

**WESTNET**

Delivers broadband ADSL, satellite broadband and dialup internet, hosting and telephone products to customers across Australia.

Industry: Telecommunications
Geography: Australia

Deployment Summary

- Westnet has used TIBCO ActiveMatrix BusinessWorks in three core development projects to provide integration and rules-based data transformation that have improved the efficiency of several core customer support processes
- TIBCO Adapter for Database manages the transfer of work order information from Westnet's core database to its automated service provisioning systems

Benefits

- Westnet's integration team can deliver new web service connectivity many times faster than previous coding approaches.
- Manually intensive telephone service provisioning has been automated, saving time and improving staff efficiency.
- Robust integration has helped Westnet tightly link its broadband provisioning processes to those of parent company iiNet and has delivered new customer credit scoring that is many times faster than was possible in the past.



"TIBCO ActiveMatrix BusinessWorks provides Westnet with a codeless approach to SOA development. The rich set of wizards, palettes, and templates provides an experience that you wouldn't normally get in an SOA programming environment. It has significantly boosted our speed and ease of development."

Adrian Fong, Information Systems Manager, Westnet



Westnet Automates and Accelerates Service Provisioning Procedures with TIBCO

Based in Perth, Australia, Westnet delivers a full range of voice and broadband internet services to customers across the country. Its focus on customer service has been recognized with numerous awards including Best ISP in the Australian Broadband Survey every year from 2003 through 2008. Westnet was acquired by ISP iiNet in early 2008 but continues to operate as an independent entity.

Since it was acquired by growing internet service provider iiNet in early 2008, Westnet has been working hard to further improve the customer service that has already won it numerous national awards. Westnet determined that a more efficient integration of the company's backend processes and operations would assist with this goal.

One of Westnet's more involved processes was setting up telephone value added services such as call waiting and voice mail. These services are delivered wholesale by a leading Australian telco and then resold to Westnet customers. Previously this required Westnet's provisioning team to manually enter large amounts of customer and technical data into the providing telco's web-based portal.

Another manually intensive process for the customer service representatives (CSRs) was provisioning ADSL2+ broadband services from Westnet's

parent iiNet, which exposed its systems interfaces as TCP sockets.

Instant credit checking services were also required, which would interface with third-party credit scoring agencies to instantly process customer applications for services.

"We're working towards exposing common interfaces between our core applications," said Adrian Fong, Information Systems Manager at Westnet. "This assists us in bringing iiNet's and Westnet's systems together and also places us in a stronger position to manage the M&A strategy of the group."

Finding a Better Way

After evaluating several application integration platforms, Westnet eventually chose TIBCO ActiveMatrix BusinessWorks™ as its core platform for application integration. The benefits of this approach quickly became clear to the development team, which found that TIBCO's integration tools already included optimized modules for performing many of the functions they were previously coding by hand.

For example, ActiveMatrix BusinessWorks already offered a transaction handling process that had built-in failover, database integration, and persistence, which allows resumption of interrupted transactions.

"What we found appealing about TIBCO ActiveMatrix BusinessWorks is its built-in functionality, codeless development approach, and interoperability with our .NET development platform," said Fong.

"TIBCO ActiveMatrix BusinessWorks has proven to be everything we expected and has significantly boosted our speed of development."

Automated Processes

The first application completed using ActiveMatrix BusinessWorks was the automated activation of wholesale telephony services. This was enabled through a web-service backend provided by the wholesaler.

In the past, the addition of a new customer would create a work order that would be emailed to a member of the provisioning team, who would then go about manually entering the necessary information about the service into the wholesaler portal.

Having developed the necessary business rules for integration using ActiveMatrix BusinessWorks, the team was able to change the workflow so that work orders automatically trigger the provisioning of the relevant telephone services. Necessary customer information is pulled out of Westnet's customer information system, enabling new service requests to be automatically completed without human intervention.

"It is no longer a manual process," said Fong. "Instead of going to the provisioning team, work orders go straight into the TIBCO system, which automates the rest of the process."

Having successfully automated that key process, the integration team turned its attention towards building a similar interface into iiNet's ADSL2+ provisioning system, which is exposed via TCP sockets rather than a web portal.

Here again, the modular architecture of ActiveMatrix BusinessWorks was a major help: one critical TCP module, which had previously taken four hours to get working, was up and running with ActiveMatrix BusinessWorks within 15 minutes. During ADSL2+ service provisioning, Westnet also uses the TIBCO Adapter™ for MS SQL Server to transfer work order information from Westnet's core database to its automated service provisioning systems.

Westnet's third project was intended to minimize bad debts on the supply of communications services and modems sent to new customers. In this integration, Westnet's CSRs needed an easy way to run a credit check on prospective customers while they were still on the phone.

ActiveMatrix BusinessWorks helped the developers integrate Westnet's systems with a web services interface provided by credit decision-making firm Decision Intellect. The credit checking facility is based on a dual bureau strategy and utilizes customer data from Dun & Bradstreet and Veda Advantage when applying credit scoring rules.

"Decision Intellect exposes a web service to us which we expose as a reusable web service to our client applications. ActiveMatrix BusinessWorks handles the SOAP interface, transformation, and data mapping." says Fong.

"What used to take us two months we now do in two weeks using TIBCO ActiveMatrix BusinessWorks."

Adrian Fong, Information Systems Manager, Westnet

A Partnership for the Future

With its first three applications now up and running smoothly, Westnet has the confidence that ActiveMatrix BusinessWorks is capable of supporting the redevelopment of its billing system – which will use ActiveMatrix BusinessWorks to develop seamless links between existing and new best-of-breed billing systems.

Also contributing to Westnet's confidence is the strong support it has received from TIBCO, which worked quickly to help resolve the inevitable issues that arose during the development process.

"We've been very happy with TIBCO's support, and give them a 10 out of 10," said Ryan Grondal, Integration Team Leader with Westnet. "We didn't use anybody external to Westnet to do the development, and although we came across quite a few technical issues TIBCO always answered requests quickly and accurately."

"They were always keen to help us out, and I knew that if I put in a request I would get a decent answer from them. This saved us a lot of time and affirmed our choice of integration platform for these and future projects."



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

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