



ONE POINT
CONSULTING LTD



AOL Broadband Transition Programme

Enterprise Architecture – Case Study

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Table of Contents

1. Business Overview	3
2. How was One Point Consulting involved?	3
3. The Business Benefits.....	3
4. Client Feedback.....	3
5. Further Information	4

1. Business Overview

Carphone Warehouse (CPW) acquired the 2.1 million customer AOL “access” (ISP) business in the UK from AOL Inc on the 29th of December 2006 with the objective of building a successful and profitable “stand-alone” broadband business – AOL Broadband.

2. How was One Point Consulting involved?

Having led the COBAL Architecture Team, in April 2007 Shashin Shah, Managing Director of One Point Consulting was requested to lead the Architecture and Solution work stream and head up the Design Council for the Transition Programme.

Three One Point Consulting Architects and a One Point Consulting Project Manager were resourced to deliver the Enterprise Architecture.

One Point also managed a five person Business Process Team who would deliver the business processes for Product, Marketing Fulfillment and Revenue Assurance using the eTOM (enhanced Telecoms Operator Map) framework.

The challenge faced was to create an Enterprise Architecture that could support the AOL Broadband business and to deliver business processes that could be used by Testing, Business Readiness and Business Operations.

This required experienced Enterprise Architects with an in-depth knowledge of the Telco industry coupled with a robust Governance Structure capable of handling both business and technical issues.

The resulting architecture contained in excess of 70 interfaces across more than 30 systems.

3. The Business Benefits

The Architecture Team delivered a robust AOL Broadband Enterprise Architecture. By investing 3% of the Programme Cost we set the reference in the design and implementation of TSA workstream project solutions - 97% of the Programme Cost

By having the Enterprise Architecture fully defined with an agreed Governance Structure, this allowed the Architects to address specific business and technical issues raised during the Programme. In total 28 Architectural Decision papers were produced that defined the solution to be implemented.

The benefit to the Business was in the provision of a coherent set of solutions that adhered to the overall Enterprise Architecture.

With the Architecture and Process Teams working closely together there was a significant intangible business benefit. As issues arose these could be addressed and resolved at system, operational and support levels. In doing so we provided Business Readiness and Business Operations Teams with a high degree of confidence of our ability to deliver practical workable solutions.

4. Client Feedback

As the TSA Programme Director (Jeff Wollen) - I was “on the hook” to deliver a successful programme outcome to the CPW PLC board, namely one of complete and utter separation away from Time Warner (AOL Inc, AOL Europe, AOL UK) and a fully functioning stand-alone business entity.

The scope of the TSA Programme was far reaching in that it encompassed business strategy, people & organization, business processes, and information systems.

Clearly at the very heart of this programme – if you like the DNA of the company we would give “birth to” - the end-2-end business model and the associated Technology landscape required to support it moving forwards.

The One Point Consulting team has been without a shadow of a doubt instrumental in us achieving our goal successfully.

From my experience of One Point Consulting – Shashin has recruited a body of technical people that blend “the What” and “the How” to create a small team that adds tremendous value to its clients.

5. Further Information

For further information about this case study please feel free to contact:

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