

IP Communications (IPC)

Industry:	Telecommunications
Product(s):	BEA WebLogic® Integration Solution (BEA WebLogic Server™, BEA WebLogic Integration™)
Business Problem:	Remain competitive by delivering services faster.
Project:	BEA platform integrates front and back office systems to process customer orders and deliver customer services efficiently.
Why BEA:	“BEA WebLogic Server was clearly the leader in the application server space. We brought it in, configured it, and got it up and running in a matter of hours.”
Highlights:	During the first year after BEA WebLogic Integration was deployed, IPC saved over \$2 million and exceeded IPC’s ROI goals.

COMPANY BRIEF

IP Communications, founded in 1999, delivers broadband communications to businesses throughout Southwest USA. IPC’s push to develop economical wide-area digital communications relies on an extensive, high-speed ATM backbone that links hundreds of local access points. By leveraging this wide-area network IPC can offer broadband services at affordable prices to businesses of all sizes.

Due to an aggressive program to establish local points of presence, IPC currently has built a network that can service up to 90 percent of all Southwestern Bell Communications customers within the company’s four-state region (Texas, Missouri, Oklahoma and Kansas).

BUSINESS CHALLENGE

A key hurdle in delivering broadband network services is extending connectivity over “the last mile.” To do this, the company has to maintain working relationships with incumbent carriers such as SBC that are also competitors, and integrate front and back office systems to process customer orders and deliver customer services efficiently.

The multiple-step provisioning process, however, took IPC about 45 days and involved considerable human intervention because there was no integration between the company’s front office, provisioning, and billing applications. “Our orders are implemented via complex processes, which are in turn supported by numerous systems and people,” said Rick Utley, senior manager of development for IP Communications. “We needed the ability to centrally view, manage, and process an order from a single common infrastructure, not a heterogeneous set of technologies and applications.”

IPC’s business involves managing high transaction volumes, which necessitates a stable, reliable and highly scalable system that can support thousands of transactions running



concurrently. “We were processing 30 to 50 complex, multiple-step transactions each day,” said Utley. “We needed a platform that could easily get us up to four or five times that.”

BUILT ON BEA™ SOLUTION

IPC required an e-business infrastructure that was reliable, scalable, based on standards and built for the Internet. The company was looking for a solution with Java 2 Enterprise Edition (J2EE) compliance and full Extensible Markup Language (XML) support. After considering a number of different solutions, IP Communications selected BEA WebLogic Server and WebLogic Integration, largely because of its reliance on open standards and its ease of development and deployment. “It was a no-brainer,” said Utley. “BEA WebLogic Server was clearly the leader in the application server space. We brought it in, configured it, and got it up and running in a matter of hours.”

Just 60 days after purchase of the BEA software, the company launched the DSL billing application and by the end of that same month, IPC had created a WebLogic-based trouble ticket application. “After we implemented billing, the first new process, we saw a drastic productivity improvement. Within this short period, BEA WebLogic Integration enabled us to eliminate re-keying of data and to consolidate multiple steps. This doubled productivity and virtually eliminated errors.”

Today, BEA WebLogic Integration manages the business process from customer request, to IPC’s billing applications and customer information databases, to its network provisioning systems, and across IPC’s network of partners.

During the first year after BEA WebLogic Integration was deployed, IPC has saved over \$2 million due to improved productivity and the elimination of the need to buy additional application software. That in turn has enabled IPC to under-price many of its competitors.

Utley added, “We have more than exceeded our ROI goals.” IPC experienced significant direct savings as a result of deploying the BEA platform, by reducing the number of employees it needed to manage the process and simultaneously integrating the entire process and tripling the volume.

IPC has more than doubled productivity, cut order fulfillment lead times by a factor between two and three, and thanks to reliance on the proven BEA integration platform, has an open application architecture designed for growth and staying power.

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