

Shared UC provisioning finds a happy medium at Verizon

To help support customer administered phone MACD provisioning, Verizon turned to Cisco Unified Provisioning Manager.

Executive Summary
<p>CHALLENGE</p> <ul style="list-style-type: none"> · Allow customer access for MACD changes while controlling access to UC application GUIs · Help ensure MAC accuracy with minimal customer training · Provide more service provisioning with same headcount
<p>SOLUTION</p> <ul style="list-style-type: none"> · Cisco Unified Provisioning Manager
<p>RESULTS</p> <ul style="list-style-type: none"> · Each store's staff manages local moves, adds, changes and deletes using Cisco Unified Provisioning Manager · Verizon realizes continued savings in training costs for MAC staff at retail sites, as more sites are deployed · UPM's order audit trail provides single place to monitor and track UC network changes

Challenge

Verizon has been providing managed services for a large nationwide department store retail chain with a legacy private branch exchange (PBX) environment for many years. The retailer is moving from the distributed legacy PBX environment to a Cisco® Unified Communications Manager-based VoIP network. The retailer has managed the in-store PBX moves, adds, changes and deletes (MACDs) of its network for many years in conjunction with Verizon. Though the retailer is moving to a converged Cisco UC network, the company wants each site to continue to manage its own subscriber phone services.

Verizon wanted to get away from a manual scripting paradigm for provisioning the retailer's UC infrastructure, while providing controlled help desk provisioning access. Bruce Paterson, engineering manager, and his team were faced with the need to build a hybrid management environment where Verizon could deploy and manage the UC infrastructure while providing each store with controlled access to manage only its own subscribers. Another challenge was to monitor and audit the changes being made at each store, because many administrators, from both Verizon and the retailer, could be provisioning services each day. The level of telco knowledge varies widely from store to store, so the store administrative assistants needed a simple, automated way to accurately provision subscriber services that requires little training and no knowledge of underlying telco environment.

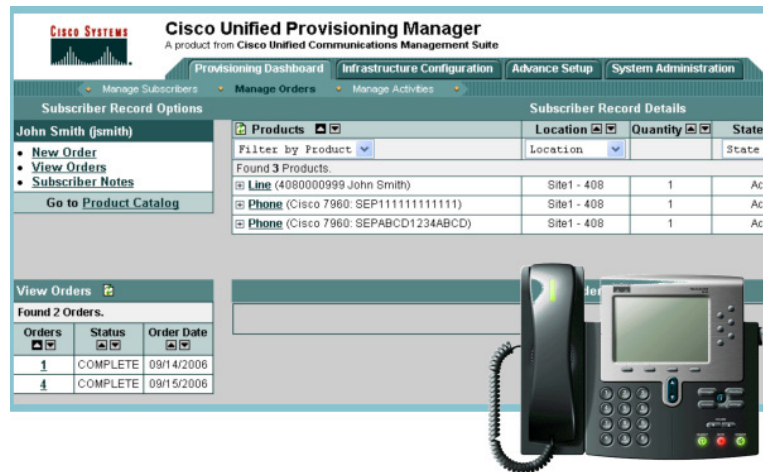
Solution

Paterson deployed the Cisco Unified Provisioning Manager (UPM) application to meet Verizon's needs for managing the migration and infrastructure provisioning and to provide controlled access for the stores' IT staff. "We manage the infrastructure, but the customer wants to do the day-to-day moves, adds, and changes. We needed a split administrative domain, and UPM can do that" says Paterson.

Cisco Unified Provisioning Manager is used to deploy branches rapidly and with consistent configurations. "Each branch is put into a UPM Domain, which restricts each store admin to manage only their own local subscribers, and PM hides complexity behind a simple web interface" says Paterson.

Results

The business challenges have been met with UPM. “PM allows us to provide more services to the customer with the same headcount while providing individual stores controlled access to manage their local phones,” says Paterson. “One stop interface provides a large savings in time and training.”



Because a large number of administrative assistants could be making changes at any given time, UPM's order audit trail allows Verizon to track who have made changes in the system at both the infrastructure and the subscriber levels. At any given time, from 5 to 30 individual store administrators may be provisioning phones through UPM, so it is important that a unified audit trail be available in UPM. This allows tracking of which provisioning administrator made changes to which subscriber and at what time the changes were made.

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— Bruce Paterson, Engineering Manager at Verizon Business

By moving to Cisco UPM, Verizon was able to find additional benefits.

- Lowered training costs and training time by using the simple order wizard in UPM as opposed to training on many complex device GUIs and the underlying technology. This capability provides a significant savings in training costs and speeds the transition of the retailer's help desk staff from supporting the legacy PBX to supporting the Cisco Unified Communications solution.
- Easier to use, because store IT staff does not need login access to all the individual UC applications, just UPM.
- Reduced time spent debugging provisioning, because UPM's automation rules and multilevel attribute definition greatly reduce the chances of errors.



Product List

- Cisco Unified Provisioning Manager

Next Steps

Verizon expects to continue migrating sites from existing legacy PBX environments over to Cisco Unified Communications Manager.

Verizon's IT staff is investigating the Unified Provisioning Manager's northbound provisioning API to integrate UPM with Verizon Business customer management tools to increase the level of automatic subscriber provisioning.

For More Information

To find out more about Cisco Unified Provisioning Manager, go to:

<http://www.cisco.com/go/cupm>.



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