HIGH PERFORMANCE TELECOMS

CONTACT US |

WESTERN CAPE

Email: contactus@nebula.co.za

Tel: +27 21 555 3227; +27 21110 5100

Address: 22 Park Lane
Century City
Cape Town 7446

Postal: PO Box 227
Century City 7 446

GAUTENG

Email: contactus@nebula.co.za

Tel: +27 12 661 0400

Address: Unit 1001, 1st floor
267 West Street Building
267 West Avenue
Centurion 0157

Postal: Postnet Suite 43
Private Bag X108
Centurion 0046

LEGAL DISCLAIMER |

Article content Is not intended to answer specific questions or suggest suitability of action In a particular case. Comments or questions about the article may be directed to the author at insight@nebula co za.

TABLE OF CONTENTS

INTRODUCTION –
HIGH PERFORMANCE TELECOMS

01

The telecoms environment within large enterprises is becoming increasingly complex as new technologies emerge at an ever increasing rate. In order to stay competitive in this increasingly complex and fast-paced world, businesses must ensure that their internal telecoms environment is performing at the highest possible levels.

The need for High Performance Telecoms is driven by two distinct factors:

- The New Performance World
- The New World of Telecoms

The New Performance World is the fast-paced, digital world in which businesses must now operate. In this new performance world, every single second, and every single action, can be tracked and measured more precisely than ever before.

This new reality creates increasing pressure and complexity in the business environment. This means that there is an increasing need for the reliance on technology solutions and telecoms systems to create and drive business performance. Telecoms has therefore become one of the core business pillars driving modern day enterprise performance.

The New World of Telecoms refers to the ever changing advancements in telecoms technology and the increased speed of innovation in the telecoms environment.

These advancements have greatly increased the complexity of telecoms for businesses, and created the need for a new approach to telecoms. Therefore the creation of, and reliance on, a High Performance Telecoms Environment is essential to the performance of a business, and how the business creates success, growth and wealth.

WHO NEEDS HIGH PERFORMANCE TELECOMS?

02

A High Performance Telecoms environment is essential to any large enterprise that wants to take control of its telecoms environment and get the best possible performance out of it.

Companies that will benefit from a High Performance Telecoms Environment include:

Companies with a large, complex footprint – these companies have multiple data flows and complex business models. They are reliant on technology and telecoms for efficient communication and business processes.

Companies where telecoms is an embedded part of the client offering – this includes companies where telecoms is a crucial component of the service they offer and/or is critical for supporting a positive end-user experience.

Companies where the staff are reliant on a complex telecoms environment – any company where the staff use a multitude of different communication devices, processes and systems.

Companies that require best of breed telecoms technology – These are companies whose business model is supported by implementing best-in-class telecoms and technology infrastructure.

Companies that require an optimal telecoms infrastructure – any company that has a critical reliance on the real-time functioning and efficiency of their telecoms network.

Companies where telecoms is a significant expenditure – these are companies that consume a high level of telecoms products and services where changes in expenditure or usage could have a big impact on business performance.
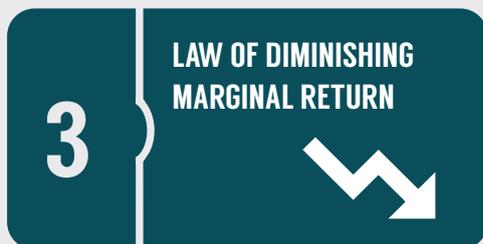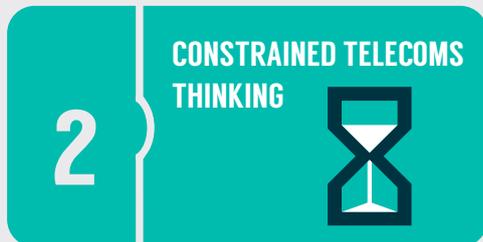
CONSTRAINED TELECOMS THINKING

Telecoms as a business category is becoming increasingly complex. Increasing numbers of service providers are moving towards an integrated supply chain model, and introducing increasingly complex technology. This makes it more difficult for the client to gain control and get a simple, yet complete view of their telecoms environment.

As the telecoms environment becomes more complex it becomes more difficult to maintain the levels of skill required to manage increasingly complex telecoms within the enterprise. This in turn creates further inefficiencies and complexities which can be harmful to the business processes and bottom line.

