocs Services took just six months to consolidate 17 separate billing systems into one centralized, 5m-customer Amdocs billing system

RESULTS

> Significant reduction in IT costs by merging 17 billing systems into one

> Increased competitive advantage

> Faster time to market for new services such as IPTV & VoIP

> Amdocs Billing manages 30m billing interactions a month

AMDOCS IS COMMITTED TO CIS

Kazakhtelcom's strategy was to deploy a proven, quality solution that would provide an integrated and centralized billing system. In addition, in Kazakhstan, as in many parts of the CIS region, relationships between customer and supplier play a pivotal role in ensuring organizations like Kazakhtelcom can identify and work with the right partner.

Alongside its deep industry experience and solution quality, Amdocs has a strong presence and reputation in the Kazakhstan market, including a local office, native language speakers, and experience and understanding of Kazakhtelcom's business need and cultural environment.

Kazakhtelcom has deployed the Amdocs CES (customer experience systems) Convergent Charging & Billing solution, which includes a single rating engine and a single product catalog to enable Kazakhtelcom to create its single billing system.

"The Amdocs Product Support experts provided close support during critical project delivery phases and now provide ongoing assistance on issues such as customization area and sharing training materials"

With the Amdocs Product Catalog, Kazakhtelecom can reduce time to market through fast reuse and rebundling of product components as well as quickly package innovative offers across lines of business. The Amdocs Product Catalog centralizes multiple product types across lines of business and applications, so Kazakhtelcom can create innovative, convergent offers, as well as respond quickly to competitors' strategies.

Abdildabekov says, "Amdocs is among the world's leading solution providers, and in Amdocs CES, the company has given Kazakhtelcom the best set of products and services to help us deliver significant business change. What was also of great importance was the time and commitment Amdocs' people put into building a very strong partnership between our organizations and key individuals."

"Amdocs Billing is important because it touches every part of the organization, from helping to build and maintain the customer base, to providing services, and collecting and processing data about the services we deliver."

Amdocs worked closely with Kazakhtelcom business managers as well as IT team to design, develop and implement the new system. One of the remarkable achievements of the project was the time it took to switch all 17 local operations – handling some 5m customers - to the single system. Amdocs helped Kazakhtelcom achieve this in just six months.

"In Amdocs CES, the company has given Kazakhtelcom the best set of products and services to help us deliver significant business change."

With its long term product support and maintenance services, Amdocs provides Kazakhtelecom with a wealth of personalized advice and knowledge transfer. "The Amdocs Product Support experts provided close support during critical project delivery phases and now provide ongoing assistance on issues such as customization area and sharing training materials," says Abdildabekov. Amdocs also ensures that Kazakhtelcom staff benefit from Amdocs' innovative online support services such as community discussion forums and Amdocs' knowledgebase and expertise. Cumulatively, this support has helped Kazakhtelcom improve implementation, improve ongoing development and delivered a better business transformation experience.

AMDOCS ORCHESTRATES A TRANSFORMATION IN BILLING CAPABILITY AND COST

"The new Amdocs billing system is central to almost everything we do at Kazakhtelcom," says Abdildabekov. "Amdocs Billing is important because it touches every part of the organization, from helping to build and maintain the customer base, to providing services, and collecting and processing data about the services we deliver. With Amdocs we're in far better position to respond to customer demand by delivering new services and new packages, and to do so quickly and cost effectively."

The Amdocs solution has had a significant impact upon Kazakhtelecom's business. It has delivered a considerable reduction in IT costs. By replacing 17 separate systems with one, it has removed the need for local hardware and the need to maintain and support those systems.

Amdocs has also helped Kazakhtelecom improve its competitive advantage by enabling the organization to bring new products and services to market faster, including IPTV and VoIP. Because of the centralized Amdocs billing system, new offerings, service pricing and special package pricing can be implemented once and replicated immediately across the whole organization. Previously, this has to be implemented into each of the 17 regional billing applications.

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Abdildabekov adds that because of the success of the Amdocs billing project, Kazakhtelcom is planning to extend its use of Amdocs CES to help transform operations and improve the customer experience in other areas of the business as well.

ABOUT AMDOCS

Amdocs is the market leader in customer experience systems innovation. The company combines business and operational support systems, service delivery platforms, proven services, and deep industry expertise to enable service providers and their customers to do more in the connected world. Amdocs' offerings help service providers explore new business models, differentiate through personalized customer experiences, and streamline operations. A global company with revenue of $3.0 billion in fiscal 2010, Amdocs has over 19,000 employees and serves customers in more than 60 countries worldwide. For more information, visit Amdocs at www.amdocs.com.

For the most up-to-date contact information for all Amdocs offices worldwide, please visit our website at www.amdocs.com/corporate.asp

Amdocs has offices, development and support centers worldwide, including sites in:

THE AMERICAS:	ASIA PACIFIC:	EUROPE, MIDDLE EAST & AFRICA:		
BRAZIL	AUSTRALIA	CYPRUS	IRELAND	SOUTH AFRICA
CANADA	CHINA	CZECH REPUBLIC	ISRAEL	SPAIN
COSTA RICA	INDIA	FRANCE	ITALY	SWEDEN
MEXICO	JAPAN	GERMANY	NETHERLANDS	TURKEY
UNITED STATES	SINGAPORE	HUNGARY	POLAND	UNITED KINGDOM
	THAILAND		RUSSIA	
	VIETNAM			