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WORK at LIGHTSPEED™

Delivery of English Premier League Soccer

ServiceNow Transforming Optus Satellite Business and Operational Support Systems Platform (BSS/OSS)

Nick Leake
Director, Satellite Customer
Optus Satellite

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servicenow

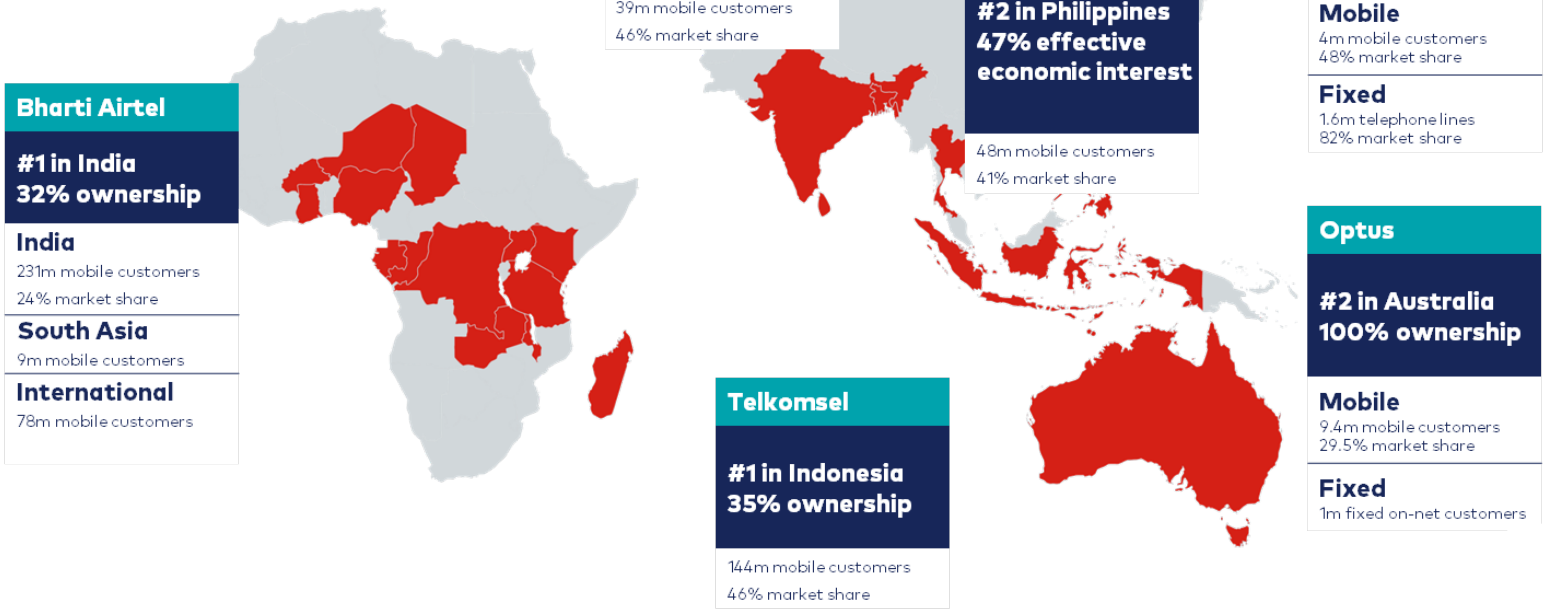


Delivery of English Premier League Soccer

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Director, Satellite Customer
Optus Satellite

Optus is part of the Singtel Group

Asia's leading communications group serving 640m mobile customers across 22 countries.





About Optus

Optus is an Australian leader in integrated communications, incorporating mobile, fixed and satellite technologies into a single network.

Optus is at the forefront of Australia's mobile-lead multimedia era. We are transforming to deliver innovative entertainment, information and communications technology services.

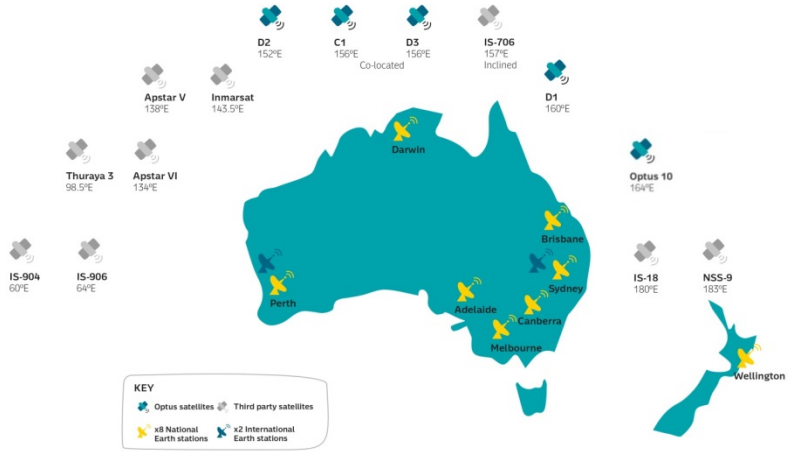
OPTUS | Satellite

Optus Satellite

- Optus Satellite is the leading satellite operator in Australia and New Zealand. With the largest fleet of domestic satellites we've been successfully providing premium satellite services for over 30 years.