TELECOMS COMPLEXITY

INCREASING COMPLEXITY

DECREASING PERFORMANCE

INNOVATION

HUMAN SKILL
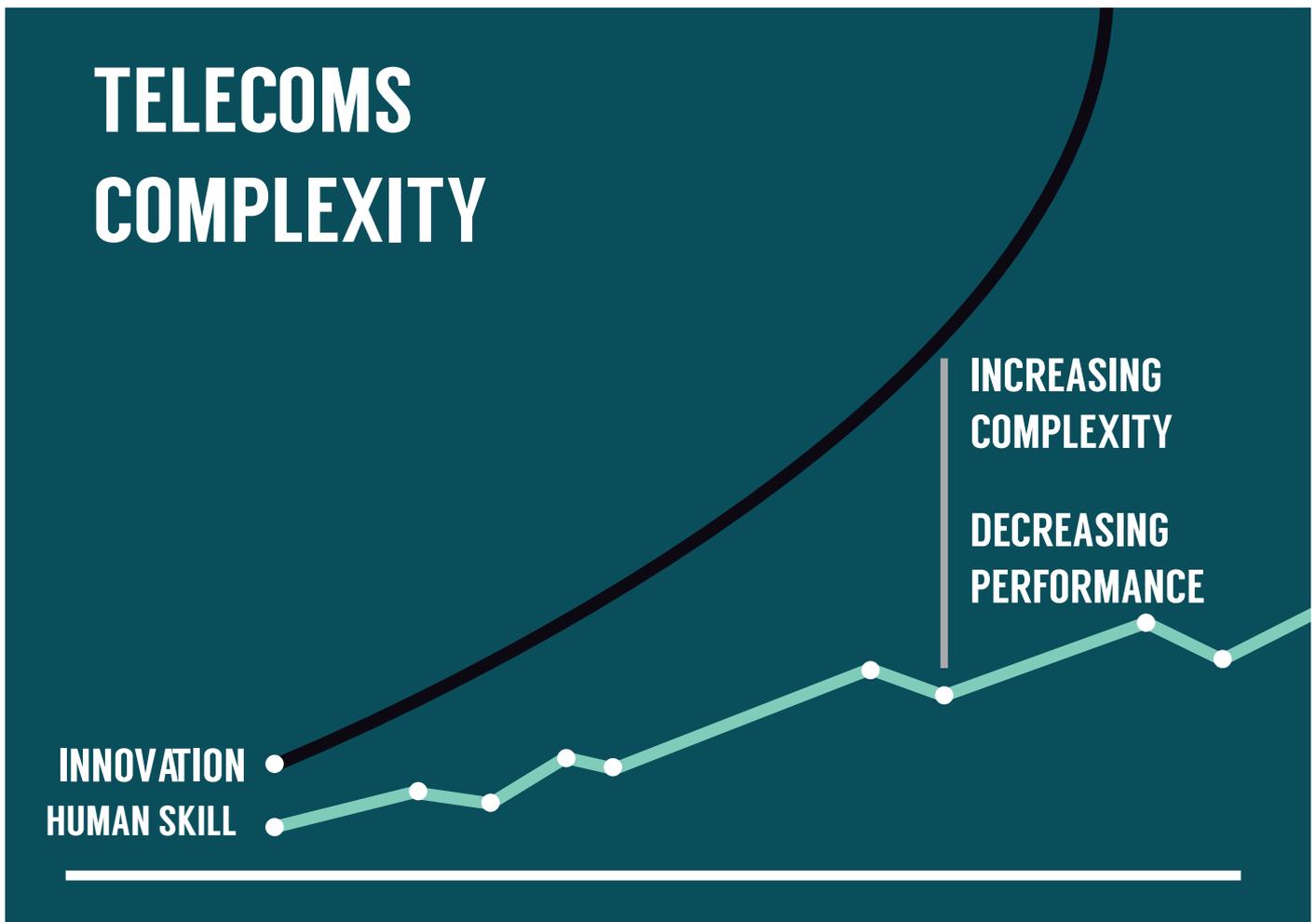
TRIPLE FACTOR FORCES OF TELECOMS CONSTRAINTS

1 INCREASED TELECOMS COMPLEXITY

2 CONSTRAINED TELECOMS THINKING

3 LAW OF DIMINISHING MARGINAL RETURN

The ultimate goal of High Performance Telecoms is therefore to simplify the telecoms environment by ensuring speed, control and accuracy.

