



COMMUNICATIONS COMPANY BOOSTS PERFORMANCE WITH NEW NETWORK

WIND TELECOMMUNICATIONS

/// CASE STUDY



Wind wanted to build a telecommunications business from the ground up in Italy's newly deregulated market. It turned to EDS, an HP company, for its technical expertise in quickly planning, then developing the company's network database.

CLIENT PROFILE

www.wind.it

Wind Telecommunications has grown radically since its 1997 start-up. With approximately 14 million customers, Wind is the only European operator to offer integrated telephone, Internet and mobile communications services.

Industry:

Communications, Media & Entertainment

Founded: 1997

Business Needs Addressed:

Growth
Productivity

Wind quickly became the leading player in Italy's cutthroat telecommunications market. Today, it has more than 25 million fixed telephony, mobile and Internet clients.

Wind needed to establish a network after deregulation

Following the deregulation of Italy's telecommunications market, Wind obtained licenses to begin services. But getting the company off the ground was not going to be easy. In a market that would soon be swarmed with competition, Wind had set ambitious goals to launch wireline and mobile services in six and nine months, respectively. Until Wind could develop its own network, however, it had to share network resources with other providers, some of which were also its competitors. Even more critically, Wind had few employees with the technical expertise to manage the complex network environment - a hodgepodge of disparate systems from different vendors. It would require careful integration to make those systems work with Wind's internal ones. Because no off-the-shelf application could satisfy Wind's requirements, it looked to EDS.

EDS and Wind released a network database in just a few months

EDS showed Wind how it had tackled similar projects for other telecoms during a "deep insight workshop." So, confident in EDS' approach and expertise, Wind chose EDS to be its IT partner. To begin, EDS and Wind planned the project and chose the core team. Then, EDS engineers with expertise in developing network management applications worked hand-in-hand with Wind's technical team. Thanks to the careful team approach, it took only a few months to release the first version of Wind's network database.

EDS' BEST-IN-CLASS TOOLS AND METHODS

Software development tools and methods included Oracle® Developer 2000 and Designer 2000, PVCS, SLC3, PM2, BMC® Patrol, PL/SQL. The database was Oracle 8. Operating systems were UNIX® and Microsoft® NT.

Services featured

- Applications Development Services

Telecom cut costs, improved service and realized robust growth

Wind quickly became the leading player in Italy's competitive telecommunications market, and today has more than 25 million fixed telephony, mobile and Internet clients. Since the network database came online, it has evolved as fast as Wind's network infrastructure and services. We have helped automate and optimize several of Wind's key business processes in areas such as inventory; network planning, design, operations, and maintenance; and service assurance. With the new system, Wind reliably manages a complex mixture of networks - wireline, mobile and data - running on different platforms provided by different vendors.

What's more, the system complies fully with the recommendations of the International Telecommunications Union-T, the United Nations telecommunications agency established to provide communications procedures and practices globally.

By managing its network environment more efficiently, Wind lowers internal costs and provides better telephone service for its burgeoning customer base.

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