



IBM Software Universe
Smarter Businesses, Smarter Industries.

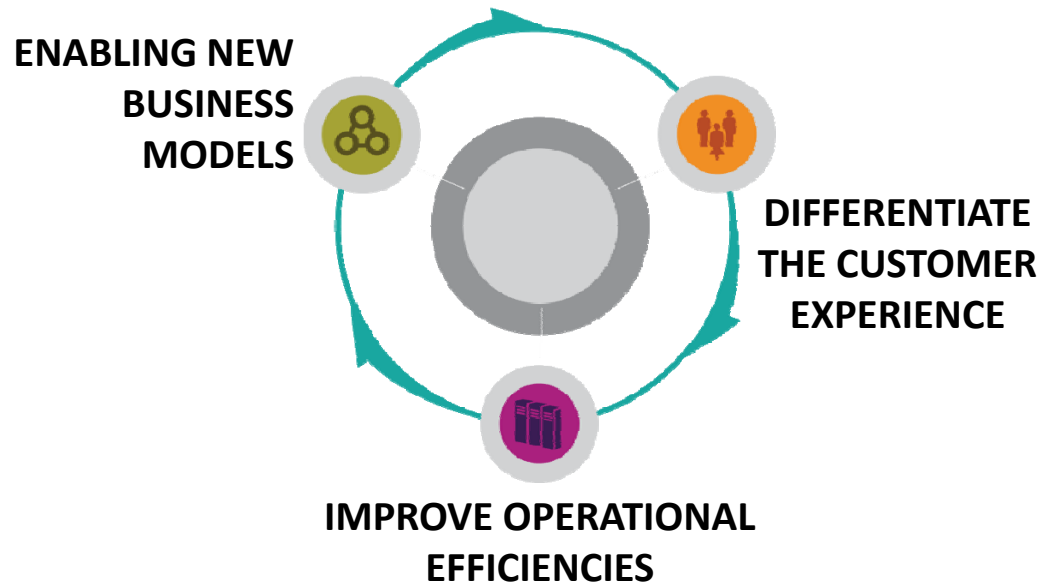
8th March 2011, Pan Pacific, Dhaka.



