

BMC'S APPLICATIONS MANAGED SERVICE HELPS TELCOS SCALE BUSINESS DURING PANDEMIC



The COVID-19 pandemic has forced nearly all organizations to make changes to sustain their business and continue to grow amidst rapidly shifting public health restrictions. For some companies, the situation created new business opportunities, while others [redesigned their offerings](#) or expanded their capacity faster than they ever thought possible.

COVID-19's Impact on Telco

According to a report published by [PwC](#), pandemic related lockdowns and stay-at-home directives spurred enormous growth in global data consumption—30 percent between 2019 and 2020—a rate that is expected to continue growing. In the communications space, the rate was significantly higher, with some telecommunications companies (telcos) carrying up to [60 percent more data](#) on their networks than they did before the pandemic.

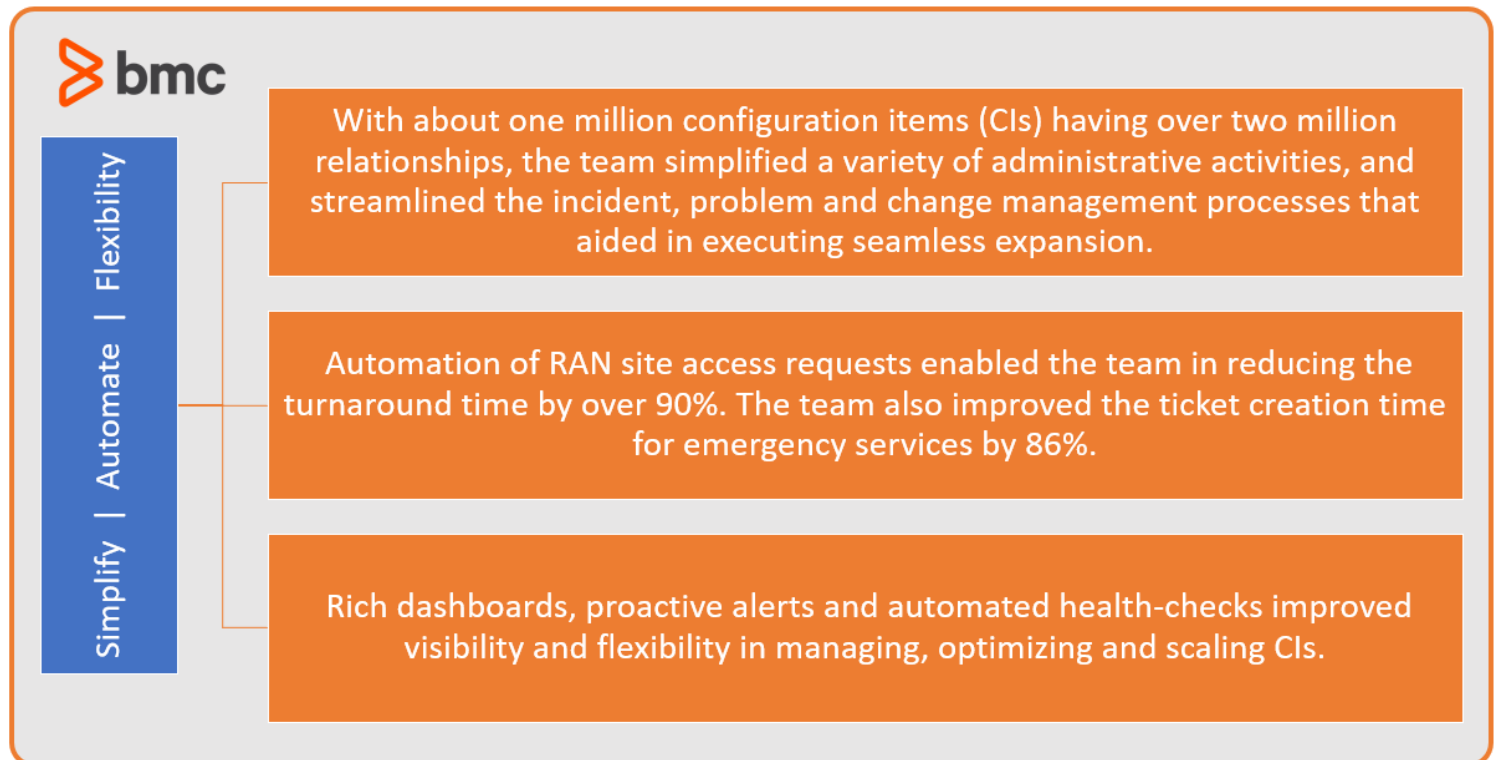
A large global telco that BMC serves found itself struggling to address these new market demands alongside existing competitive concerns like the emergence of [5G](#). The company needed to rapidly scale its services to handle the heavy surge in data consumption across its customer base, which spanned corporate, industrial, and residential.

To manage the changes, the company chose to quickly expand its radio access network (RAN) footprint and established joint ventures to gain mileage from existing partner RAN sites. Setting up new equipment and maintaining it was a complex, expensive endeavor that required enormous

coordination, and both approaches created severe stress on the telco's employees, systems, operations, and many other supporting functions.

Part of the Telco Strategy for Success

The telco has been leveraging BMC's [Applications Managed Service](#) (AMS) since 2018 to administer, govern, and manage its [BMC Helix ITSM](#) applications and operations. Through the ongoing partnership, the AMS team developed a thorough understanding of the telco's systems, functions, and processes. To help the telco meet the surge in data consumption, the AMS team curated a highly effective, three-step approach to scaling the telco's bandwidth capacity in a very short time, identifying ways to simplify, automate, and build flexibility across the BMC Helix ITSM systems.



The Results

By partnering with AMS, the company successfully increased its bandwidth capacity and built robust, volume-agnostic IT processes, which gave it a competitive edge. Here are some of the actions taken by AMS that delivered compelling results:

- **Scaling:** Doubled the number of RAN sites in six to eight months
- **Efficiency:** Reduced turnaround time in the change process by 60 percent
- **Quality:** Simplified and [optimized](#) processes to reduce the ticket reopen rate to zero
- **Cost Savings:** Achieved through ticket reduction and [automation](#)
- **Adoption:** [Simplified forms](#) and [self-help](#) options to improve adoption rate and end-user experience metrics

Like this large telco, many BMC customers rely on our [Applications Managed Service](#) to manage the day-to-day operations of BMC solutions as well as application administration and support for customizations and other integrations. Our value-added services include application testing, bulk data loading, service catalog building and deployment, managing upgrades, and more.

To speak with someone about how BMC's [Applications Managed Service](#) can help your organization, [please fill out our form](#).