- WTA certified satellite facilities in Belrose, NSW and Lockridge, WA, and an international gateway in Oxford Falls, NSW.

- Providing services for Broadcast, VSAT and Mobile Satellite offerings for Government, Enterprise, Small Business and consumers.









Why did Optus Satellite choose ServiceNow?

To improve our time to market which:

- Heavily relied on existing & multiple IT platforms/applications and support not tailored to Satellite products and services
- Had no control of resourcing, systems design or operations allocation
- Used the waterfall approach all product developments
- Resulting in:

long timeframes to introduce new products, no flexibility and end product lacking key features

To reduce our costs based on:

- Large matrix managed teams from multiple supports units
- High cost of delivery due to internal charging regimes
- Nothing being done without Cost centre or Project code to charge against – if funds run out project stops
- Fighting for CAPEX allocation

To control our priorities because:

- Satellite is a Small Business unit within a larger Telco
- The focus was on Mobile and Fixed developments

Impact of ServiceNow and changing our Business model has resulted in:

- Ability to bring a brand new product to market in a couple of months instead of 12 to 18 mths
- Ability to add a new rate plan in days, rather than weeks.
- A move to an Agile approach
- A ServcieNow IT team within Satellite trained from existing resource
- Control of design Architecture, System development and Operational support
- A CAPEX envelop allocation that Satellite prioritise
- Significant reduction in resource required from other support units
- Product development cost reduction from >$1M to < $200K

ServiceNow as Optus Satellite OSS/BSS platform

1. **Optus Satellite Instance** – Supporting Satellite Products (VSAT, MobileSat & Broadcast) as a Business and Operational support platform for Satellite dealers, channel partners, wholesalers, and their customers. This is a fully integrated end-to-end platform from order capture through to service delivery, management and billing.

2. **National Broadband Network Service Desk Instance** – NBN Managed Service Contract, including incident, problem and change management, reporting and outage management for NBN and its Service Providers.

3. **Australian Government Instance** – Satcom Service Management Contract, including incident, problem and change management, as well as satellite capacity, bookings, inventory and staff management.

RigNet

nas

URSYS

nbn
Australia's broadband network



Optus and the English Premier League



OPTUS | Satellite

The English Premier League

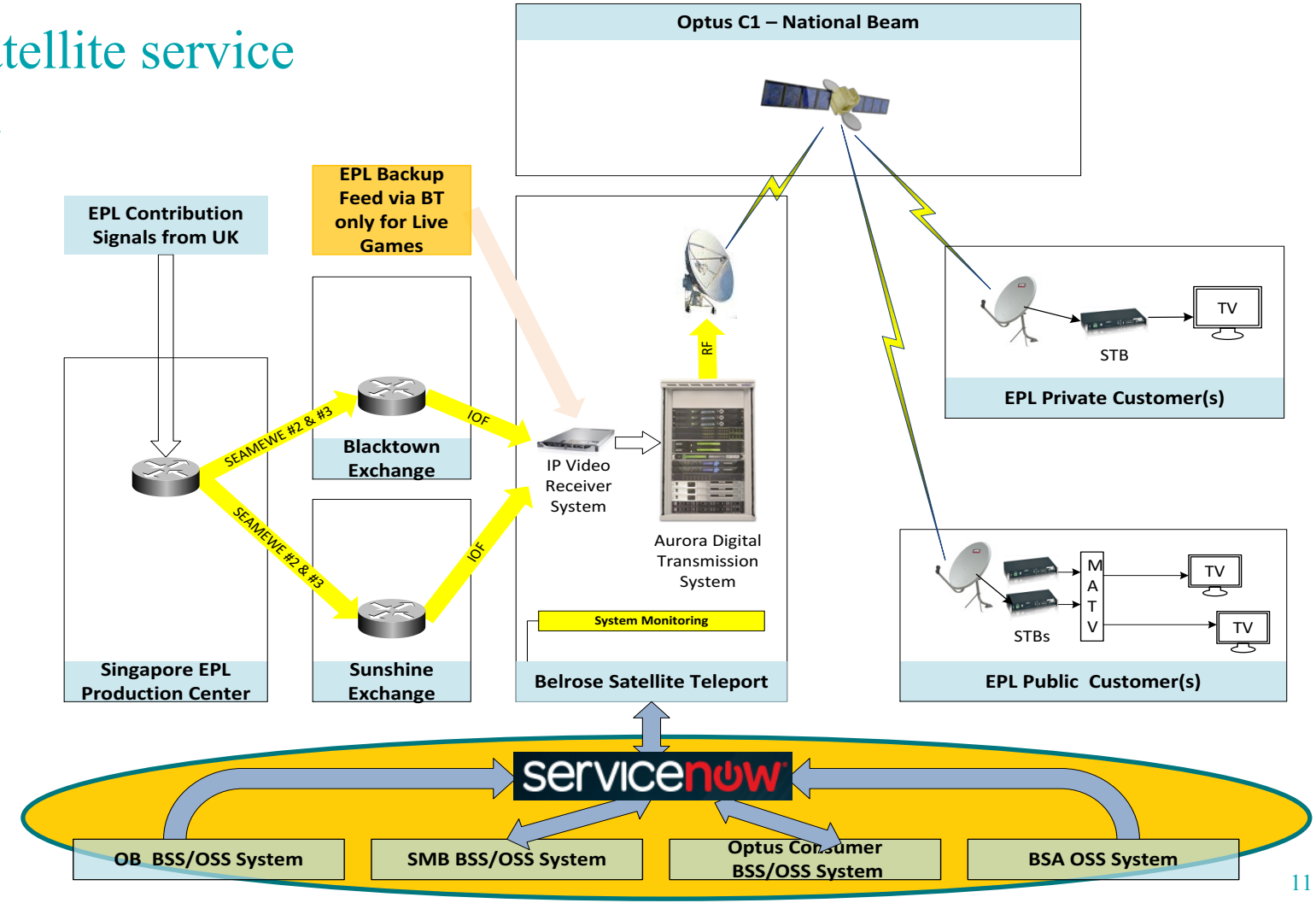
In November 2015 Optus won exclusive broadcast rights to deliver the English Premier League with Australia

