

Automation keeps Fibertech ahead

How Netsmartz seamlessly integrated 52 workflows for Fibertech - resulting in reduced operating costs, less redundancy, fewer personnel and a higher and more consistent quality of service.



Fibertech processes are now unified and more agile

Fibertech Networks, a fiber management company, provides metro dark fiber and fiber-based transport services in medium-size cities throughout the eastern and central United States.

Founded in 2000 to provide infrastructure to CLECs serving medium-size cities, Fibertech began building fiber optic networks in Syracuse, Buffalo, Worcester and Springfield, Massachusetts.

Eight years forward, Fibertech operates metro networks in 23 markets with over 4,000 route miles of fiber providing dark and lit service to carriers, Fortune 500 companies, colleges and universities, major health facilities and state and local government agencies.

Challenge

Fibertech's healthy year-over-year growth was placing a tremendous strain on the company's operations. The answer to each new large contract was to hire another employee. The company had no centralized storage system for customer records. Each department housed their own records. Redundancy of task across departments was widespread and tracking orders was time consuming and cumbersome.

Fibertech knew well that in the competitive telecom sector you have to provide customers with fast, flexible and cost effective solutions. The company's management team recognized that to continue building their business and stay competitive they needed to streamline and automate operations with an OSS.

They evaluated off-the-shelf and customized OSSs ranging in price from \$600K \$1.4M. While several of the products proved robust, they either contained features that Fibertech did not need, lacked the flexibility to be customized,

Key Benefits:

- Business unified and more agile
- Services delivered to customers faster
- Reduced operating costs
- Provisioning 35% more effective
- Internal processes more transparent
- Network problems resolved with greater accuracy and speed
- Affordable solution

Testimonials

"The Netsmartz OSS was exactly what we needed here at Fibertech. It has reduced our operating costs and helped us provide a higher and more consistent quality of service.

The Netsmartz OSS has us well positioned to serve existing customers and to add new ones. And the best part: Netsmartz delivered the entire system on time and on budget. We are delighted with the results."

John K. Purcell

President and CEO, Fibertech Networks

or were too expensive. Fibertech needed a solution that was scalable, cost effective and could be easily adapted to their existing workflow.

The Solution

After a rigorous RFP process, Fibertech chose Netsmartz to develop and implement a solution. Fibertech already had a confident working relationship with Netsmartz, and our local presence and understanding of networks and the telecom business culture meant we would be able to work effectively with them from day one. Netsmartz worked with Fibertech to implement FiberSmartz, an OSS software application developed by Netsmartz for Fiber Management and Telecom companies.

The system is a seamlessly integrated, end-to-end OSS with customizable tasks and workflows, providing visibility to business processes and resource utilization.

The Approach

Netsmartz established a team to work with Fibertech to undertake the following tasks:

1. Diplomatically obtain buy-in from each Fibertech staff member.
2. Document by department, the tasks and workflow associated with each of Fibertech's service offerings.
3. Define the requirements for a detailed and flexible analytical reporting system.
4. Analyze legacy systems and develop an integration plan.
5. Assess Fibertech's future needs.

The Outcome

Using FiberSmartz, Fibertech has seamlessly integrated 52 workflows resulting in reduced operating costs, redundancy and fewer personnel providing a higher and more consistent quality of service.

The FiberSmartz workflow has automated Fibertech's day-to-day operations of delivering contracted dark and lit fiber services, all the while saving users of the system time by organizing tasks and capturing detailed information from order entry to project completion.

The contracts, service order forms, maps and notes related to a service order



"We were looking for more than just a supplier. We were looking for a partner. And the Netsmartz team surpassed all of our expectations. During the design and development phase Netsmartz took the company's ideas and turned them into a extremely tailored and highly accepted Operations Support System in only nine months. That's unheard of in the telecom industry and a true measure of the quality of product Netsmartz delivered."

Jason J. Light

Senior Systems Analyst, Fibertech Networks

that once resided in file cabinets are now electronically formatted, and easily accessed by all departments. Tracking the status of a jobs take minutes instead of hours and NOC issues are resolved with greater accuracy and speed.

The new OSS has given Fibertech far greater insight into its own systems and processes. As a result they can now identify obsolete technology and inefficient processes, justify network planning decisions and, in general, manage the entire organization's activities.

Fibertech's customers have benefited too. Through the customer portal, they can initiate and track trouble and maintenance tickets as well as track new service orders.

The Future

Demand for connectivity alternatives in medium-size cities, presents Fibertech with an enormous opportunity for future growth. By implementing FiberSmartz, Fibertech is well positioned to build on its leadership position in the fiber management market.

Its new centralized operations will allow the company to adapt quickly to changing market conditions without sacrificing flexibility or customer service.

And the partnership continues today. Currently, Fibertech is working with Netsmartz on smaller scale integration projects while enjoying the continued benefits of the large-scale OSS project.

Netsmartz is a leading software development and business services company employing 430 employees in 3 countries. It provides software solutions, business consulting, systems integration and business process outsourcing services. Netsmartz works closely with customers to release their potential, enabling change that increases their efficiency, accelerates growth and manages risk. It applies its deep industry knowledge, technical excellence and global delivery experience to help its customers build leadership positions in their markets



For more information on
FiberSmartz visit:

<http://www.fibersmartz.com>
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