

# Enterprise Asset and Service Management



## Summary

### The Challenge

- Increase operational efficiency
- Maximize ROI on assets

### The Solution

- Enterprise Asset and Service Management

### The Advantages

- Robust and scalable solution
- Incorporates industry best practices
- Customizable to business needs
- Enhanced Customer Experience

## Business Scenario

Today's telco market is more competitive than ever before. Excellent customer service, flexibility to adapt to a fast changing market and a maximum availability of network components and services rank among the critical factors for a successful telco operator.

Every organization uses physical assets (regardless of whether these are network elements, software, IT assets or non-IT assets) and logical assets to deliver services powering the business.

By concentrating on service delivery and taking a service management perspective on asset management, organizations can increase their operational efficiency and ensure they derive the maximum value from their investment.

Enterprise Asset and Service Management is a strategy and a solution which helps telecommunication companies to transform to a "lean, agile and business aligned operator".

## Operator's requirements

A solution which helps the operator to become excellent in service delivery and service support should comply with the following requirements:

### Business requirements:

- Powerful and flexible configuration management for assets and services
- Tracking of failures, i.e. trouble ticketing
- Support of Problem and Change Management
- Knowledge Base for efficient fault resolution
- Monitor activities based on Service Level Agreements
- Enhanced information exchange between
  - internal departments
  - external service providers
  - suppliers
  - other operators
  - valuable customers
- Work order tracking and resource planning capabilities

- Convenient access for all staff members whether internal, field service (mobile access) or external
- Powerful reporting capabilities to support quality assurance and continuous improvement

### Architectural requirements:

- One solution platform for all branches
- Support of any type of organizational structures
- Multi-language support within the same system for international use
- Supports easy changes of business processes
- Follows Asset and Service Management industry best practices, like ITIL and eTOM
- Supports the complete workflow from contact center to service technician
- Has a flexible and powerful integration framework
- Has standard adapters to common ERP systems
- Is a modern SOA-architected solution

### The Solution

Ascom's proposed solution for a company-wide Enterprise Asset and Service Management is based on the standard product IBM Tivoli Maximo Enterprise Suite.

- Reduce resolution time / change implementation times
- Improve responsiveness to customer / user requests
- Reduce incident volumes

- Improve the visibility of business processes
- Cost reductions – preventing unnecessary expenditure
- Cost reductions – avoiding Service Level related penalties
- Access to accurate real time data enables more effective management decision making
- Enable the IT and OSS function to demonstrate its value



### Acknowledgements

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Maximo Enterprise Suite provides the service management tools that enable you to run your business more effectively and appropriately. It is the first (and currently only) cross discipline unified platform for managing Telecom and IT services. Maximo Enterprise Suite is centered on the three core elements of people, assets and processes that combine to assure services are managed effectively, enabling you to react quickly to changes and unplanned events, evaluate performance and continuously implement improvements to your service delivery. These three elements are underpinned by contracts, inventory and procurement functionalities that can support a myriad of diverse business processes and policies. The entire solution is wrapped in a service level management solution that can be used to proactively monitor and manage the level of service delivery and/or quality of any entity within the system.

- Reduce unplanned outages / failed changes
- Minimize the effects of business impacting events
- Eliminate unnecessary / inefficient process steps
- Leverage unused capability (equipment and personnel)
- Increase availability (service, hardware etc)
- Provide reliable and accurate performance metrics

### Benefits

- Increase productivity / operational efficiency / efficient use of resources

