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## Overview

### The need

As part of an effort to shift from a network-centric to a service-centric organization, Telekom Srbija sought a network and performance-management solution that would enhance its ability to serve customers and increase customer satisfaction.

### The solution

Telekom Srbija enlisted IBM Premier Business Partner Ibis Instruments to deploy a solution based on IBM® Netcool® Network Management software and IBM Tivoli® Netcool Performance Manager software.

### The benefit

With the solution in place, Telekom Srbija noted reduced operational expenses of 20 percent and a 30 percent improvement in the time required to restore services for customers.

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# Telekom Srbija

*An IBM Tivoli solution cuts operational expenses by 20 percent and recovery times by 30 percent*

Djordje Radovic, manager of the department for network surveillance and quality control at Telekom Srbija, one of Serbia's largest communications companies, was intimately involved in the company's drive to shift its focus to serve customers more effectively. In the past, he explains, Telekom Srbija was "strictly focused on delivering services to our customers."

## Seeking better insight

Telekom Srbija needed to broaden its approach. As Radovic explains, the company "started to think about new approaches to the business and the marketplace, and we tried to understand the strategic streams in our industry." As a result, he says, "we needed to move from a network-centric organization to a service-centric organization, and to monitor the services that we offer to our customers." Radovic sought a way to gain better insight into service performance. He hoped improved monitoring into the services the company provided would ultimately lead to increased customer satisfaction.

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*Telekom Srbija relies on IBM network and performance management software as an umbrella solution that provides a holistic view of its offerings. "Today, we can combine all of our services as a box solution, and I think that provides the greatest advantage over our competitors," says Djordje Radovic, manager of the department for network surveillance and quality control at Telekom Srbija.*

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## Deploying an umbrella solution

With help from IBM Premier Business Partner Ibis Instruments, Radovic implemented an IBM Netcool Omnibus “manager of managers” solution with IBM Netcool Network Management and IBM Tivoli Netcool Performance Manager software. “We discussed monitoring services, about monitoring performance of all the services,” he explains, “and we implemented a centralized fault-management system — a centralized performance management system.”

“We implemented with IBM an umbrella concept that’s the key to everything,” Radovic says. “We built a layered infrastructure that doesn’t depend on any specific vendor, so changes to our domain don’t impact our service delivery. And as the incumbent operator, we can offer our customers a box solution that combines with all services from all other domains, like fixed, mobile, broadband, multimedia and, today, information and communications technology (ICT).”

The solution enhances monitoring of system status for equipment and services, providing a holistic view of the company’s mobile and fixed networks and reducing repair times. “Today, Telekom Srbija can monitor and plan customer service—we couldn’t do that before this project—and measure the quality of the experience for customers,” Radovic says.

Because Telekom Srbija already used IBM Netcool products, including IBM Netcool Impact, IBM Netcool OMNIBus and IBM Tivoli Business Service Manager, the solution was a seamless fit. “From our point of view, the main results in this area are not only the products or the solutions, but the synergy of everything,” Radovic says.

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## Solution Components

### Software

- IBM® Netcool® Network Management
  - IBM Tivoli® Netcool Performance Manager
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### Improved monitoring, lower costs

Radovic reports the IBM solution helped stabilize Telekom Srbija's networks, decrease infrastructure expenses and shorten recovery times. "As a result of this project, we can say that we have reduced operational expenses by about 20 percent and decreased the mean time to restore service for customers by about 30 percent," Radovic says.

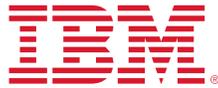
The solution also positions the company well for expansion. "We plan to implement a 4G or an LTE network and expand in other domains like fixed, broadband and multimedia," Radovic explains. "We're trying to achieve a new approach with state-of-the-art technologies, and of course we'll need to monitor all of it."

A new, centralized view of network operations led to cost savings and helped the company move to a more service-oriented approach as it transformed its support systems. "Today, we have better control of our business itself and, indirectly, our profits," Radovic adds. "But it's not only about the profits—it's about customer satisfaction as we work to offer our customers new services. Today, we can talk about the quality of our customers' experience, and not just about the quality of the service itself."

### For more information

To learn more about IBM Cloud and Smarter Infrastructure products, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

[ibm.com/software/tivoli](http://ibm.com/software/tivoli)



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