

**ALESTRA**

The third-largest telecommunications provider in Mexico

**Industry:** Telecommunications  
**Geography:** Mexico

**Deployment Summary**

- Alestra is using TIBCO's SOA and BPM platform to facilitate the process of upgrading and integrating applications for CRM, billing, inventory management, activation, and several other applications.
- The new platform enables Alestra to use a familiar implementation pattern to create a unique order management system customized to the company's needs.
- The TIBCO SOA platform is being planned as the foundation for an external portal that will gradually provide self-service capabilities to Alestra customers.
- The integration of 14 platforms and almost 100 services was accomplished in 13 months, on time and on budget.

**Benefits**

- The TIBCO SOA platform enables Alestra to integrate mission-critical applications from several vendors to create end-to-end business processes and improve competitive positioning.
- The new TIBCO-based order management system will enable Alestra to handle more than 200 services delivery process combinations from a single catalog and create an automated process that extends from order to cash.
- Being the first company in Latin America to use TIBCO's goal-oriented BPM platform will enable the company to dynamically create bundles of services, reusing previously defined processes in real time.

"The TIBCO SOA/BPM platform enables us to respond more quickly to changes in our business environment, integrate service fulfillment and service management, and build on a stable platform for future growth."

**Rogelio Ancira, CIO, Alestra**

## TIBCO Integrates Alestra's Telecom Infrastructure with SOA/BPM Platform

The third-largest telecommunications provider in Mexico, Alestra offers broadband, long distance, and high-touch integrated communications services to corporate and residential customers. Alestra is a joint venture between Mexican conglomerate Alfa and U.S.-based AT&T. Alestra was created in 1996 to compete in the long-distance market but has evolved to focus on providing sophisticated integrated communications solutions for corporate customers.

### Upgrading Applications Requires Upgrading Platform

As the market for telecommunications services in Mexico becomes ever more competitive and crowded, Alestra has focused on a strategy of differentiating itself through product bundling and superior customer service. To help the company sell and support products, IT managers determined that they would need to upgrade their order management system, billing systems, and Siebel sales force automation software. Stability issues and high maintenance costs associated with several of these software components also motivated

Alestra to evaluate other options. IT further determined that making changes to all these components would have such an impact on their overall architecture that they would need to reconsider their strategy for integration and their platform for BPM and SOA.

Alestra proceeded to conduct a search for a new SOA/BPM platform and a new packaged order management solution. During the evaluation process, TIBCO demonstrated a mature SOA/BPM solution that was easier to configure and maintain than Alestra's current integration solution. TIBCO also showed that using its platform would enable Alestra to reuse the same implementation pattern it had successfully followed several years ago – one that would enable the company to create a unique order management system customized to their needs.

"The SOA/BPM-oriented order management system will be a market differentiator for us," said Rogelio Ancira, CIO, Alestra. "The TIBCO approach gives us that custom system while building a foundation that integrates our existing packaged applications and processes."

In addition, TIBCO demonstrated a comprehensive portal solution that can help Alestra extend their SOA to their customers through a customer service portal. Between four evaluated vendors, Alestra selected TIBCO's BPM and SOA software to help the company's sales force, customer care representatives and operations team manage and fulfill customer requests throughout the entire product lifecycle.

#### **Integrating a Telecom-focused Infrastructure**

The TIBCO integration platform will enable Alestra to integrate CRM software from Oracle/Siebel, billing software from Kenan and Portal, and inventory management software from Oracle/MetaSolv. Alestra's initial project will be to implement TIBCO's advanced fulfillment solution for telecommunications, which will include replacing the company's previous integration platform with the TIBCO platform, and the previous order management system with TIBCO iProcess™ Suite, including TIBCO iProcess™ Conductor.

The new order management system will enable Alestra to handle more than 200 different product combinations from a single catalog, and to create a fully automated process that extends from order creation to provisioning on legacy systems. Alestra will also begin using TIBCO software and leveraging its new SOA infrastructure to build an external portal that will gradually provide self-service capabilities to Alestra customers.

Alestra's successful approach thus leverages TIBCO's SOA platform to simplify connectivity with both existing and new systems. The company will use TIBCO's BPM technology to dramatically accelerate the creation and delivery of complex business processes. Alestra has also been able to more effectively coordinate manual processes and business processes as appropriate personnel are introduced into processes at the right time and provided with information that simplifies their task.

As part of the deployment, TIBCO administration and monitoring tools manage the entire architecture, helping ensure Alestra meets SLA requirements for service delivery.

#### **Increased Responsiveness, More Efficient Business Processes**

Following the deployment of the TIBCO platform and applications, the Alestra community reported improvements in their ability to deliver a range of customer care services, to streamline entire business processes, and to reduce the time required to complete service requests.

*"The custom order management system will be a market differentiator for us. The TIBCO approach gives us that custom system while building a foundation that integrates our existing packaged applications."*

**Rogelio Ancira, CIO, Alestra**



**TIBCO Software Inc.** (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time. Learn more at [www.tibco.com](http://www.tibco.com)

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