Data Management for Telecom

Ms. Najiah Abide
Presales, Information Management Software,
IBM India/SA

Smarter Telecom addresses three key issues



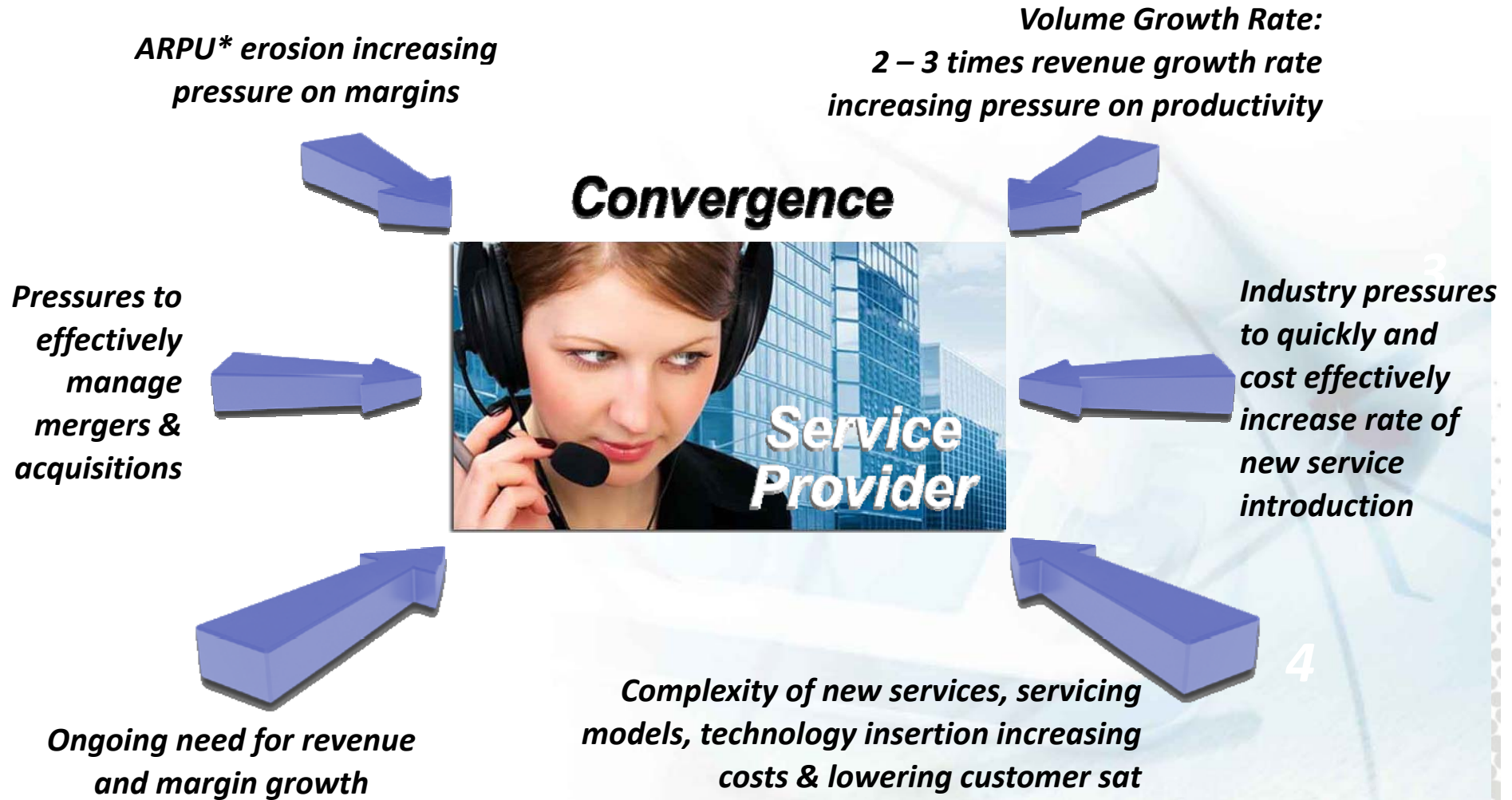
- IBM Telecom Frameworks: Bridging the gap between business & IT

• **Data Management for Telecom**

- Networks: Fault and Performance Management
- Effective Software Delivery for Telecom
- Access the information you need - anytime, anywhere
- Optimizing Business Processes using Filenet BPM
- Customer Churn & Insight for Telecommunications
- Dynamic Business Process Management for CSPs

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IBM sees six key operational and market imperatives driving need to find new and/or hidden sources of value



*Average Revenue Per User

I have to store it:

Compliance

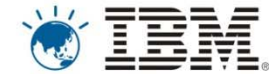
I want to store it:

Business Value

I can't store it:

Budget

How do you successfully Manage Information to address the challenges



Information Availability

Deliver continuous and reliable access to information

Downtime costs can amount up to 16% of revenue in some industries.



Information Security

Protect and enable secure sharing of information

84% of security breaches come from internal sources.



Information Retention

Support your information retention policies

Average legal discovery request can cost organizations from \$150k to \$250k.



Information Compliance

Reduce reputation risks and audit deficiencies

63% IT executives rate compliance with regulations a top challenge.

Which of these are "top of mind" in your business?

Challenge: Managing large amounts of data in the CRM systems

This consistently leads to the following issues...



IT Team

We are adding new features for our customers with new fiberoptic cables. How will we manage all of this new data?"

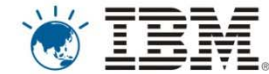
"We recently merged with another telco provider? How can we retire unwanted applications "

"How we maintain data in an immutable format for SOX and eDiscovery requests?"

