



Australia's third-largest and fastest-growing mobile operator, Vodafone Hutchison Australia (VHA) has over 7 million customers and a network of over 10,000 sales outlets.

Industry: Telecommunications
Geography: Australia

Deployment Summary

- TIBCO BusinessEvents™ manages a real-time service provisioning layer to agreed service levels.
- TIBCO ActiveMatrix BusinessWorks™ integrates over 20 application and network systems using appropriate adapters.
- TIBCO Rendezvous® manages communication between VHA's Technical Order Management (TOM) System and other systems.
- TIBCO Enterprise Messaging Service™ provides the core enterprise messaging and throttling layer. In addition TIBCO Administrator™ allows for end to end monitoring and management of the solution

Benefits

- VHA's new platform offers full redundancy and availability.
- After 3's launch of a highly-anticipated smartphone, activation volumes increased; BusinessEvents comfortably handled the spike in order traffic.
- Future applications can tap into VHA's back-end services using Service Oriented Architecture standards.



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Hubert Truong, Technology Solutions Manager, Business Support Systems & IT, Vodafone Hutchison Australia



TIBCO Connects More Customers, Faster

As a heavily retail-focused mobile provider, VHA prides itself on delivering fast turnaround for customers, with mobile services active and working by the time the customer leaves the shop.

Behind each new service, however, is an array of back-end systems that together manage the many different business processes involved in connecting a new customer. In such a fast-growing business, maintaining top-notch customer service requires smooth interaction between these systems and the scalability to ensure fast response times under any load.

Market Differentiator

Providing adequate scalability for the future was the challenge facing VHA, which was created in 2009 after a merger between Vodafone Australia and Hutchison 3G Australia, the country's number-three and number-four telecommunications carriers, respectively. The fast-growing combined company had over 6 million customers at the time of the merger.

The typical provisioning process carried out with each new mobile phone purchase involves activating the customer profile using a front-end application called TEEN. TEEN is supported by an order management

solution that links to more than a dozen systems to execute a number of business processes for billing, voicemail, mobile number portability, IMEI management, and other functions.

In an industry where common practice is to have phones activated within six hours, being able to get customers connected by the time they leave the store requires a robust provisioning platform capable of handling ever more complex retail products – as well as catering to a future market in which customer self-service is increasing significantly.

VHA knew continued success would require building a system that was reliable and scalable enough to guarantee provisioning within minutes, no matter how many transactions it was required to handle.

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Calling on TIBCO

Facing a tight timeline, VHA's technical team set about designing a new provisioning platform that would ensure it could meet its service targets even as the company continued to grow. This required a platform that could provide end-to-end coverage; proactive monitoring; near real-time processing; a highly available, reliable, and scalable design; and management of varied, complex processes.

Preliminary testing confirmed that TIBCO BusinessEvents™ and TIBCO ActiveMatrix BusinessWorks™ were able to handle high transaction loads. Combined with TIBCO's broad adapter support and the clear technical expertise of its implementation team, it quickly became clear to VHA that the TIBCO solution offered a robust, scalable way to support the company's pre and post-merger growth.

A Platform for Growth

To ensure the system was completed and live well before the busy Christmas retail period, TIBCO supplied technical experts to work side-by-side with the VHA team throughout the course of the six-month implementation.

"Because we had a very crowded roadmap, and some very aggressive business releases as well, we only had a very small window which we had to hit or risk having the overall business roadmap slip," said Truong. "One of our key concerns was introducing a BusinessEvents and ActiveMatrix BusinessWorks solution which we had limited experience with, but with the help of TIBCO we managed the risks

and ensured our success. Their strong technical team was a key part of the implementation."

After extensive testing and a careful cut-over, the revitalized TOM platform was up and running on schedule. In the new environment, TIBCO BusinessEvents, ActiveMatrix BusinessWorks, and Rendezvous orchestrate an intricate data flow that links VHA's key business support systems including CRM, Billing, network provisioning, number portability, and more. TIBCO Enterprise Messaging Service™ interacts with the TOM user interface to manage workflow events, while TIBCO Administrator allows management of the various TIBCO components across the environment. Application load-balancing and fault tolerance are provided by Oracle Real Application Clusters' (RAC) high-availability capabilities.

Since then, the system has continued running smoothly, helping VHA continue to meet ever-increasing customer expectations. Links to VHA's various legacy systems have been established and smoothly maintained, with improved reliability and support across the entire system. Better visibility, reporting, and management enables faster resolution time for errors, and allows the technical team to meet its SLAs.

"TIBCO-exposed services can be leveraged by any application requiring integration into our core systems," said Maroun Azzi, Solutions Architect, VHA. "The whole system is highly available, and has given us greater operational flexibility and a GUI that has reduced the complexity of operational functions."

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**Maroun Azzi, Solutions Architect,
Vodafone Hutchison Australia**



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Global Headquarters
3303 Hillview Avenue
Palo Alto, CA 94304

Tel: +1 650-846-1000
+1 800-420-8450
Fax: +1 650-846-1005