Project Benefits:
- **80% time reduction in order entry**
- **Improved data integrity**
- **Reduced training costs**
- **Maximized ROI through use of web services and existing systems**

Project Characteristics:

Industry: Communications

Staff Months: 15 months

Systems: 8

Transactions: 147

Environment:

Business Domains:
- **Telephony**
- **High Speed Data**
- **Cable Television**

Functional Domains:
- **Order Entry**
- **Order Management**
- **Customer Support**
- **Billing**

Technologies/Systems:
- **XML**
- **Red Oak Legacy Integrator**
- **Wazee Legacy Navigator**
- **Oracle**
- **J2EE**
- **ICOMS**
- **CSG**

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ROI on Web Services Integration

"We needed to get to a single customer support system to improve our business. For us, that meant a single web-based user interface transparently communicating with many back-end systems. Wazee Group cost effectively provided the transparent communication and back-end integration through intelligent application of technology and consistently meeting aggressive delivery schedules."

- Scott Jones, Wazee Group Client

Summary

Wazee Group helped a leading broadband services provider reduce time and money spent on customer support operations, and improve data integrity across a suite of customer-facing systems. Industry competition and pressures left minimal time and money for a solution. Wazee Group rapidly deployed a cost-effective integration infrastructure to provide a consistent view of customer, order and billing information across systems shared by multiple internal departments.

Problem Specifics

The client had rapidly increased the size of its corporation, largely by acquisition. This growth created a heterogeneous system environment where basic order entry and support tasks required customer service representatives to complete tasks in multiple systems. This weighed down the clients ability to provide effective customer service, and contributed to continual degradation of customer and order data. More specifically, the client told Wazee Group:

- **Customer support tasks take too long** - - up to one hour per order. This leads to unacceptable labor costs and order backlogs.
- **Enterprise data corruption** is decreasing customer satisfaction and preventing effective decision support around customer and service management.
- **Lengthy and expensive training requirements** for customer service personnel are reducing profitability and increasing vulnerability to personnel turnover.

Solution Delivered

Wazee Group deployed a five-person team focused on rapidly addressing the system infrastructure issues preventing effective customer service. Wazee Group understood the client required a single system interface for their customer service personnel. They also required a solution that supported system interactions outside their firewall, while also minimizing time, cost and risk through leverage of previous investments.
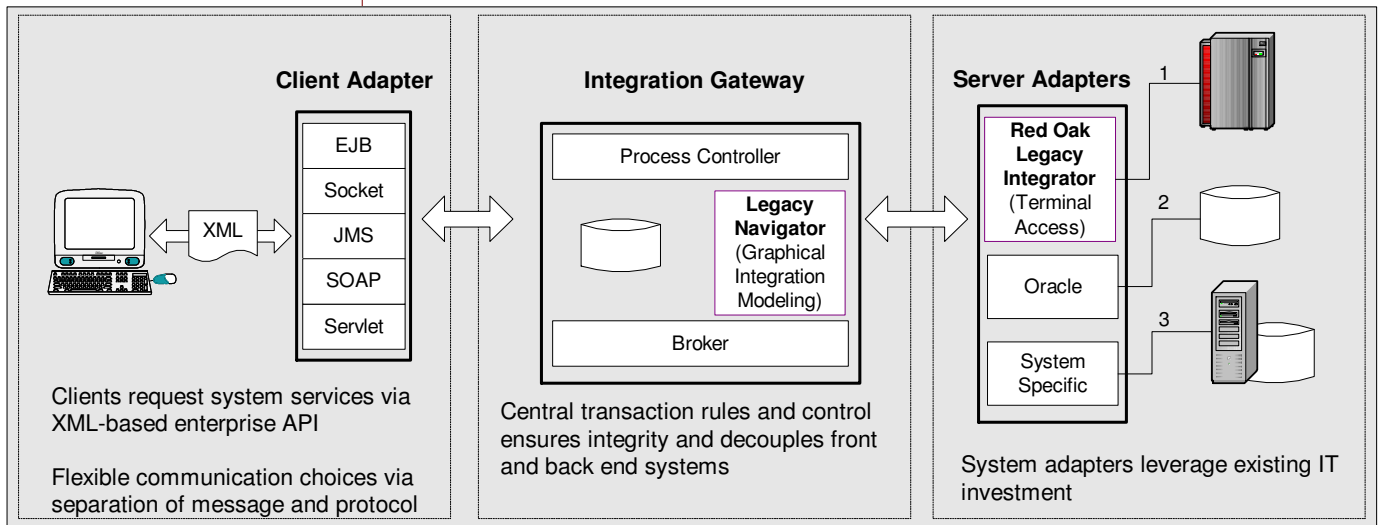
Creative use of web services and legacy integration dramatically increased ROI

Using a Web Services approach, Wazee Group deployed a centralized integration gateway to organize the multiple system interactions required for basic customer support tasks (see Figure 1). Communication is now supported via an XML-based enterprise API, which enables use of a single web application for customer service tasks. Data is entered or modified in one intuitive system, versus the "swivel chair" environment that previously existed. Data entered in the web client is validated through the integration gateway, which also manages back-end data modification. Data now remains accurate and consistent across previously conflicting systems.

Client Adapter

EJB
Socket
JMS
SOAP
Servlet

XML

Clients request system services via XML-based enterprise API

Flexible communication choices via separation of message and protocol

Integration Gateway

Process Controller

Legacy Navigator (Graphical Integration Modeling)

Broker

Central transaction rules and control ensures integrity and decouples front and back end systems

Server Adapters

Red Oak Legacy Integrator (Terminal Access)

Oracle

System Specific

1

2

3

System adapters leverage existing IT investment

Figure 1: Web Services communication between web client and back end systems

Benefits Achieved

The solution directly addressed the immediate business problems. **Order entry time shrank by 80%, back-end system data remains consistent, and training requirements have dropped dramatically** with the deployment of user friendly web applications. However, Wazee Group took a number of additional steps to ensure project return and success:

- **Reduced project costs** through thoughtful technology application including use of Red Oak's Legacy Integrator and effective use of open system components.

- **Reduced future maintenance costs** through use of Wazee Group's Legacy Navigator™ to provide a graphical, data-driven approach to complex terminal access integrations.

- **Designed for future growth** as new clients have easily been added without concerns about back-end data, and back-end system modifications can occur without disrupting client systems.

- **Minimized deployment risk** through use of integration specific rapid development techniques accrued through Wazee Group's significant past experience.

Red Oak products provided critical leverage in quickly and cost-effectively integrating key legacy systems in this challenging business domain.

- Jim Ladd, Wazee Group

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