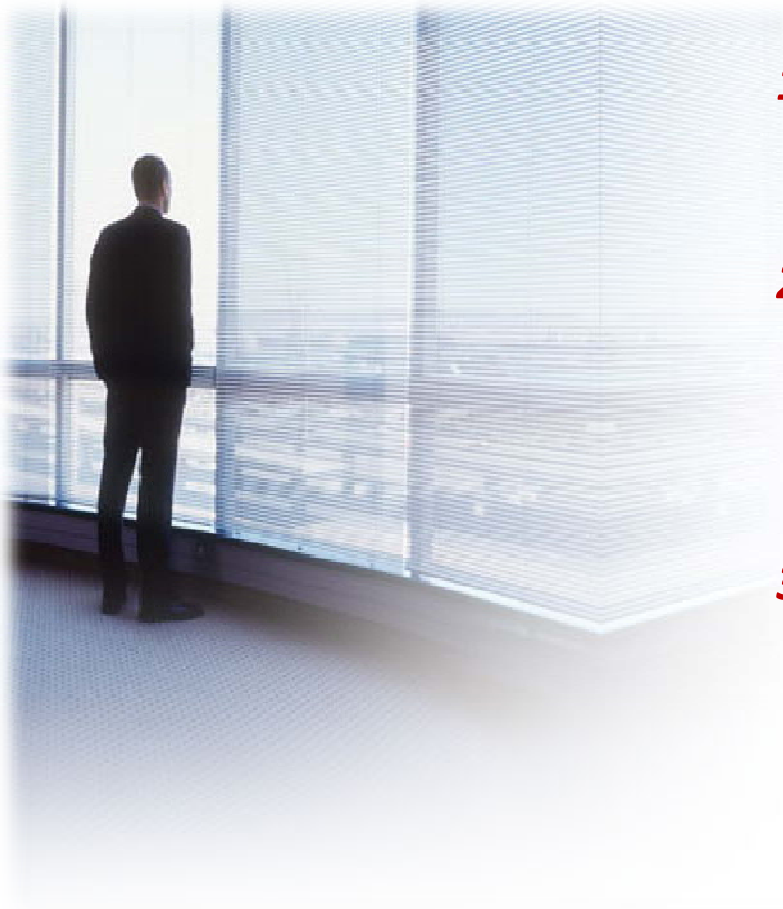


IT Team / Compliance Team

"How can we store, process, and retrieve all of this data from our multiple applications, databases and platforms?"



How IBM Optim solutions can help



1. MANAGE

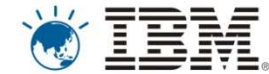
- Improve performance of primary applications viz. CRM)
- Reduce costs of managing data growth

2. PROTECT

- Ensure sensitive data remains protected from unintended use
- Maintain compliance with local, national, international, and PCI regulations

3. PRESERVE

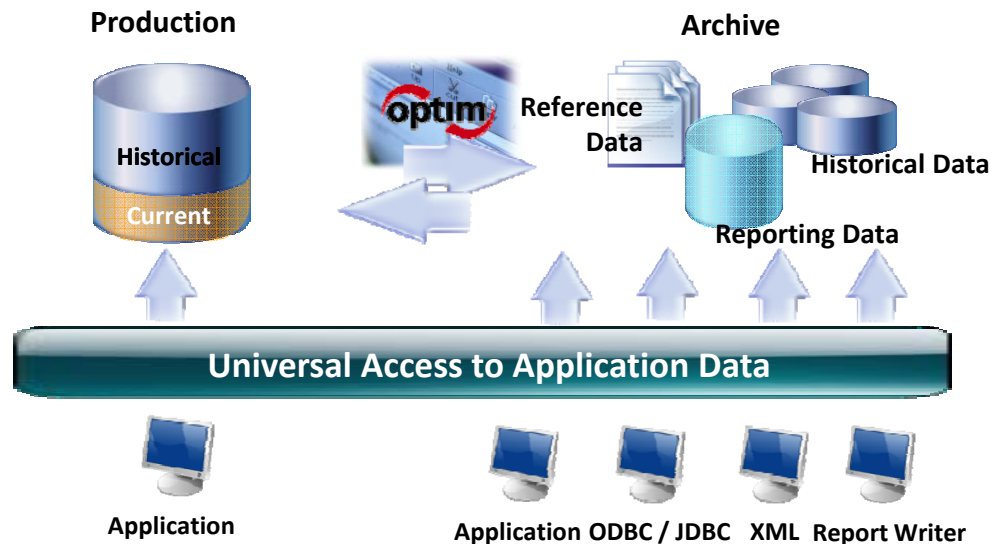
- Store data in an immutable format for compliance
- Retrieve data as needed easily and in the format you require



