

As the largest cable television provider in the Netherlands, Ziggo serves 3.3 million subscribers. When Ziggo implemented a new database to help them better manage their customer data, they encountered performance problems that impacted customer service and new business revenue. Precise helped them solve the performance problems which helped improve customer service levels, avoid costly downtime and hardware costs, and proactively manage their systems better.

In 2003, Ziggo deployed Oracle E-Business Suite to help increase efficiency, streamline business processes, and enable employees to do their jobs more effectively. One of the most important parts of the system was the call center module. Around the same time the Oracle system was ready to go live, a large-scale marketing campaign was launched to promote a new “triple play” product (digital TV, Internet and telephony). As soon as the campaign launched, a flood of customers contacted Ziggo to take advantage of the new service. As more customers called in to order the services, the performance of the system suffered. This negatively affected customer service levels and prevented the new business revenue they were counting on with their big marketing campaign.

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Director of IT
Operations
Ziggo

“Customers had a hard time getting through on the phone lines to a live agent, and when they did it sometimes took an additional 30 minutes to book an appointment for installation. Performance problems actually reached a point where we wrote to customers asking them not to contact us by telephone,” explained Aad van Boven, Director of IT Operations at Ziggo. “We also had to give out a large number of free temporary subscriptions in return for the inconvenience they were going through.” “The cost of downtime for Ziggo is huge,” van Boven continued. “We have hundreds of customer service representatives, and if they are unable to work because the system is down then we could lose \$38,000 per hour in new business revenue.”

Organization Profile

Ziggo (www.Ziggo.nl) is the largest cable television, Internet service, Digital TV, and business-to-business connectivity provider in the Netherlands. The company has 3.3 million subscribers, approximately 3,000 employees and sales of 1.4 billion Euros.

Industry

Telecom

Solutions

Precise for Oracle
Precise for J2EE

Bringing in the Performance Experts

Ziggo knew they needed a solution that would quickly identify the problems and make recommendations on how to solve them.

It was at this time that Ziggo called in Precise. “We weren’t interested in blame, we just wanted operational excellence,” said van Boven. The initial project objectives included achieving higher availability of the systems, speeding up incident management and doing more “first-time-right development” for their custom code.

Ziggo decided early on to bring in Precise Professional Services for the implementation, and was pleased with the results. “The Precise consultants were very knowledgeable and committed to helping us identify and resolve the problems,” stated van Boven. After deploying Precise on two small servers, it soon became clear that the slowdowns were being caused by several inefficient SQL queries. “We were immediately able to identify which statements were causing the problems,” van Boven explained.

Thanks to Precise, Ziggo was able to improve the overall customer experience and optimize their business processes. At the height of the problems, the average call wait time was 90 minutes, and it took a further 15 minutes to enter a new customer into the system. After Precise was installed wait times and call handling times were both reduced to around three minutes. More importantly, customer satisfaction levels climbed back to over 90 percent, a net increase over where they were before deploying their new customer database.

Proactive Management

The Ziggo team then used Precise to help proactively tune components to prevent problems. By analyzing information that is collected over time, Precise provides recommendations based on changes in performance. Changes are compared to a baseline, and if a problem is suspected both the problem and suggested solutions are displayed. The trending alerts that Precise generates enables Ziggo to identify performance trends before end users are impacted. “Our IT department is using a balanced scorecard to measure our performance. A lot of the IT KPI’s are based on Precise measurement. We are showing the business exactly what the IT systems are doing. It is a very transparent and open structure,” stated van Boven.

Better Management of Performance Problems

Following this initial success, Ziggo standardized on Precise to provide a complete view of performance across the entire Oracle E-Business Suite for 3,500 users. By providing an end-to-end view of performance, Precise enables Ziggo to isolate problems by tier and even recommend ways to

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Business Drivers

- Manage rapid rate of customer growth and demand for new service
- Ensure call center applications are correctly sized to cope with peaks in demand
- Adhere strictly to the service levels agreed to with business units

Business Challenges

- Overcome performance issues with Oracle E-Business Suite
- Avoid costly downtime
- Identify the most effective course of action for resolving performance degradation

Business Benefits

- Enabled call center application to support 500 agents without incurring additional hardware costs
- Detected issues before they impacted end users and ensured critical Oracle business applications performed at peak efficiency
- Avoid costly downtime, which were estimated at \$38,000 per hour in lost revenue opportunities
- Reduced average call handling time from 15 minute to three minutes
- Increased customer satisfaction levels back up to 90 percent they were at prior to the rollout

Technology Environment

- 3,500 workstations
- 200 Windows and 220 Unix servers
- 800 terabytes of high-end storage
- 130 databases
- Oracle E-Business Suite
- Sun, Solaris, HP, Cisco and HDS
- Three call centers (Two sales and one customer support)

Partner

- Ymor

improve the Oracle database performance. "Using Precise for Oracle, we can detect problems before they impact end users and ensure our critical Oracle business applications perform at peak efficiency," stated van Boven. In addition to running Precise for Oracle they have also implemented Precise for J2EE to gain better visibility into their web based custom applications.

Avoiding Costly Downtime and Hardware Purchases

In addition to preventing costly downtime, Ziggo has also saved on hardware costs with Precise. By eliminating performance problems, their systems have scaled to support 500 agents across three call centers—without any change in server capacity or expensive hardware upgrades.

Conclusion

By providing a solution to both reactively address immediate performance issues, and then proactively avoid them, Precise helped Ziggo exceed their project objectives. "As a result of the Precise implementation we have better customer satisfaction and improved performance and stability of our systems," said van Boven.

"We definitely value the relationship we have with Precise and our partner Ymor who helped us with our successful implementation," concluded van Boven. "Our next steps are to implement the dashboard and roll out Precise over other applications stacks. I strongly recommend Precise to companies who want to reduce costs and optimize customer experience."

More customer success stories can be found at: www.precise.com