



asidua business services

case study

Unbundling the Local Loop with ADI

background

BT Ireland, a subsidiary of BT Global Services is one of the largest telecommunications companies in Ireland providing a wide range of voice and data services to the domestic and corporate marketplace. For several years BT Ireland operated as a retailer of Eircom DSL services, but more recently it has moved to offer services using its own 21st Century Network equipment installed in Eircom exchanges. This move would take advantage of the Local Loop Unbundling (LLU) of the Eircom access network and allow BT Ireland a competitive advantage in terms of both service features and cost. In order to leverage this new capability to maximum effect, BT wished to eliminate the need to manually handle each broadband order, considerably reducing cost and lead times. In 2007, BT approached Asidua requesting assistance to upgrade its existing bespoke architecture to a more service-oriented model that could cope with the new demands of LLU and future services.

client requirements

BT Ireland required a re-engineered OSS infrastructure which:

- Provided real-time, automated order validation, and back-end order fulfilment
- Provided support for the delivery of future unbundled products such as Consumer Broadband voice (a VoIP service already available in the UK) with minimal change
- Leverage existing enterprise applications such as CRM, billing and network management

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solution

The Asidua Business Services division delivered the following:

- An upgrade to the existing OSS architecture, to provide a range of reusable services hosted on existing enterprise applications such as Siebel and Arbor.
- Built and deployed an ADI hub architecture, which allowed the various LLU business processes to be supported by automated orchestrations which exercise services on enterprise applications.
- The hub architecture was built by customising the Microsoft Biztalk Server 2006 platform, and adding additional components developed by Asidua.
- An Asidua Business Activity Management and Control suite provided real-time business continuity and usage data pertaining to BT Ireland business processes.

benefits

- **Lower costs** – total automation of end-to-end business processes is delivering “zero touch” in the handling of LLU orders, reducing lead times by over eighty percent.
- **Future proofing** – through the use of SOA principles future services current and future enterprise application features can be reused as future services are deployed.
- **Compliance** – the architecture has ensured that BT Ireland is able to meet new service levels imposed by Eircom and the regulator in Ireland for LLU delivery.
- **Capability growth** – exposing LLU processes using open standards allows future value added services (such as VoIP) to be provided as bundled services on the same platform.

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the extra dimension

The extra dimension we provide lies in our bespoke methodologies which combine industry and home-grown standards, tools and techniques to guide our engineers via a few well-defined phases where we:

1. assist with identifying a need through **diagnosis**
2. ensure a proposed solution is *fit-for-purpose* through **modelling**
3. rapidly **realise** a solution using *best-of-breed* platforms and methods.

These unique tools are the product of the experience and know-how of our top architects blended with the latest integration technology and industry standard tools. By adding this extra dimension to any solution we can bypass typical pitfalls and ensure the most efficient and effective outcome.

adding the extra dimension

For the BT Ireland project, the extra dimension was added as follows:



- **Diagnosis** (ADI Road mapping)
Analysis against current in-house templates allowed us to rapidly understand both the BT Ireland architecture and Eircom LLU interfaces
- **Modelling** (ADI Component Modelling)
By employing ADI modelling, Asidua provided BT Ireland with a concise, panoramic view of a solution to the overall integration problem. From this reference point Asidua could rapidly define a range of services to be deployed on an ADI architecture to meet current and future integration needs.
- **Realisation** (ADI Console)
The Asidua ADI Console was deployed to allow BT and Asidua operational staff a view of active end-to-end business processes.

technology

Platforms employed:

- Microsoft Biztalk Server 2006
- Microsoft SQL Server
- Asidua ADI Console

Methods of customisation:

- .NET development
- SQL development
- XML modelling
- XSLT generation
- XLANG development

tools

Used for **Diagnosis**:

- Sector-specific architecture templates
- ADI road-mapping techniques

Used for **Modelling**:

- Use Case analysis
- UML modelling
- Entity relationship modelling
- ADI component modelling

Used for **Realisation**:

- Parallel development
- Life-cycle management using Microsoft Sourcesafe
- Rapid generation of ADI components using Microsoft Visual Studio tools
- The Asidua WEST tool was for management of distributed development teams.

asidua

Asidua delivers world-class software consultancy and services to clients across a broad spectrum of business sectors. Established in 2002, the company now has offices in Belfast, Birmingham and Dublin, and has achieved recognition as a Deloitte Technology Fast 50 company.



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