

The background of the slide is a photograph of a person's hands holding a smartphone. The person is wearing a dark suit jacket and a white shirt. The phone is held in a way that the screen is visible. The background is slightly blurred, showing what appears to be the interior of a train or a similar public transport vehicle, with a window and some structural elements visible.

Telenor Sverige: Modeling for Mobile and Broadband Efficiency, Growth, and Customer Satisfaction

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Company

Telenor Sverige AB

Headquarters

Stockholm, Sweden

Industry

High tech – software providers

Products and Services

Fixed and mobile voice, broadband and TV services

Web Sitewww.telenor.se (Swedish)**SAP® Solutions**

SAP® Sybase® PowerDesigner software



Providing mobile and broadband telecommunications services to millions of subscribers requires a clear understanding of existing IT applications and systems and the ability to quickly assess the **impact of business requirements on IT assets**. To fully understand its current enterprise architecture and the impact changes could or would have on it, Telenor's Swedish operating unit and wholly owned subsidiary, Telenor Sverige AB, implemented SAP® Sybase® PowerDesigner software.

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Telecommunication services for over 2 million subscribers

The Telenor Group is a leading provider of telecommunications services worldwide. The company has a strong footprint in Central Eastern Europe and Asia and a leading Nordic position in mobile, broadband, and TV services.

Telenor Sverige AB (Telenor) is Sweden's third-largest mobile operator and the third-largest provider of fixed broadband services to the consumer market in Sweden. Telenor operates under four brands – Telenor, Bredbandsbolaget, Glocalnet, and Canal Digital Kabel-TV – and has two main business units, “business” and “consumer.” In the consumer market, Bredbandsbolaget provides high-speed fixed broadband for Internet access, telephony, digital TV, and

add-on broadband services, as well as mobile broadband. Glocalnet provides fixed and mobile telephony in addition to fixed and mobile broadband. Canal Digital Kabel-TV provides digital TV over coaxial cable and LAN (Internet protocol television – IPTV). In the business market, Telenor offers fixed network data communication, telephony, digital subscriber line (DSL), and IP-based communication services.

As of March 31, 2012, Telenor had 2.2 million mobile subscriptions; 505,000 fixed broadband subscriptions; 349,000 fixed telephony subscriptions, including voice over Internet protocol (VoIP); and 262,000 TV subscriptions, including 74,000 IPTV/LAN subscriptions.

2.2 million

Mobile subscriptions



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High-performance, innovative mobile and broadband services

Telenor's vision is to provide its subscribers with high-quality, high-performance, leading-edge mobile, broadband, and TV services and to allow customers the flexibility to choose the services they want. The company strives for innovation, focusing on present as well as future internal IT infrastructure and applications to meet subscribers' needs and expectations in order to ensure high customer satisfaction.



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Sleek IT development

Telenor's IT department needed to perform quick, thorough, and easily explainable impact analyses based on the changed or new business requirements it received from marketing and other business departments. Each request kicked off a time-intensive process, which IT staff likened to "a murder investigation." Ten or more people would be gathered in a room to discuss and document the requested changes in detail. Then IT staff had to translate that information into technical requirement language and models before they could really analyze the impact the changes would have on the company's existing IT infrastructure, applications, and business processes. Only based on that analysis could IT determine the most effective way to proceed and communicate that information to the requester.

SAP Sybase PowerDesigner is helping Telenor increase efficiency through an enterprise architecture repository. By creating and continuously updating this repository, employees maintain a "one truth" source for all information and artifacts comprising the Telenor IT enterprise. The repository includes requirements, processes, use cases, functionality, systems, and interfaces. Staff can capture information and create models of the existing enterprise architecture – including development projects in progress. Information in this form has enhanced communication and understanding between IT and business owners about how various pieces of the enterprise architecture work together. This has also enabled the enterprise to streamline new development, thus reducing the need for "murder investigations."



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Improved communication through modeling

With the assistance of system engineers from the service organization of Sybase, an SAP company, and professional services consultants, the Telenor IT team was able to quickly implement SAP Sybase PowerDesigner. Based on a very clear idea of the as-is repository it wanted and needed, the IT team produced a metamodel. As it evaluated the tools available to perform the intended implementation, the team specified several requirements. A somewhat experienced Windows user should be able to learn the tool intuitively and be up and running with it rather quickly. SAP Sybase PowerDesigner scored quite high in that regard as well as in several other requirements. For example, the solution supported how IT worked rather than requiring the IT team to change its practices to conform to the software. SAP

Sybase PowerDesigner worked well in a Windows environment with no need for added components. It allowed users to work offline, eliminating the need to be constantly connected to the repository in a distributed environment. And the solution enabled staff to create models that could align IT and business. While the IT staff members did avail themselves of training for SAP Sybase PowerDesigner, they found the solution very easy to implement, use, and maintain in-house.

On seeing how SAP Sybase PowerDesigner helped improve communication and collaboration between business and IT, business users requested access to the software so they could enter their new and changed business requirement requests directly.



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A common understanding of the as-is enterprise architecture

Prior to implementing SAP Sybase PowerDesigner, handling requests for new or changed business requirements challenged Telenor IT because there was no common picture of the company's as-is enterprise architecture. Lengthy meetings with numerous participants were required in order to capture the information necessary to conduct the impact analysis prerequisite to performing any development work.

With SAP Sybase PowerDesigner, IT quickly created a "single source of truth" repository containing all the critical elements of the enterprise architecture as well as a metamodel that it could update on a regular basis. Based on this, IT could produce a picture

readily understood by IT and business staff alike, which facilitated communication and collaboration between them. With the interrelationships between enterprise components and artifacts clearly visualized, IT and business staff could together analyze the impact a change or new development would have on the as-is enterprise. In addition, SAP Sybase PowerDesigner provides role-based views of application development models and enterprise models and can combine these views to give an overall enterprise view showing strategic versus tactical perspectives. As a result of the implementation, IT was well equipped to make solid recommendations and effective decisions regarding priorities, staffing, and costs related to development projects.

"SAP Sybase PowerDesigner meets our current and future needs. We have a better ability to see and understand our enterprise architecture and to handle requirement changes effectively according to our needs."

Niklas Jönsson, IT Architect, Telenor Sverige AB



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Clear communication for better collaboration

Telenor now has a flexible, efficient, and effective solution to handle its business requirements. The need for “murder investigation” meetings has plummeted. Scrambles to capture requirements on spreadsheets are no more. Communication difficulties have vaporized, as IT and the business now share a clear, consistent understanding of the enterprise based on a common methodology for capturing and updating an as-is picture of the enterprise.

Because everyone can now see the components and interrelationships within the company’s enterprise architecture, IT and business communicate clearly and efficiently. That results in better alignment between the business and IT. Development projects can be implemented more efficiently with no unintended consequences. Enterprise artifacts can be easily identified and reused, which further increases efficiency. And last, but certainly not least, using SAP Sybase PowerDesigner furthers Telenor’s vision as a technology leader.



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Visions of architectural goals

Based on the success to date of the Telenor IT group, the company plans to expand the use of SAP Sybase PowerDesigner across other business divisions. The repository Telenor created based on SAP Sybase PowerDesigner currently supports as-is and project views. IT plans next to add additional model views for support of multiple “to be” scenarios, which will show long-term architectural goals.



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