1. Managing Telco Data

(i) IBM Optim Data Growth Solution

– A single, scalable archiving solution



- Archive historical data to free space and prevent application performance degradation
- Prevent runaway data growth from affecting customer satisfaction
- Collect, manage and store application data for long term retention compliance
- Respond quickly and accurately to compliance requirements
- Utilize CRM application specific templates to manage data in CRM systems such as Siebel and Amdocs CRM

Real Example: Annualized Benefits for Archiving 3.0 TB



Benefits	Year 1	Year 2	Year 3	Total
Reduce Storage Costs via Archiving (CAD)	\$650,000	\$420,000	\$420,000	\$1,490,000
Reduce CPU Costs via Archiving (CAD)	\$85,000	\$85,000	\$85,000	\$255,000
Reduce Server Upgrade Cost via Archiving	\$130,000	\$130,000	\$130,000	\$390,000
Reduce Database Administrative Cost via Archiving	\$3,000	\$3,000	\$3,000	\$9,000
Totals	\$868,000	\$638,000	\$638,000	\$2,144,000

Initial investment; hardware, Software, Implementations = \$690,000

In Year Realized Benefits from Initial Archive = \$868,000

In year ROI from Initial Archive realized in first 6 months = \$178,000

3 Yr Accumulative investment; hardware, Software, Implementation = \$850,000

3 Yr Accumulative Realized Benefits from Initial Archive = \$2,144,000

3 year ROI from Initial Archive = \$1,294,000

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1. Managing Telco Data



(ii) IBM Optim Application Retirement Solution

– Retire redundant applications, but keep the data available



- Consolidate multiple applications into a single instance and retire unused applications
 - Move from home grown to packaged system eg. Custom built General Ledger to PeopleSoft Financials
 - Consolidate similar systems due to mergers and acquisitions
- Consolidate an independent business process with others
 - Move automation capabilities into a single system and retire independent application
- Move application from an old to new architecture
 - Not all data is relevant for the move, but it must be retained
- Shut down legacy system without a replacement

In almost ALL cases, access to legacy data MUST be retained while the application and database are eliminated

A European Telco:

Need to protect confidential customer data due privacy regulations

Review where data exists, who has access, and if those people need access to live data...



Chief Executive Officer

How do we avoid be the next “headline” data breach?”



CIO/Chief Risk Officer

“What protections can we put in place to comply with industry mandates and best practices?”



IT Executive

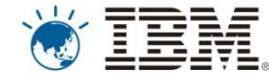
“How can we ensure that sensitive customer and employee data remains protected?”



Project Manager

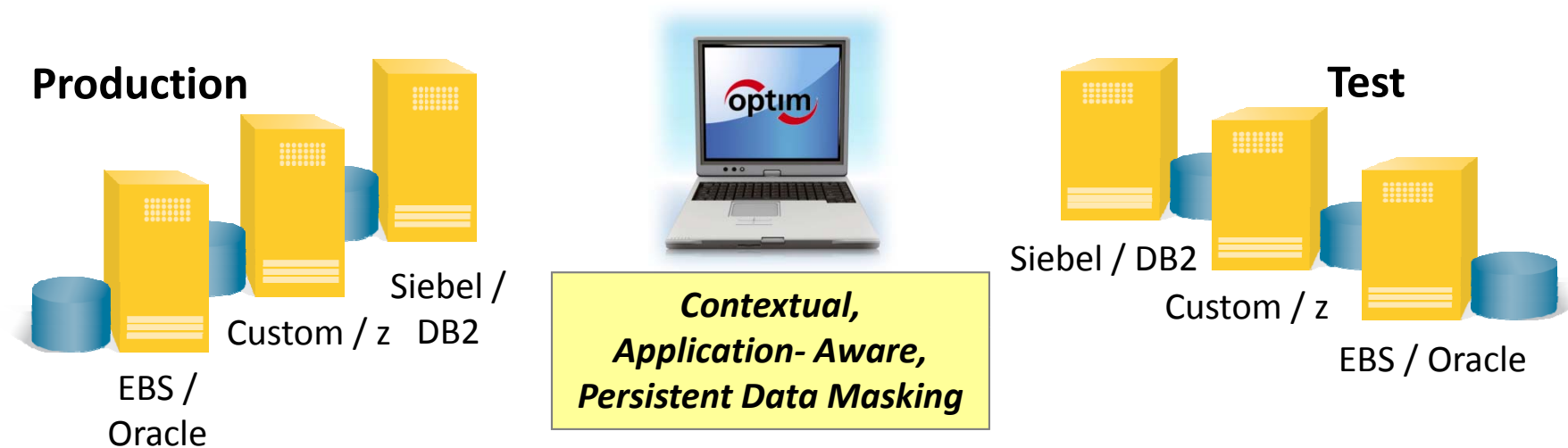
“How do we ensure live data is not used for testing/development/training purposes?”