- Australia's first ever 24/7 football channel dedicated exclusively to the English Premier League, and carried on Optus' subscription TV platform, Optus TV with Fetch
- Live broadcast coverage and digital rights for broadband and mobile for all 380 Premier League games for three seasons from 2016/17 to 2018/19.
- The Premier League is one of the most sought after sports properties for content providers globally.
- Optus goal to increase customer acquisition for mobile and fixed business plus business retention.

OPTUS | Premier League



How the Satellite service is delivered



Project Scope

- ✓ Use ServiceNow to consolidate and align Business and Operational Support Systems into a single platform for day to day operations.

- ✓ Deliver support for two EPL Services
  - **Private Viewing:** Consumer/Residential Customers
  - **Public Viewing:** Hotels, Pubs/Clubs

SALES MARKET:
- **Optus Business**
- **Small & Medium Business**
- **Consumer**



From concept to implementation within 6 months

Business challenges:

- Sales channels
- Complexity
- Timeframe





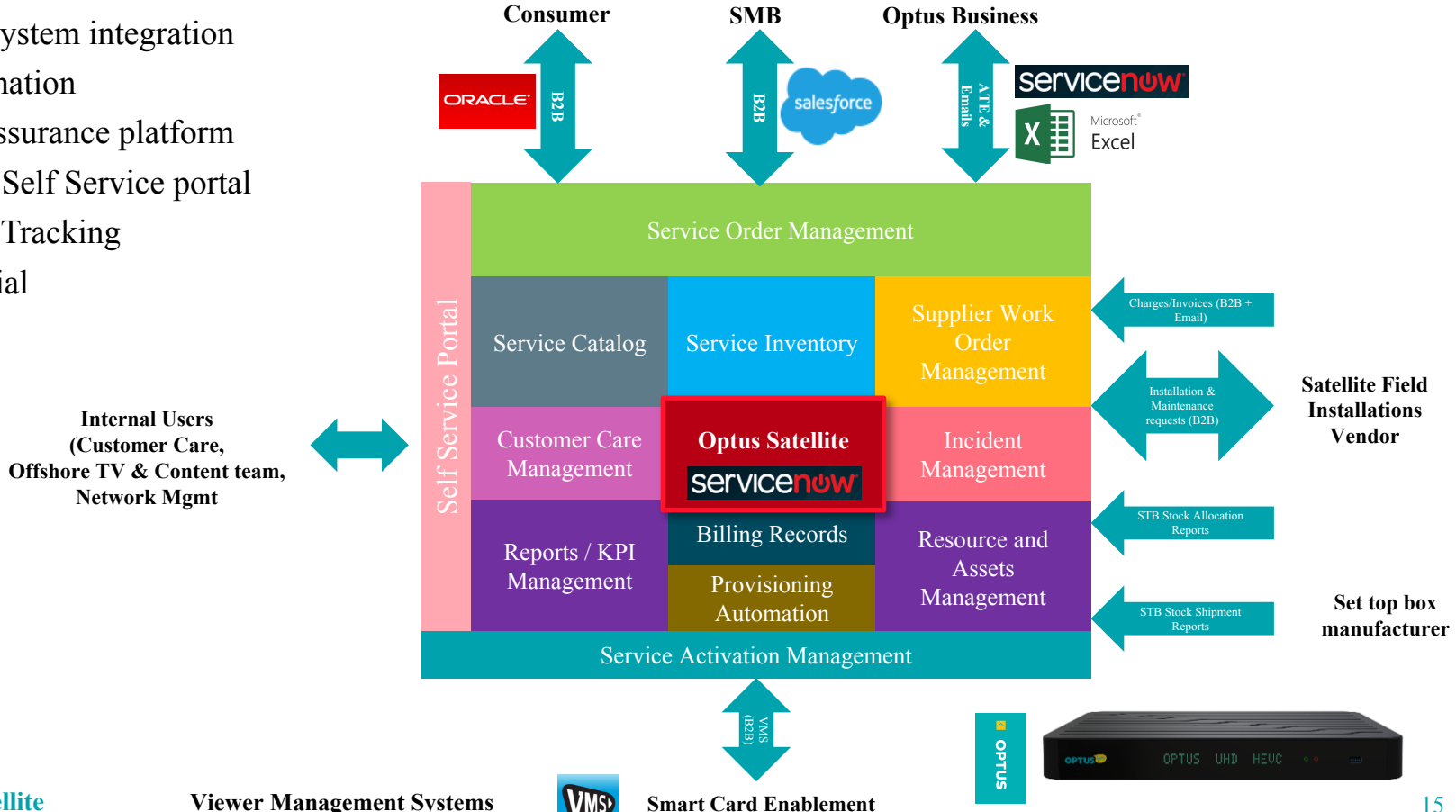
Three Optus business units all using different internal IT systems

