TruOps Common Language

standardizing information for efficient collaboration

TELMEX

- Leading provider of telecommunications services in Mexico
- Serving more than 22 million voice and broadband connections

challenges

Efficiently locate all network elements

Consistently and accurately identify and represent all network equipment functionality

Accurately identify transport network elements connections

solution

iconectiv TruOps Common Language Information Services for Location (Common Language CLLI Codes), Network Facility (Common Language CLFI Codes), and Equipment (Common Language CLEI Codes) identification

results

Payback within 14 months from more streamlined and efficient operations.

Reduced order fallout by 23%

Efficient communication of equipment functionality and standard location information to downstream systems

A single, consistent way to accurately identify network elements, facilities and locations across Telmex organizations

challenge:
how Telmex established a new equipment and location naming system

Mexico's top provider of telecommunications services, Teléfonos de México (Telmex), had challenges associated with key network information and unique and consistent identification of network assets: locations, equipment and facilities. Due to the varying nature of information in multiple systems, it had wildly varying naming nomenclatures for thousands of locations, facilities and equipment. The company turned to iconectiv for help in providing a scalable solution, that allowed them a standardized and consistent view of information, along with a single naming infrastructure. The goal was to implement a proven solution, in the shortest amount of time, to realize immediate operational and capital efficiencies.

struggling with inconsistent location naming conventions and information silos

When Telmex first partnered with iconectiv, it was struggling with disparate location naming conventions being used in multiple systems, which meant that the company was unable to integrate its databases and collaborate across divisions and regions.

There was neither a common definition of what a location identification should look like nor consistent, clean attributes associated with the locations. This led to the use and adoption of various location codes and duplicate codes being created for a given location on a regular basis. Using multiple codes for the same location and with no formal standard for naming locations, facilities and equipment, Telmex was forced to operate in silos and complete much of the work manually. This led to larger business issues including delays in turn up of services, errors in design, provisioning and even billing.

solution: manageable, sustainable and profitable growth

Telmex used the Common Language solution to immediately standardize disparate internal naming conventions across approximately 250,000 network locations in Mexico and around the world, including South America, North America, Europe and Asia. This allowed Telmex to uniquely identify all network locations in every internal system so the company could facilitate easy integration of location identification among these systems.

Implementing best practices used throughout the telecommunications industry along with the requirements that Telmex considered most critical to its business, the company developed a central repository to quickly increase data consistency among systems

providing a single source for network location information

Telmex implemented CLLI Codes to help identify and classify the attributes of network sites, network support sites and customer sites. By coding the entities at each location Telmex was able to identify and manage everything from disparate facilities, equipment locations and switching equipment locations.

developing an inventory system for transmission networks

Next, using CLFI Codes, Telmex developed a methodology for handling all transmission networks within the company. This created a consistent format for the identification of standards-based facilities, including unique names for each facility and transport system, as well as unique identifiers for physical transport facilities, fiber optic strands and multiplexed facilities. The CLFI Codes also provided the location of origin and destination of each facility, fiber or connection between locations.

identifying equipment for more efficient operations

With CLLI and CLFI Codes implemented, Telmex knew that they needed to have a common representation and consistent set of readily populated attributes for its network equipment as well. CLEI Codes provided Telmex with a common view of network equipment identification, significantly reducing its data modeling and systems integration efforts, as well as more efficient interactions with its vendors.

improving public safety in Mexico City and developing telemedicine

Telmex soon began to take on additional projects that leveraged CLLI Codes and CLFI Codes. These include a partnership with the Government of Mexico City to initially install more than 8,000 video cameras throughout the Federal District to improve public safety, with an additional 8,000 cameras planned to be installed. Each camera location was easily identifiable thanks to the Telmex CLLI Code standards, and the connected infrastructure network was identified with the CLFI Codes that Telmex had implemented. Poised for growth, Telmex also earned new business developing a Statewide Telemedicine Network for Health Services in Guerrero, Mexico using CLLI Codes and CLFI Codes to identify all associated locations and facilities.

> *"We realized that not having a naming standard caused much bigger issues that we could not solve. In order to fix those problems and improve performance in our operations, we needed an industry proven solution that we could implement right away."*
>
> *-Telmex*

TELMEX

Video surveillance camera for improved public safety, supported by Common Language

results:
supporting a smarter, stronger business

With a single, standardized information data infrastructure, Telmex was able to integrate its systems and processes, it transitioned from a disparate, compartmentalized business to a lean, collaborative one. Time that had been spent on internal naming tasks and resolving issues caused by inconsistent identification of network equipment and locations was redirected toward critical business goals and objectives. This allowed the company to work more efficiently and build new revenue streams while dramatically reducing time that had been spent on unnecessary network development. As new industry technologies were developed, Telmex could quickly assign codes for them and get profitable new services to market faster.

As collaborations and efficiencies grew, Telmex was able to:

- Shorten service intervals from 4 weeks to 2 weeks

- Increase the flow thrrough of data in OSS/BSS

- Increase accuracy of orders by error fallout by 23% or call +1 732-699-6800 to speak to a member of our customer service team about getting started.

making common language a company mandate

Today, Common Language is a mandate for location naming across the entire Telmex network and no new locations and facilities are introduced into the Telmex network without the correct Common Language identification. This gives Telmex the ability to leverage its common identification to be used across the industry with its trading partners for fast and reliable services as well as ease of collaboration.

"Common Language unified disjointed Telmex systems under a common information infrastructure. Today, we continue to drive requirements to support Common Language in our systems," says Elizabeth Rodriguez Flores, Common Language Manager at Telmex. "We look forward to the day when Common Language becomes the basis for inter-carrier collaboration around the globe, driving costs down for the entire industry."

"Proper use of Common Language gave us better control of inventory within our systems, improved communication between the different systems, and fostered better collaboration internally and with our customers, and we couldn't have done it without iconectiv as our supplier, partner and trusted advisor."

– Elizabeth Rodriguez Flores
Common Language Manager,
Telmex

about iconectiv
Your business and your customers need to confidently access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services, digital identity and numbering intelligence helps you do just that. In fact, more than 5K customers rely on our data exchange platforms each day to keep their networks, devices and applications connected and 2B consumers and businesses protected. Our cloud-based information as a service network and operations management and numbering solutions span trusted communications, digital identity management and fraud prevention. For more information, visit www.iconectiv.com. Follow us on X and LinkedIn.

make the connection.
For more information about iconectiv, contact your local account executive, or you can reach us at: +1 732.699.6800 info@iconectiv.com