2. Protecting Telco Data



IBM Optim Data Privacy Solution

– De-identify or “mask” your data



- De-identify, or mask, personally identifiable data that resides in test or other non production databases
- Replace confidential data (such as national identification number, phone number, credit card details) with contextually accurate but fictionalized data
- Create valid yet de-identified credit card and national identification numbers
- Assist with compliance of data privacy regulations (viz. GLBA,PCI)

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Challenge: Need to launch new services, fast

This consistently leads to the following issues...



CIO

“How do we reduce unnecessary costs and frustrations associated with application downtime?”

“How can we reduce/eliminate new application launch delays?”

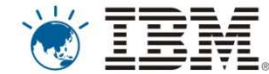
How do we create realistic, right-sized test databases, small enough to ensure rapid test runs?”

“How can we edit test data to create targeted test scenarios to validate error or boundary conditions?”



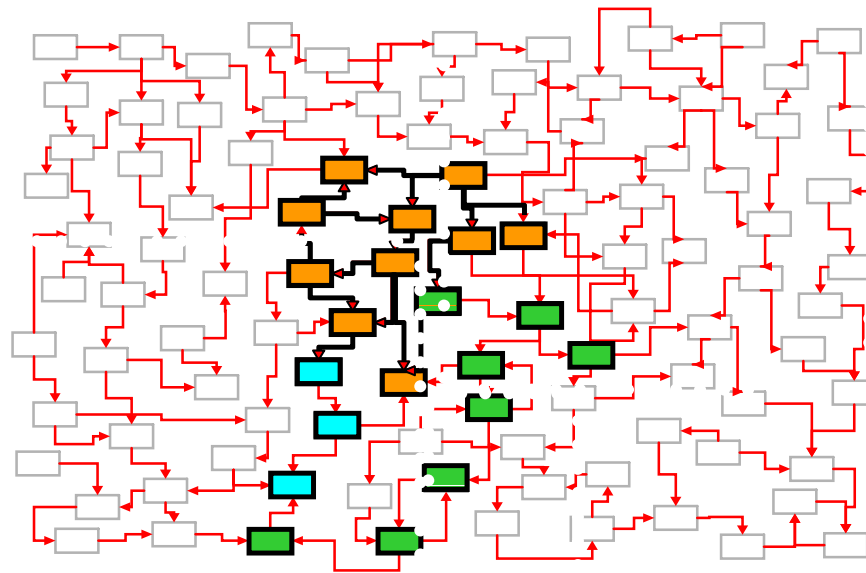
IT Team

3. Preserve Telco Data



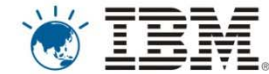
IBM Optim Test Data Management Solution

– *Improve application quality & performance*



Oracle ERP Legacy CRM

- Launch new or improved applications on a timely basis – thus improving customer satisfaction
- Reduce the amount of data that is stored in non-production environments – thus saving costs
- Catch errors earlier in the development lifecycle – thus reducing development costs
- Improved testing efficiencies will reduce or eliminate the number of application errors found in Production, thus improving the overall customer/end user experience



Vodafone (Spain)

Application

- Amdocs CRM

Challenges

- Supporting new business growth by addressing data growth issues affecting vital marketing campaigns.
- Sustaining superior levels of application performance.
- Managing years of customer data cost-effectively, while meeting data retention requirements.

Solution

- IBM Optim Data Growth Solution for Amdocs CRM

Client Value:

- Implemented scalable and flexible capabilities to manage data growth and support more frequent marketing campaigns.
- Maintained expected application performance to support superior customer service.
- Segregated current from historical interactions, while retaining easy access.

