Mobily - on the road to be the number one in delighting customers

The Expert Advantage for Mobily
Mobily, the second largest operator in Saudi Arabia, needed to simplify its network operations and vendor strategy. Its main challenge was that its sites all had several vendors, consisting of Samsung, Ericsson and Nokia Networks. Mobily’s complex, multi-layer, multi-technology network included 2G, 3G and TDD-LTE and FDD-LTE – leading to high OPEX.

Nokia Networks was already a trusted partner for Mobily, having successfully supplied Managed Services including Network operations, NPO and Care to the operator for the last three years.

Alaa Malki, CNO Mobily, says:

“Nokia Networks became the natural choice for outsourcing our network operations, and we renewed the contract for five more years. In addition, its radio technology will help us expand our network capacity to provide further improved voice and data services for our customers. Nokia Networks’ proven products and services have helped us boost our network and service performance at an optimal cost of ownership and reduced carbon footprint in the past.”

To reduce this complexity and to meet its quality targets, Mobily decided to select one vendor for each site to simplify its network management and deliver excellent performance with lower costs. The services contract covers the central region, which until now has been served by other vendors.

Optimal cost of ownership with reduced carbon footprint

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Harmonizing the technology in live network - setting clear focus in improving customer experiences

The vendor rationalization project involves swapping two other vendors’ equipment. The technology SWAP requires a skilful implementation as touching a live network – customer experience untouched. The smooth migration is secured with Nokia optimization and operation services for these network elements until the swap is complete.

The Nokia Networks team that has gained a wealth of expertise through working on similar projects for other operators in the region. One of the challenges for Mobily is that skills in TD-LTE optimization are rare in the region. Some of Mobily’s legacy solutions were proprietary and ‘normal’ methods did not work. The Nokia professional services team was quickly able to solve possible show stoppers and technology challenges and come up with solutions. These are part of the skill set that Nokia Networks has built up over the years and were another capability that the company was able to bring to the table.

At the same time, Nokia Networks is addressing the challenge of a fragmented network evolution by offering the Single RAN solution to harmonize the network elements in the Nokia Networks area.

The Nokia services team has successfully rolled out 1,393 2G base stations, 1,245 TD-LTE base stations, upgraded 1,200 sites to UMTS-900, all within a year. The completion of these projects will ensure improved voice and data services for Mobily’s customers. Today we see downlink throughput rates improved by 50% and the successful calls rate increased from 98% to 99%. - since Q3/2014.

“Our top priority is ensuring the best possible customer experience even when our network becomes more and more complex due to multiplicity of network layers, especially when providing data services.”

Alaa Malki, Chief Network Officer (CNO) at Mobily
“Our global best practises in managed services will help Mobily completely focus on its core business without being distracted by having to run its multi-technology, multi-vendor networks,” says Muawieh Abdul Rahman, Head of Customer Team, Nokia Networks.

"With our advanced technologies and service excellence, Mobily will be able to achieve world-class network quality and operational efficiency, and consolidate its strong position in a highly competitive market. Also our radio technologies will help the operator simplify its network architecture and reduce costs," Rahman concludes.

One of the keys to the success of the project is the strong customer relationship Nokia has built up with Mobily over the past seven years.

Related to this and also important to the project success was the strong local care set-up that had developed an excellent informal process of discussion and feedback. Nokia is considered as a consultant to help Mobily implement improvements, like software upgrades, to networks timely right. Spare part management is locally based, giving Mobily excellent access to spare parts and contributing to it meeting or even exceeding its quality goals and securing network availability.

Another key was Nokia Networks’ strong emphasis on innovative solutions that are optimized for low power consumption. Even more important is the ability of Nokia Flexi Base Stations to host three or four technologies in one rack, minimizing the space needed on expensive sites. Nokia Networks could also offer strong network optimization skills, using the NetAct 8 Operations Support Systems (OSS) with its customized dashboard.

**Benefits**

- Improved network quality and customer experiences: 50% improved downlink throughput and increase the successful calls rate from 98% to 99%.
- Less complex network, less expensive to manage and maintain
- Better network quality will help Mobily improve its competitive position in the market

**Challenges**

- Keep providing high quality data services despite the ever higher demand and growing network complexity
- Multi-vendor, multi technology sites causing high OPEX

**Solution**

- Simplify Mobily’s supplier base and technology on a site level, outsource network operations and extend care contract with Nokia
- Select single vendor for regions, harmonize technologies on site level. Central region deal awarded to Nokia Networks
- Expand existing 2G, 3G and 4G networks and becoming the main radio network supplier for the operator
- Provide subscribers with uninterrupted services while swap project is in progress Provide Managed Services to manage existing multi-vendor cells until the swap to Nokia solutions is completed

**World class network quality and operations efficiency built on a secure foundation of expertise and best practices implementation**
About Nokia

Nokia invests in technologies important in a world where billions of devices are connected. We are focused on three businesses: network infrastructure software, hardware and services, which we offer through Networks; location intelligence, which we provide through HERE; and advanced technology development and licensing, which we pursue through Technologies. Each of these businesses is a leader in its respective field. http://company.nokia.com

Nokia Networks is the world’s specialist in mobile broadband. From the first ever call on GSM, to the first call on LTE, we operate at the forefront of each generation of mobile technology. Our global experts invent the new capabilities our customers need in their networks. We provide the world’s most efficient mobile networks, the intelligence to maximize the value of those networks, and the services to make it all work seamlessly. http://networks.nokia.com

Nokia manages approximately 460 million subscribers using our Managed Services solutions. For Network Operations, this includes full outsourcing and Build-Operate-Transfer (BOT), and for services, we offer Service Management, Customer Experience Management and the industry’s first Predictive Operations. In Service Management, the entire lifecycle of a service is managed, from design and monitoring to launch and assurance leveraging with our latest OSS tools. Predictive Operations can forecast service and network degradations up to two days ahead with an accuracy of 95%, thus boosting operators’ service levels by 15%. We focus on day-to-day operational activities for the operator’s entire mobile broadband network, from network monitoring, trouble ticket management, performance management and configuration management to managed OSS. By leveraging all of this, operators can provide customers with a differentiated service experience for a competitive advantage and shorten time-to-market of new service launches.

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