

CASE STUDY:

Canada's Largest Communications and Media Company Saves Time and Resources

THE CHALLENGE:

The upgrade of one of Canada's largest cable and Internet service providers' high-speed infrastructure was being delayed by older equipment in subscribers homes. The company engaged a strategy to provide free upgrades to expedite the pending infrastructure changes. The challenge was to create a solution that would minimize the impact on internal resources including call center, customer operations, warehousing and shipping staff.

The objectives were:

- Create a user-friendly "self service" web based solution to provide the customer an easy way to drive the request for the new equipment
- Integrate with the company's legacy systems
- Minimize operational impact

SOLUTION:

Three Wise Men developed an interactive browser-based solution that allows the service providers' subscribers to use the company's web site to initiate the process to have the new modem shipped directly to them from their warehouse facility.

The cost-effective software application leveraged a number of open-source components and took approximately three weeks to develop. The application was delivered to the client as a plug-and-play "virtual appliance",

so it was operational in minutes. Except for Three Wise Men's commercially available components, all software developed is wholly owned by the client.

RESULTS:

Because of the rapid response time required to implement this solution and the commitment of the company's internal I.T. resources to other projects this client wisely chose to outsource the project to a familiar software development supplier.

Merging the right technology and the right development team no doubt reduced time to market therefore contributing considerable cost savings. The "self serve" web based approach reduced the time and human resources normally required to execute on this type of customer service initiative.

TECHNOLOGIES:

- ✓ Delivered as a VMware Virtual Appliance running Linux
- ✓ Web Application using Ruby On Rails, Lighttpd and Mongrel

Success Model Profile:

Communications and media giant expedites technology change.

Goals / Objective:

- ✓ Self-service environment
- ✓ Reduce customer calls to call-centre
- ✓ Integrate with legacy shipping systems

Website:

Proprietary



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