Within large enterprise companies there are typically three factors which lead to constraints within the telecoms environment. These are:

1.   **Increased telecoms complexity:** the constant advancement in technology and innovation has made the telecoms environment and associated service offering for large enterprise extremely complex.

2.   **Constrained telecoms thinking:** It is becoming increasingly difficult to ensure that the required level of skill is available within a company to manage a large and intricate telecoms environment. This decrease in skills capability reduces the company's ability to implement and manage new telecoms innovations.

3.   **Law of Diminishing Marginal Return:** by only focusing on maintaining current technologies and not having the ability to implement and manage new telecoms innovations that could have real positive impact on the business, companies reach a tipping point where performance will marginally decrease with increase of human input.

In order to overcome these constraints a company must create a High Performance Telecoms Environment.

These three forces work together to decrease the performance of a telecoms environment within a large business. If these forces are not managed and planned for, it can have a negative impact on business performance and market positioning.

In order to overcome these constraints a company must create a High Performance Telecoms Environment.

IMPLEMENTING A HIGH PERFORMANCE TELECOMS ENVIRONMENT

04

HIGH PERFORMANCE TELECOMS

CONTROL

SPEED

ACCURACY
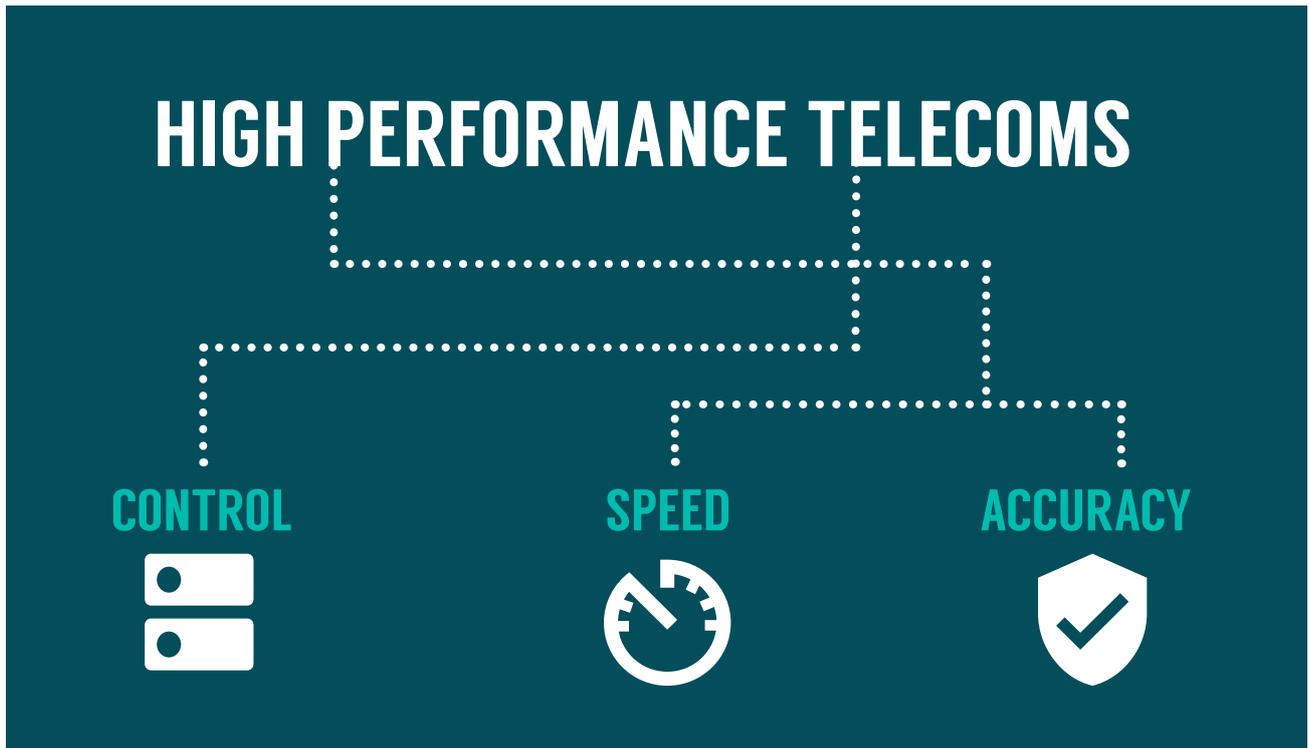
Because many companies are currently dealing with a challenging and complex telecoms environment, it can cause constraints on the company's performance and cause wastage of telecoms products and services.

