



BEAMFLY

Case Study: Spark New Zealand Taking control of your Subscriber Devices

The Problem

Service providers today have the extraordinary challenge to manage and control multiple devices within the home, regardless of type or brand. Customer Services Representatives (CSRs) must be able to quickly and remotely fix problems across a number of various installations.

To remain competitive, service providers must be able to control the lifecycle of multiple devices within the home efficiently and effectively or face spiralling costs and propensity of customer churn.

Spark New Zealand, the country's largest retail broadband and wireless service provider, managed over half a million residential gateways of various technologies operating on two different Device Management Platforms. Neither communicated with the other and were limited in terms of providing features that would allow Spark to proactively monitor and trouble-shoot their subscriber devices. This led to a reactive approach to trouble shooting, and subsequently a dramatic reduction in customer satisfaction.

Spark realised they had to figure out a way to consolidate device management, improve functionality, integrate with existing back-end systems and scale to better serve current and future customers.

Critically, the entire project had to be completed in weeks, not months, with no disruption of services.

The Solution

With strict time-lines and a no-nonsense budget, Spark reached out to telecommunication industry experts with a view to finding a feature-rich solution available that could manage all of Spark's current in-home devices on a single platform, and then scale to include the deluge of connected devices coming down the road.

ETI Software had the answer.

With the Beamfly device management solution, installed by ETI's experienced professional services team, Spark were able to take advantage of the following essential features and benefits:

- A robust, vendor-agnostic device management platform, consolidating disparate systems onto one.
- Zero-touch provisioning of devices under TR-069 management.
- Enhanced access to device management functionality with more overall control of the device base.
- Flexible deployment options to provide resilience and scalability in line with customer needs.
- Access to an advanced scripting engine to allow the development of intelligent, automated device management.
- An easy-to-use, feature-rich CSR interface to improve the customer experience.
- A well-documented Connector API facilitating smooth integration to back office systems.
- Easier and faster data conversion support using the powerful custom scripting toolset.
- Implementation of Spark-specific feature requests in a quick and cost-effective manner.
- Local support and very time-sensitive access to product and systems engineers.

The Outcome



In just six weeks, Spark converted over **500,000** devices from its previous platforms to the Beamfly solution with zero service disruptions across the entire customer base. ETI ensured that Spark's key data was available in the Beamfly solution, and that all existing processes were mirrored within the ETI system, providing continuity for both Spark and their customers.



With additional functionality and ease of use, Spark CSRs immediately noticed that issues were being resolved faster and without escalation. Another **100,000** devices were migrated over from a different platform, proving to Spark that scalability would not be an issue.



One of the strongest benefits, however, is that ETI has given Spark the ability to quickly launch new technologies going forward. **"With Beamfly in place, Spark is in a truly unique position to not only offer state of the art device and subscriber management, but also take advantage of ETI's pre-integrated B/OSS software modules that will ensure they continue to be ahead of the curve in the telecom industry"** explained ETI Software Product Director, Greg Aston. This includes IoT monetization and Analytics modules, web self-care and broadband provisioning tools, all integrated to speed deployment and ensure users a seamless experience no matter what technologies Spark deploys in the future.



"We needed a flexible but powerful platform that was feature-rich and could scale quickly and securely. With a short timeframe and a tight budget, we had high expectations to meet. ETI Software's expertise was matched by their responsiveness to our needs. We were thrilled with ETI's delivery of a great solution."

Graham Fish

Delivery IT Integrator
Spark New Zealand.

To discover how ETI's **Beamfly** could transform your operational efficiencies, customer onboarding processes and quality of experience, please contact us:

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