Driving success with innovation and automation

Telekom Srbija positions itself for a new age of communications with a hybrid cloud foundation and employee self-service.

"We can deploy a virtual data center for a tenant in 20 minutes by automating 56 manual tasks."

– Velibor Kokanovic, Director of IT Operations, Telekom Srbija

More than ever before, telecommunications companies must increase agility to support new services. Keeping up with this universal industry challenge requires automation.

Challenges	
	· Simplify IT operations with automation
	· Accelerate delivery times while reducing costs
	· Scale out easily to accommodate growth

Telekom Srbija is Serbia's state-owned telco, providing fixed-line, mobile, Internet communication, and IPTV services to citizens and businesses in Serbia, Bosnia and Herzegovina, and Montenegro. Like most telcos, it manages a huge infrastructure. As complexity and business demands increased, the company needed to fulfill requests faster without adding head count to operations and networking teams.

"We complete more than 50 projects a year, and many have significant infrastructure requirements," says Velibor Kokanovic, director of IT operations at Telekom Srbija. "Fulfillment often took days or even weeks, with meetings and phone calls."

The company decided to build a private cloud that would be extensible to public cloud as needed. To gain maximum value, it sought a flexible cloud management solution.

Case Study | Telekom Srbija

Size: 13,000 Employees   Location: Belgrade, Serbia   Industry: Telecommunications

"We weren't just looking to automate the creation of virtual machines," says Kokanovic. "We needed a solution that could integrate with all aspects of our network, from firewalls to load balancers, to seamlessly orchestrate complex network services."

Automate processes with Cisco ONE™ Enterprise Cloud Suite to support a hybrid-ready private cloud.

Solutions	• Unify provisioning and management with Cisco UCS® Director
	• Offer self-service portal using Cisco Prime™ Service Catalog
	• Secure network with Cisco® virtual and physical firewalls

Fast deployment in a diverse environment

Telekom Srbija worked with a local Cisco partner, MDS Informatički Inženjering Belgrade, to deploy the first phase of its private cloud in just 3 months, meeting the business's tight deadline. Kokanovic attributes the deployment efficiency to teamwork and integration.

"One reason we chose Cisco ONE Enterprise Cloud Suite is that it can truly support a multivendor environment, which is a requirement for most telcos," he says.

Infrastructure on demand

Using Cisco's programmable fabric to automate network services, Telekom Srbija can now offer infrastructure and platform as a service for nearly any application need. Teams can start projects sooner and deliver faster.

"The self-service portal looks beautiful, and it's easy to use," says Kokanovic. "Even requests for complex network environments can be fulfilled in 30 minutes or less."

IaaS IN MINUTES VS. DAYS

INTEGRATED MULTIVENDOR ENVIRONMENT

Better visibility and control

Telekom Srbija will soon begin reporting usage information back to business units for showback (memo-back) and chargeback – a capability it didn't have before.

Reduced operating costs

With an efficient cloud management solution, Telekom Srbija's network engineers can focus on more strategic tasks, and the company can avoid adding operations staff.

A safer, more secure environment

Many previously manual tasks are now automated, reducing risk by ensuring that all deployments are properly configured. "Deploying virtual network services from templates is safer as well as faster," says Kokanovic.

Results

- Enables IaaS in minutes as opposed to multiday deployments
- Can be integrated across a multivendor data center environment
- Provides a scalable, extensible hybrid cloud platform

A cloud platform for the future

Telekom Srbija plans to use its hybrid cloud to drive further efficiencies and support new business opportunities. "We now have a reliable, easy-to-manage foundation to provide cloud services in any capacity we desire," says Kokanovic.

Products & Services

Cloud & Systems Management
- Cisco ONE Enterprise Cloud Suite
- Cisco Prime Service Catalog

Unified Computing
- Cisco UCS Director

Routing and Switching
- Cisco Nexus 5000 and 7000 Series Switches

Security
- Cisco Virtual Security Gateway
- Cisco ASA 5500-X Series Firewalls

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