

Project Note

Planning a telecommunications service platform

A new service delivery platform provides a uniform base for development and integration of new services. Zühlke specifies the SDP requirements and prepares a detailed cost/benefit analysis.

Task

A prerequisite for success in the telecommunications market is the rapid and successful implementation of innovative services. However, to produce good long-term turnover the integration of new products into the existing system environment must be achieved cost-efficiently.

Vodafone planned the creation of a Service Delivery Platform (SDP), which provides a uniform base for development and integration of new services. Zühlke was engaged to specify the SDP requirements and to prepare a detailed cost/benefit analysis in a very tight time frame.

Implementation

At first, to comply with the central requirements, an initial functional SDP architecture was developed. This partitioned off the SDP application area in relation to other systems. On this basis the task was broken down into two parallel workstreams. The requirements workstream initially gathered and classified the needs of product developers, as future SDP customers and the needs of operators of the systems to be integrated. From there, the SDP vision document was prepared, which provided an exact overview of the project goals and the SDP scope of services. The requirements of the various stakeholders in the platform were clearly highlighted. At the same time, the Commercial Workstream collected relevant key base figures within the company, which made the cost structure of the current service development clear. Furthermore, statistical data and projections for the future development of the service portfolio were collected. Both Workstreams described concrete development projects for the iterative SDP realisation and their expenses were estimated, which resulted in a budget overview for three financial years. The advantages of SDP were described in



detail, and where possible, also quantified. The profitability of the total SDP program was shown through estimated cost savings and increased turnover, due to reduced time to market, and based on meticulously documented assumptions. The analysis project was successfully concluded by the agreed deadline.

Customer benefits

- **Documentation:**
SDP vision showed the thread from strategic goals via requirements to the point of the concrete operating area.
- **Know-how methodology:**
Zühlke carried out the necessary expense estimates with the SPR knowledge plan tool, which was calibrated with data from comparable Vodafone projects.
- **Engineering expertise:**
The technically complex interrelationships of the required solution were quickly recorded and taken into consideration in the analysis.
- **Reliable planning:**
On the due date, individual project elements with detailed cost structure were available for the budget planning process of the customer.



Zühlke Engineering AG
Wiesenstrasse 10a
8952 Schlieren (Zurich)
Switzerland
Phone +41 44 733 6611
Fax +41 44 733 6612
info@zuehlke.com
www.zuehlke.com