Requirement: To create a suitable Premier League viewing solution that worked for the 3 sales channels.

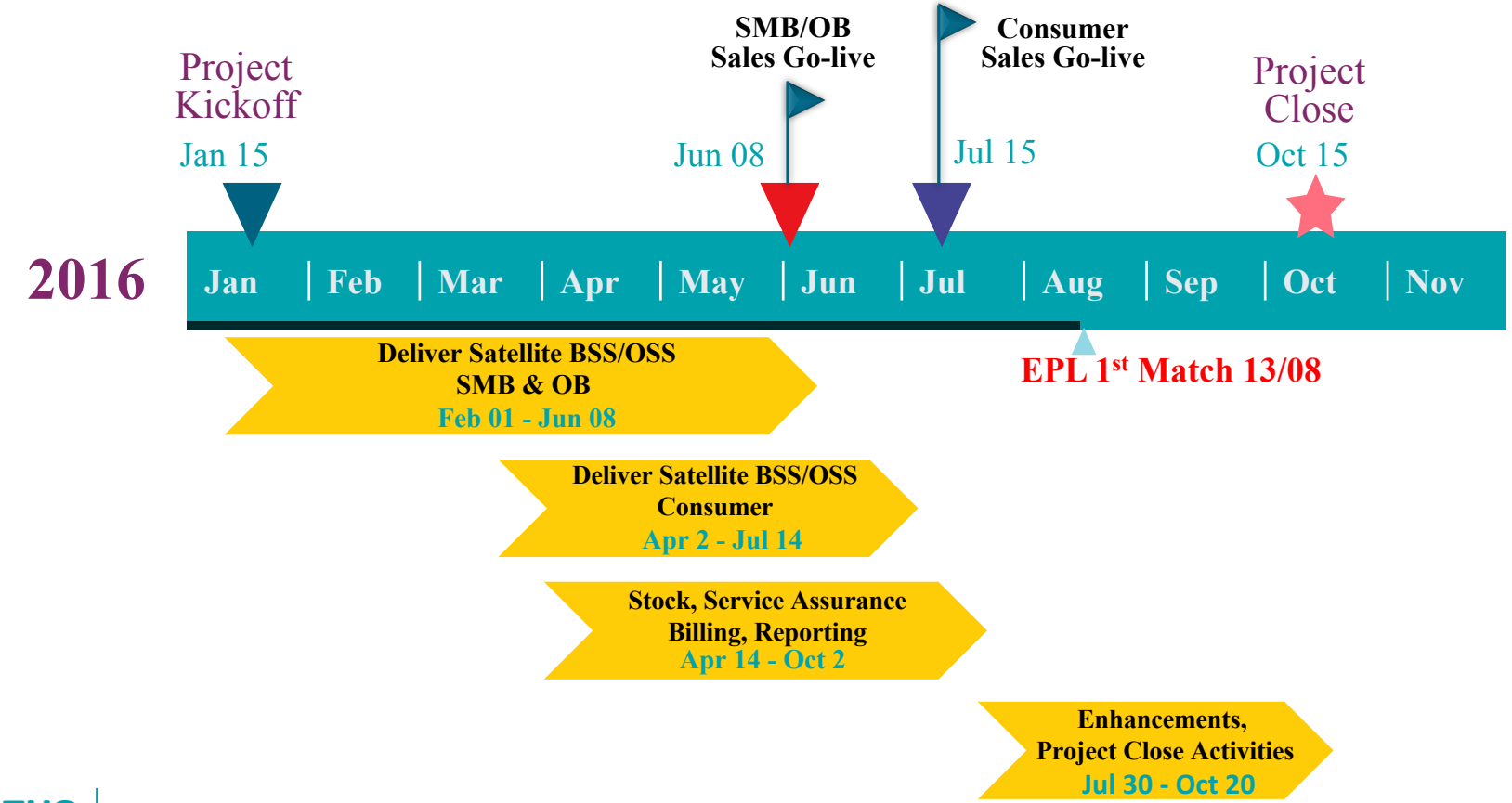
Optus Business (OB)	Small-Medium Business (SMB)	Consumer
• Sells into large businesses such as hotels, casinos and large theme pubs	• Sells into smaller venues such as small pubs/clubs	• Sells to consumer customers wanting a premium premier league service

