Tivoli software

IBM's Tivoli Netcool Solutions for Vietnam Telco Companies

The Vietnam telco industry is facing many challenges, including decreasing profit margins, constant changes in technology, and brand and market competition. The competitive pressure from the expansion of value-added services and increasing demand in service quality from clients, has prompted service providers to find solutions that will help them attract new customers and consolidate existing customer relationships. To meet this demand, IBM held a seminar in Hanoi on "Improving service quality management for Telco industries." The objective was to bring service operators a comprehensive view on IT infrastructure and new-generation services.

High growth in an emerging market

In recent years, the Vietnam telco industry has always achieved a high growth rate, with mobile and Internet even attaining 50% to 100% growth. A market with this potential makes it easy to understand the strong competition among service providers, and most businesses follow a customer-oriented strategy. This is demonstrated in after-sale services, and new service offerings such as VoD and IPTV – which meet various customer demands. When offering new services, there emerges the issue of optimizing investments on current IT infrastructure, while offering the latest services at competitive prices and ensuring business operational efficiency.

Mr. Raoul Ros, General Director, Alcatel Lucent said: "Telco companies are now operating in a complex environment with pressures in service quality enhancement, service availability and competitive pricing. IT infrastructure optimization plays an important role in addressing these challenges. There's one difference in the infrastructure between wire network and wireless network. The wireless network is a newly deployed system and it still works well. However, wire network is a much longer existing system, and businesses must utilize the existing system while moving to new technologies based on system integration."

Managing the IT infrastructure

To achieve the goal of offering various services with high quality and at a competitive price, telco companies need a strong and effective service quality management tool capable of facilitating new complex services on the existing infrastructure. IBM has introduced leading IT solutions with IBM Tivoli® Netcool® and Vallent for the telco industry. These products help businesses better manage their IT infrastructure, provide a unified platform and maintain continuity in business operations.

Mr. Con Yianakos, Tivoli Sales Director, IBM Asia Pacific, said that although this is the first time IBM has offered telco IT solutions in Vietnam, he feels that IBM Tivoli Netcool will be well-received by local businesses. "We strongly believe in the development of IBM Tivoli Netcool in the Vietnam market. Its robust growth rate has set a huge demand for service quality management solutions. IBM Tivoli Netcool has had many successful clients worldwide. Moreover, IBM has long been in the Vietnam market and we have a good client relationship."

Unique market builds on global success
IBM Tivoli Netcool is a service management software widely used by various telco service providers all over the world, including Alcatel Lucent, AT&T and others. According to Mr. Raoul Ros, General Director, Alcatel Lucent, the benefits of IBM Tivoli Netcool solutions are the combination of speed and efficiency, whereby enterprises can deploy OSS solutions. This enables businesses to order service with operators one time to establish two separate subscription lines for two offices in two different countries. When introducing this product into the Vietnam market, IBM pointed out that the challenges that Vietnam telco companies face are similar to what other international telco partners face. However, in line with the unique features of the Vietnam market, IBM is ready to meet special requirements of telco companies in Vietnam as they apply IBM Tivoli Netcool solutions.