A High Performance Telecoms environment can however help enterprises simplify their telecoms by focusing on eliminating complexity and creating an environment that allows for control, speed and accuracy. Implementing innovative solutions that can

simplify the telecoms environment, such as an integrated telecoms management solution, will improve performance across a company's telecoms environment enabling higher levels of efficiency, reducing spend wastage and improving communication.

By making the internal telecoms in a company faster, simpler and more accurate through system-generated knowledge, the company will benefit from improved performance.

Nebula has identified four steps necessary to implement a High Performance Telecoms environment:

1. **Automate complex tasks**
This is enabled through the creation of systems that automate significant complex telecoms tasks.

2. **Seamlessly integrate with service providers and 3rd party applications**
Eradicate complexity through seamless integration into service providers and 3rd party applications.

3. **Create real-time data enrichment and purification**
Gain control by creating real-time data enrichment and purification to provide you with more intelligent uninterrupted data to use for pro-active decision making.

4. **Create a systems-generated knowledge base**
Improve performance by creating a systems-generated knowledge base for the full telecoms spectrum within the enterprise, allowing for real-time optimisation and control.

Implementing a High Performance Telecoms environment within a business gives an organisation the enhanced capability to highlight problem areas, and the knowledge and skills to correct, improve and sustain those changes.

A real time life-cycle management system will help a business eradicate complexity and give the company more control over the performance of their telecoms environment.

This gives the business the flexibility to deploy best-of-breed technology and services, as well as enabling real-time enterprise visibility across business units and service providers. It can also empower end-users through fully customisable self-service points.
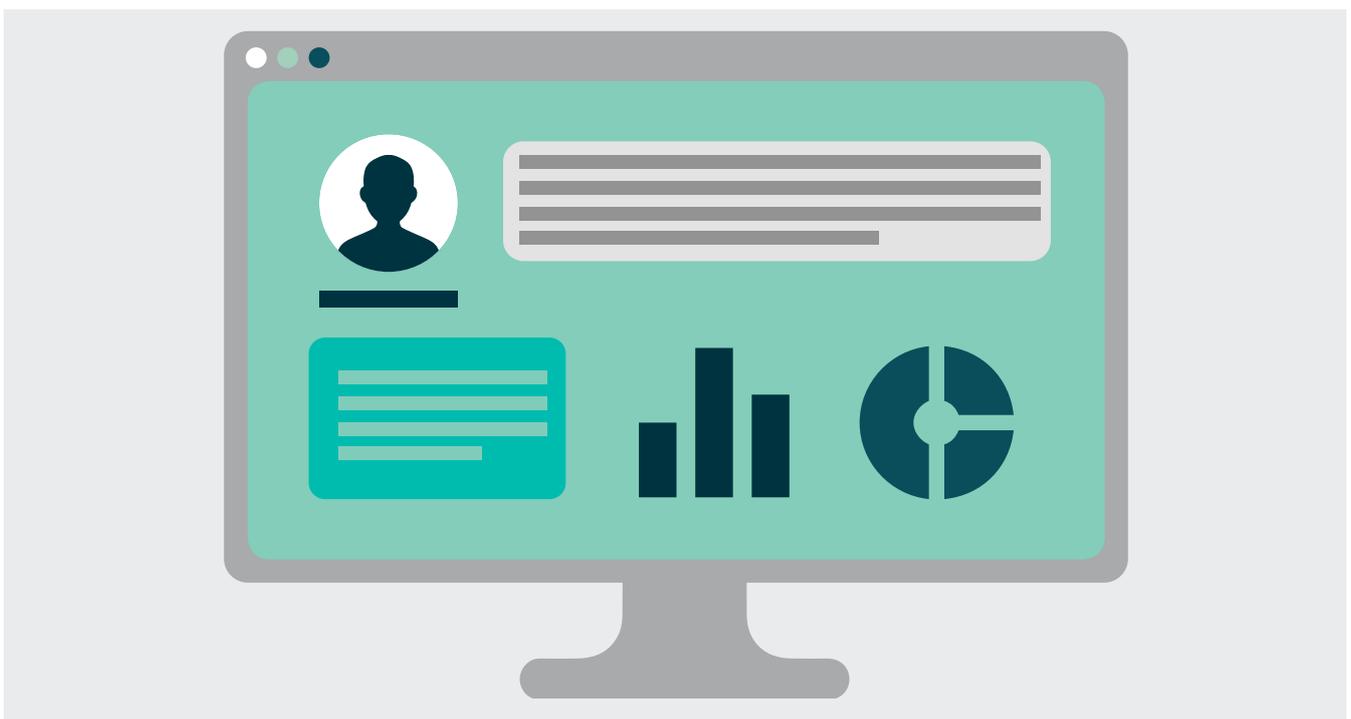
BENEFITS OF A HIGH PERFORMANCE TELECOMS ENVIRONMENT