Complex Business Requirements

- Multiple system integration
- Full automation
- Service Assurance platform
- Customer Self Service portal
- Inventory Tracking
- Commercial Reporting



Timeframe


Project Kickoff
Jan 15
SMB/OB Sales Go-live
Jun 08
Consumer Sales Go-live
Jul 15
Project Close
Oct 15
2016
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Deliver Satellite BSS/OSS SMB & OB
Feb 01 - Jun 08
EPL 1st Match 13/08
Deliver Satellite BSS/OSS Consumer
Apr 2 - Jul 14
Stock, Service Assurance Billing, Reporting
Apr 14 - Oct 2
Enhancements, Project Close Activities
Jul 30 - Oct 20

ServiceNow Functionality

Modules used in the EPL implementation:

- Product & Service catalogue
- CMDB
- Workflows
- APIs (SOAP and REST)
- Incident, Problem and Change Management
- Asset Management & Inventory
- Custom tables for Billing data
- PPM and Agile development



Version and Upgrades:

- Developed on ServiceNow Geneva version
- Upgraded to Helsinki

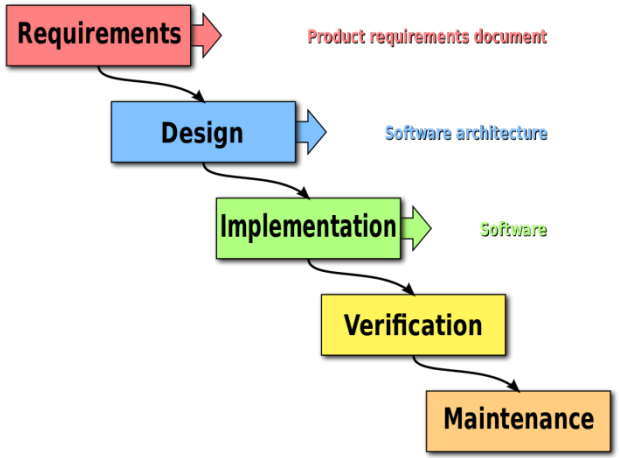


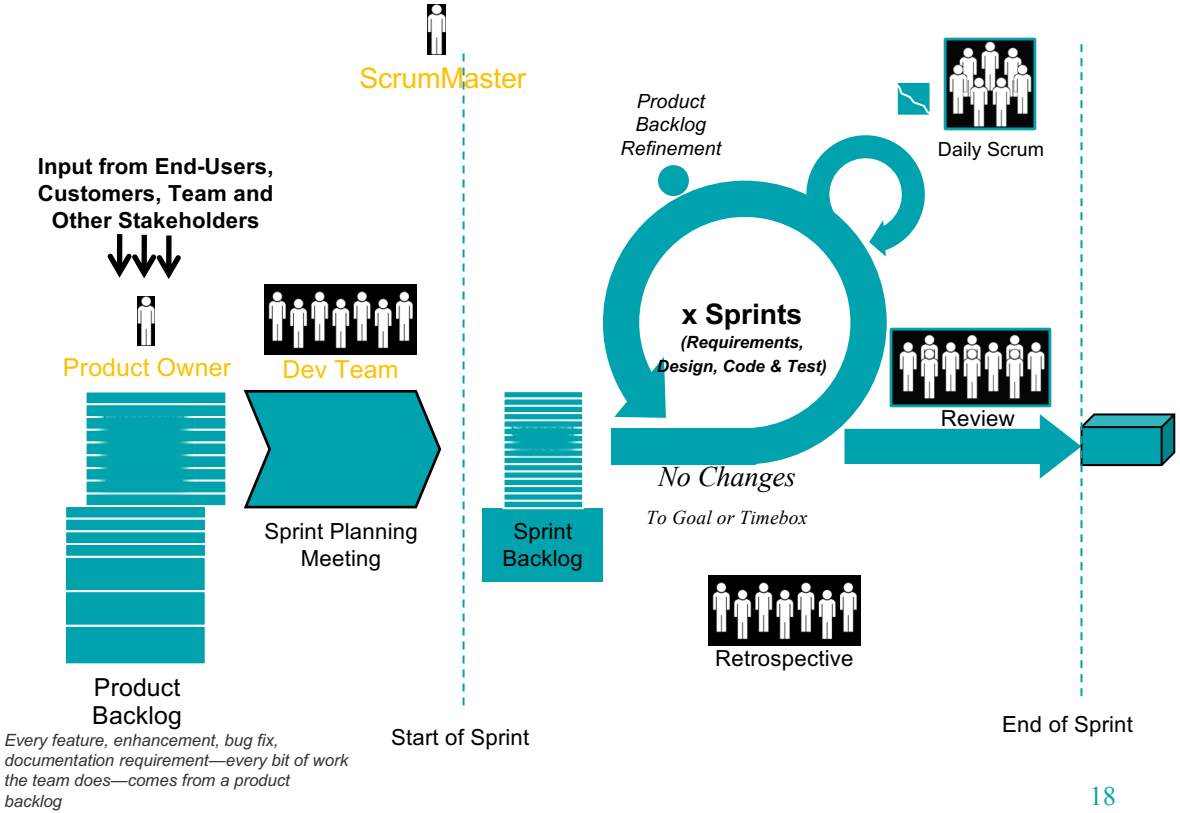
Best Approach

Traditional Telco Waterfall

VERSUS

Agile:
Increased productivity and engagement with stakeholders



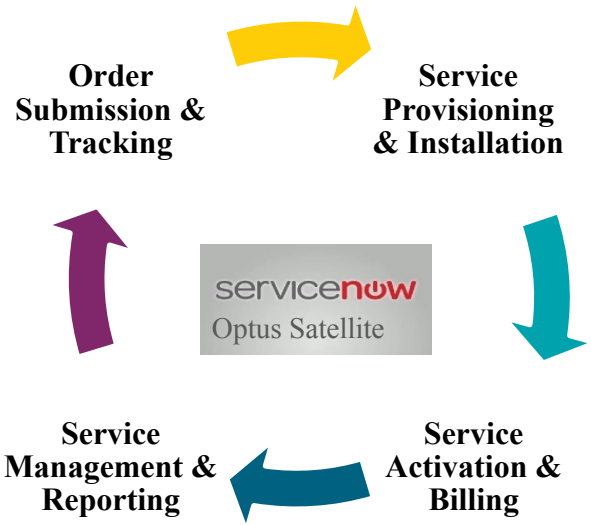


Delivery outcomes

ServiceNow Capabilities

PRODUCTS | CUSTOMERS | ORDERS | PROVISIONING & WORKFLOWS | ACTIVATION & BILLING | CUSTOMER CARE | SERVICE ASSURANCE | MAC & TERMINATION

- Interfaces for customer orders for products:
- SMB Salesforce B2B
- Consumer Oracle SDP B2B
- OB Workbook & ATE



