

# effective equipment product change management

Cincinnati Bell Telephone



**Cincinnati Bell**<sup>SM</sup>

- \$1.1B Revenue
- 3,100 Employees
- \$182M CAPEX

## challenge

- Fewer resources for operations processes
- Managing Product Change Notices (PCNs) to identify equipment requiring replacement

## solution

- PCN Business Optimization Analysis
- Recommendations to develop a PCN process aligned with industry best practices

## result

- Identified 50 equipment items worth \$3.7M where supplier is potentially responsible for replacement

## challenge | effective equipment product change management

Cincinnati Bell Telephone (CBT), like many service providers, has continuously improved operations efficiency resulting in reduced operations expenses. With this benefit, however, has come the challenge of how to give the necessary attention to operational processes while utilizing fewer resources.

Using Product Change Notices (PCNs), network equipment suppliers notify their customers of product changes so that customers can decide whether to make updates. Service providers need a process to manage the PCNs received from their equipment suppliers. This process ensures that the network does not contain equipment with known defects, which in turn can have detrimental effects on service.

Since the supplier typically is responsible for bearing the cost of replacing defective equipment, service providers need to respond to PCNs in a timely manner. Otherwise, the service provider may end up incurring the cost of equipment replacement. This can result in millions of dollars of unnecessary expenditures to the service provider as well as the increased risk of customer-impacting service outages.

For example, the PCN management process may not be getting the attention needed to operate today's diverse networks. In some cases, this has resulted in additional capital expenditures. iconectiv offers services to help a service provider optimize its product change management process and ensure that its network equipment has been updated with critical product changes.

***"iconectiv's PCN Business Optimization Analysis was comprehensive and thorough and the results were eye opening. iconectiv's PCN process knowledge, experience and expertise combined with its equipment database provided CBT with benefits that cannot be replicated by anyone else in the industry."***

John Washington  
Language Standards Manager, CBT

## **solution** | effective equipment product change management

CBT took advantage of iconectiv's PCN Business Optimization Analysis service offering. The analysis included examining CBT's PCN process, documentation and tools as well as comparing CBT's equipment inventory to iconectiv® TruOps Common Language® Equipment Repository to help identify equipment that has an outstanding product change for which the supplier is financially responsible. iconectiv consultants interviewed CBT staff from the network operations, operations planning, field operations, spares warehouse management, procurement and IT organizations and reviewed CBT PCN documentation to understand CBT's product change process. iconectiv analyzed the information and presented its findings along with a companion set of recommendations to help CBT with the development of a PCN process conforming to industry best practices.

A second feature of the PCN Business Optimization Analysis was iconectiv's analysis of CBT's network equipment against the Common Language Equipment Repository.



## **result** | significant number of equipment changes identified

The results were significant as iconectiv identified more than 50 equipment items with product changes where the supplier was potentially responsible for replacement. The replacement cost of the equipment items was estimated at \$3.7M.

Managing the product change of network equipment is a critical service provider process that helps ensure network reliability and minimize operating expense. Suppliers communicate product changes to their service provider customers via PCNs and are responsible for the cost of material and labor to replace defective equipment.

A service provider needs to review and track PCNs and work with its suppliers to develop implementation plans that replace defective equipment in a timely manner. Otherwise, the service provider may experience service disruptions from the defective equipment and incur the costs of replacing the equipment if discovered past a certain date.

iconectiv works extensively with the service provider community to formalize and enhance the PCN process ensuring it conforms to industry best practices. iconectiv, with its Common Language Equipment Repository, is uniquely positioned to review a service provider's equipment inventory and identify equipment items with outstanding PCNs that have not been implemented.

Service providers have a significant network investment and a critical interest in maintaining network reliability. iconectiv helps mitigate risk and leverage cost-impacting product changes.

### **about iconectiv**

iconectiv provides authoritative numbering intelligence to the global communications industry. Our market-leading solutions enable the interconnection of networks, devices and applications for more than two billion people every day who count on a simple, seamless and secure way to access and exchange information. With 30+ years of experience and more than 5K customers worldwide, iconectiv has intimate knowledge of the intricacies and complexities in creating, operating and securing the communications infrastructure for service providers, regulators and enterprises. Our solutions span network and operations management, numbering, registries and fraud prevention. For more information, visit [www.iconectiv.com](http://www.iconectiv.com).

### **make the connection.**

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