05

By implementing a High Performance Telecoms environment within the business, a company will begin to see real business benefits across a variety of areas.

Return on investment – a High Performance Telecoms environment is guaranteed to provide both direct and indirect cost savings for a business.

Operational simplification – the automation of complex tasks will improve operational processes throughout the business.

Reducing risks – a High Performance Telecoms environment can highlight and minimise risks that could negatively impact a business.

Ensured compliance – improved telecoms systems and practices will ensure that a company conforms to regulatory and statuary policies.

Accurate and pro-active decision support – precise data collection, verification, analysis and enhancement enables real-time visibility so that a company has complete control over business units and service providers.

More control – an enterprise management solution will empower a business to take greater control of its enterprise performance.

Increased flexibility – the business will have the flexibility to deploy the full spectrum of best-of-breed technologies and services in its telecoms environment. It will also be able to implement effective multi-vendor integration, management and contracting, with more flexible contracts and minimised lock-in.

Increased visibility – a High Performing Telecoms environment will provide real-time enterprise visibility and control across business units and service providers.

Empowered end-users – by providing a fully customisable self-service portal with user profiles, and integrated user views, a company can manage work-flows and automate policies. There is also a reduced reliance on internal IT and telecoms skills as employees can more easily manage their own telecoms needs.

NEBULA'S HIGH PERFORMANCE TELECOMS OFFERING

06

Nebula has developed OneView ™ in order to enable a High Performance Telecoms environment within enterprise businesses. OneView is a next generation, cloud-based telecoms management system that provides real-time visibility and control of enterprise telecoms usage and performance.

Through integration with services providers and 3rd party applications, OneView enables automation, collection, enrichment and verification of enterprise usage, spend and vendor performance.

OneView provides the enterprise with access to a system-generated knowledge-base, through a simple and effective self-service portal, enabling high-level visibility as well as in-depth analysis of a company's entire telecoms environment, helping businesses to make pro-active decisions and reduce wastage.

It assists in optimizing all enterprise operations and connectivity, thereby empowering businesses to take advantage of every opportunity.

Unique characteristics of OneView:
· **It is a multi-vendor system:**

OneView collects and verifies data directly from multiple vendors and service providers.
· **It offers seamless service provider integration:** It integrates with all service providers, 3rd party applications and vendors to automate complex tasks and give you more power.
· **It provides an independent view:** Nebula's extensive experience in the telecoms industry ensures that companies' telecoms environment operates at optimal performance levels in order to optimise their telecoms environments.
· **It is fast:** OneView can provide a business with a complete assessment of its entire telecoms environment within 40 hours.
· **It provides dynamic integration of market trends:** OneView can seamlessly adapt to market trends and integrate them into the system.

Nebula's OneView system provides speed, control and accuracy to run your company's telecoms environment.

FOR MORE INFORMATION |

To find out more about **OneView**, please send an email to **ContactUs@Nebula.ca.za** with "OneView" in the subject line, and a Nebula staff member will contact you.

You can also visit any of these platforms for more information and latest company news.

www.nebula.co.za

Nebula

@onenebula

Nebula Telecommunication