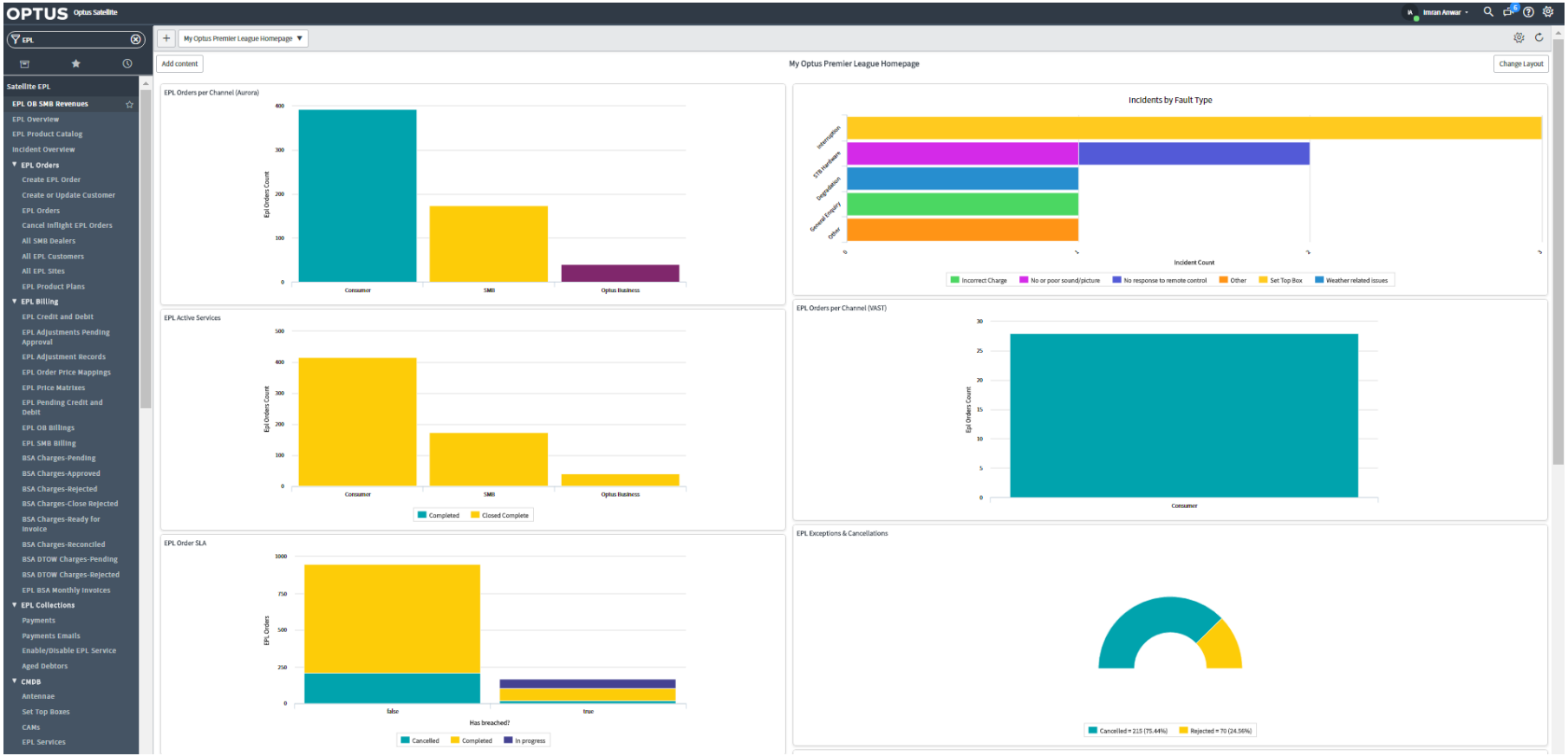
- Workflow-based execution of the Order Fulfillment Process
- Automated & Manual provisioning e.g Smartcards
- Integration with the Satellite Installation Vendor (B2B)
- Stock Management & tracking

- Customer Care Application
- Service Assurance, Incident & Problem Management
- Assets and Stock Management
- Warranty Management
- KPI management
- Dashboards and Reports

- Service Activation & Service Inventory (configuration items)
- Billing Automated
- Billing Manual
- Billing files exported
- Revenue Reporting
- Billing reconciliation & Commissions for Sales/Dealers

