HCL

CASE STUDY

ONE OF THE WORLD'S LEADING TELECOMAND MEDIA COMPANY ACHIEVES OPERATIONAL EXCELLENCE AND **SOLUTIONS FOR CUSTOMER EXPERIENCE TRANSFORMATION** THROUGH HCL'S MANAGED SERVICES DELIVERY MODEL

LET'S TALK APPLICATIONS

TELECOM

APPLICATION SUPPORT & MAINTENANCE

CUSTOMER DESCRIPTION

Our client is a global leader in delivering innovation in **communication services**, mobility, and information And entertainment. It provides broadband, video & other wire line services to customers in More than 150 countries, including all of the Fortune 500 companies.

BACKGROUND

Due to the ever-changing demographics and evolving technological landscapes, the Telecom and Media industry faces the following challenges:

• Expand as well as maintain existing customer base

• Improve performance/ productivity

• Deliver more for less

• Integrate value added services and new information channels with existing **telecom Solutions**

• Drive technology innovation to **transform customer experience**

CUSTOMER OBJECTIVES

• A partner who could manage the 'Concept to deployment' of their FiOS interactive Application and help in their next generation platform

• An effective Systems Integration partner for the customer's Digital Media content delivery platform to enable **Digital asset management**

• A partner who could innovate effectively and work to enable cost optimization and introduce new methods for **service management, customer engagement**, thereby leading to market leadershipfor the customer

ENTER HCL

HCL entered into a strategic partnership with the customer for a period of three years. This partnership enabled the **application development**, support, and maintenance of its FiOS interactive applications. This included:

- Setting up an independent lab at HCL's Chennai facility (similar to the production infrastructure) for the certification of interactive television widgets/ applications.

- Program/ Project management of the FiOS interactive **application development**, certification and maintenance.

- Improving delivery excellence - HCL had a deep understanding of the 'as-is' delivery process and identified the key challenges in the entire delivery process.
    - Cycle time reduction; It was taking 20-22 business days to certify one FiOS interactive application. During the discovery phase HCL identified the key factors that were contributing to increased certification time.
    - Review process; Some of the gate reviews were done during the end of the lifecycle
    - Code quality; Unavailability of the environment to the developer community had a major impact on the code quality during **application development**
    - Integrated view of the entire process - Multiple discrete applications were used to manage the platform. This created bottlenecks in the information availability for the stakeholders and delayed their access to the consolidated report generated.
    - Capacity Management - Because of the fixed team size, accommodating new applications that were delivered for certification was a challenge.

After a careful analysis of the objectives and the bottlenecks in the existing systems, HCL proposed a Managed Services delivery model through an HCL invested production like Independent Test Lab (ITL).

Some of the widgets that have been certified by HCL have greatly helped the customer reinforce the faith the customers have on them. Widgets such as the 'Olympic Widget' and the 'Barbie Widget' were certified within a very short span of time, which enabled millions of users to access these widgets on their television sets well within time and without any glitches.

BUSINESS BENEFITS

- Delivery through automation - Automation tools like the Code Review Tool and the Record & Replay Tool have cut short the certification process by almost 62%.

- Reduce time to market - A faster certifying process has enabled a 30% faster time to market and thereby improved margins.

- Flexible Resource Management - HCL methodologies enable ramp up and ramp down in team size, both at onsite and offshore in a short span of time.

- Enabling the customer to have a flexible team size - The core team involved in certifying the widgets has been redeployed for more strategic initiatives, helping them improve their topline.

- Delivery through Transparency - The ITL portal along with the daily/ weekly interactions and discussions that the customer has with HCL has ensured a more transparent process for certifying widgets, therefore providing a more robust **service management** model

- **Customer Experience Transformation Solutions** to stay ahead of the curve: Initiatives such as HCL's Fully Loaded Service Lines (FLSL) which enable **z**development of Smart Guide, an intuitive Electronic Programming Guide and TV Everywhere, a solution with which users can access content anywhere and on any device, are helping the client stay of ahead of competition.

- Process streamlining - The ITL portal developed by HCL has lent clarity and transparency to the entire process by tracking the life cycle of widgets – from submission to certification.

HCL DIFFERENTIATOR:

Managed delivery model for interactive application:

- HCL leverages the Centre of Excellence (CoE) units that operate within the organization. It also leverages the delivery unit with 60 resources that have 77,000 person hours of experience in interactive **application development** and support combined with the skill sets of HTML 5, CSS 3.0, JavaScript, Lua, .Net, Selenium.

- The CoE's provide delivery units with best practices and innovative thinking customized to client's needs. The Media and Entertainment CoE and **Application Development** CoE have assisted in building solutions like the ITL Portal and automation tools which have improved performance and led to process improvements - translating into lower bottom line costs for the customer.

- Delivery enablement through innovative methods:
    - Submission portal
    - Third Party Developer support for code quality improvement
    - Certification automation
    - Development of Interactive Widgets/ Applications
    - TV Everywhere
    - Smart Guide

- HCL lab infrastructure: solution components & description

- Infrastructure - HCL has invested in building a 5000 sq. ft. interactive applications lab with 35 set top boxes (7 variants) powered by a Motorola head end. The lab was setup by engineers from Motorola and operated by an HCL's head end specialist who works closely with the Motorola's support team. Incidentally, it is the only lab available outside of the customer's premises.

- Integrated portal - Enables integrated delivery through transparency. All the processesfrom on boarding of third party developers to acceptance of the application by the customer is managed through this integrated portal. All stakeholders can have a realtime view of the certification process.

- Code quality improvement - Helped reduce cycle time by 50% through automation tools.

- Certification automation - Helped reduce cycle time by 30% through innovation – Integration test automation and functional test automation.

- Development of Interactive Widgets/ Applications - HCL has a talent pool of resources who are working on state of the art designs to develop interactive widgets/ applications for the customer's interactive platform which include innovations like interactive apps. used via connected devices.

- TV Everywhere - HCL is ahead of its peers in anticipating future trends and is currently working on solutions like TV Everywhere. This will help customers tune into their favoriteshows based on their convenience.

- Smart Guide - A guide, which recommends a list of programs and VODs to users based on their viewing patterns.

- Understanding of the domain - HCL understands the cable and broadcast industry in great depth. It has the required expertise such as lab infrastructure, skilled resources and understanding of the platform to help clients in any of their development and support activities. HCL leverages its 12 year old Media and Entertainment practice, with over 3500+ technology and functional consultants that have a total experience of 20000+ person years.

Please click here to read more about Providing Media and Entertainment Solutions to telecom players :

http://www.hcltech.com/telecom/telecom-solutions/Mediaconsulting

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