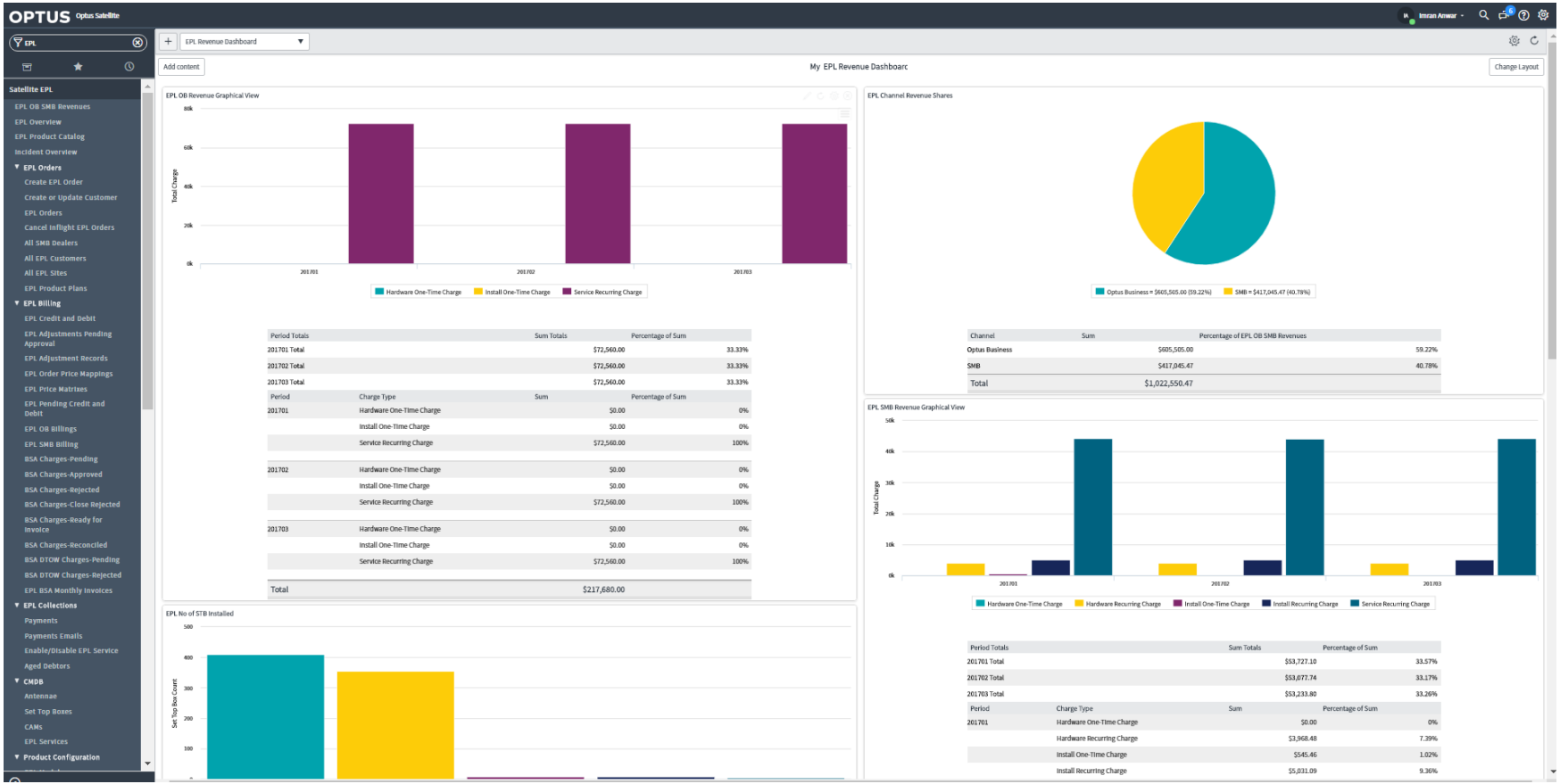
Powerful Business Reporting

(Orders, Services, Tickets)



Powerful Business Reporting

(Revenue, Expenses and Stock status)



Period Totals	Sum Totals	Percentage of Sum
201701 Total	$72,560.00	33.33%
201702 Total	$72,560.00	33.33%
201703 Total	$72,560.00	33.33%

Period	Charge Type	Sum	Percentage of Sum
201701	Hardware One-Time Charge	$0.00	0%
	Install One-Time Charge	$0.00	0%
	Service Recurring Charge	$72,560.00	100%
201702	Hardware One-Time Charge	$0.00	0%
	Install One-Time Charge	$0.00	0%
	Service Recurring Charge	$72,560.00	100%
201703	Hardware One-Time Charge	$0.00	0%
	Install One-Time Charge	$0.00	0%
	Service Recurring Charge	$72,560.00	100%
Total		$217,680.00	

Channel	Sum	Percentage of EPL OB SMB Revenues
Optus Business	$605,505.00	59.22%
SMB	$417,045.47	40.78%
Total	$1,022,550.47	

Period Totals	Sum Totals	Percentage of Sum
201701 Total	$53,727.10	33.57%
201702 Total	$53,077.74	33.17%
201703 Total	$53,233.80	33.26%

Period	Charge Type	Sum	Percentage of Sum
201701	Hardware One-Time Charge	$0.00	0%
	Hardware Recurring Charge	$3,968.48	7.39%
	Install One-Time Charge	$545.46	1.02%
	Install Recurring Charge	$5,031.09	9.36%

Benefits for our Satellite Business

Key gains and achievements:

- Increased experience of the Satellite IT team (only 1 external recruitment)
- Increase in skill levels enabling a small, nimble and flexible team supplemented by ServiceNow SI's for major projects
- Larger Optus IT fully accept and support the build of new services on ServiceNow and understand that any build needs ServiceNow integration
- Day to Day management:
    - Allocation of 130 licenses offshore for technical help desk to manage processes which can be utilised for new Satellite products
    - Stable platform well designed and implemented – no further change requests required on functionality/capability unless new plans required, basically in Admin mode



Where to from here?

What's next for ServiceNow

- Customer Service Management (self service portals)
- Launch of more CRM capabilities
- Uplift customer experience with ServiceNow
- Expand our OSS capabilities by introducing ServiceNow ITOM,
- Performance Analytics and Orchestration capabilities

Current Integration Activities

- Integration with Mulesoft Platform for B2B and publish APIs for our Dealers, Wholesalers and Customers.
- Introduce Robotics using Deloitte to automate business processes across multiple functions and implement digital workforce transformation.



Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

Nick Leake
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Q & A

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Thank you
& Questions
L.F.C.
OPTUS