VIVO PARTICIPAÇÕES

ACCELERATING MATURITY OF THE IT SUPPORT ORGANIZATION

QUICK FACTS

Industry
Telecommunications

Net Revenue
US$2.4 billion

Employees
13,266

Headquarters
São Paulo, Brazil

Web Site
www.vivo.com.br

SAP® Solutions and Services
Optimizing operations through SAP® Enterprise Support services accelerated by SAP MaxAttention™ services for reduced total cost of ownership

Implementation Partner
SAP Active Global Support organization

Vivo Participações is the Brazilian market leader in mobile telecommunications. In this context, the company is always looking for opportunities to improve its business and attain better results. With the SAP® MaxAttention™ and SAP Enterprise Support services, Vivo is able to improve its system management knowledge and reduce operational costs.

Key Challenges

- Adopt end-to-end solution operation best practices for mission-critical SAP® solutions
- Transform support organization from a reactive to a more proactive model
- Identify transactions within core business processes with performance optimization potential
- Reduce the amount of data storage consumed

Why SAP Was Selected

- Holistic application lifecycle management strategy provided by SAP
- Tools and best practices enabled by the SAP Solution Manager application management solution supporting end-to-end solution operations

Implementation Best Practices

- Close and effective collaboration to accelerate top issues and implement recommendations
- Training sessions on system administration
- Strong executive commitment and sound governance structure

Low Total Cost of Ownership

- Support provided by SAP MaxAttention™ services for accelerated adoption of application lifecycle management tools from SAP and best practices
- More insight achieved into utilizing tools with SAP Solution Manager to reduce total cost of operations
- Improved system management and greater stability of SAP software systems
- Enhanced resource efficiency

Financial and Strategic Benefits

- Avoided expensive training costs and received knowledge transfer uniquely customized to Vivo Participações' needs
- Reduced amount of data growth (for significant hardware savings) and determined data management strategy
- Improved performance of core business processes such as logistics and financial monthly closing

Operational Benefits

Key Performance Indicator	Impact
Improved performance of contract management for suppliers	+79%
Improved performance of online interface stock transaction	+60%
Improved performance of interface for charging suppliers	+90%
Enhanced the report of billing sale/reinstatement transaction	+60% to +70%
Enhanced performance of interface to list vendor items	+20%
Identified potential performance increase for program listing orders and consignments	+60% to +70%

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SAP®

"Services from SAP MaxAttention and SAP Enterprise Support have helped us to adopt a holistic SAP application lifecycle management strategy. This can ultimately help us to reduce our total cost of operations."

Paulo Tonding, Operations IT Director, Vivo Participações

www.sap.com/contactsap

Since 2003, Vivo Participações has been the Brazilian market leader in telecommunications. With over 52 million customers, the company has had great performance in this industry. To meet its growth objectives, Vivo knew it had to continue to identify opportunities to improve the performance of its core business processes to enhance business efficiencies and reduce total cost of operations. To achieve these goals, the company leveraged the expertise available from the SAP® MaxAttention™ and SAP Enterprise Support services to accelerate the maturity of its IT support organization.

Knowledge Transfer from SAP for Application Lifecycle Management

With system administration services provided by SAP MaxAttention, Vivo is empowered with best practices supported by SAP, increasing the firm's knowledge regarding basic management tools. Workshops focusing on these services are uniquely customized to help companies reduce total cost of operations. The services allowed Vivo to move away from individual expert reliance and construct the framework for monitoring procedures as a team, avoiding higher training costs and receiving the best knowledge transfer possible by learning on the job. In addition, the information provided by the knowledge transfer during the workshops helped the company improve its operating procedures. This allowed Vivo to better its system management, resulting in greater stability of its SAP software systems.

Enhanced Business Process Performance

Vivo leveraged the SAP Business Process Performance Optimization service to gain recommendations on improving the performance of core business processes, such as the period-end close and logistics. Built on SAP support expertise and knowledge gained from thousands of customers, the tailor-made service analyzes processes and identifies opportunities to make businesses more efficient.

With the collaboration of SAP MaxAttention services, Vivo expects to increase business process performance by about 60%. SAP MaxAttention enabled Vivo to recognize that report of billing and sales/reinstatement transactions could be improved by implementing proactive recommendations.

Better Performance of Custom Programs

Vivo wanted to look at a custom program listing of orders and consignments not confirmed by stock to see if there were opportunities to enhance performance. With the SAP Business Process Performance Optimization service, the firm gained recommendations that improved performance between 80% and 90% and enabled an increase in end-user efficiency.

To further improve custom programs, the company used SAP MaxAttention services to help analyze and simplify transactions in its logistics and sales processes.

First, within the logistics process, once Vivo implemented recommendations, the percentage allocation of events transaction rose between 70% and 90%. Then, after analysis of the sales business process, Vivo saw that the online interface stock transaction could be improved with some expert recommendations from SAP MaxAttention. As a result, the company has boosted the transaction performance by at least 60%.

Data Volume Improvements

To reduce total cost of operations, Vivo identified opportunities by implementing best practices for data volume management that are supported by SAP. Using recommendations provided by SAP Enterprise Support, the company successfully reduced the existing database size by 12% (600 GB) and monthly growth by 15% (22 GB) with avoidance and deletion strategies. By adding two archiving objects, Vivo further improved the database size reduction by 26% and monthly growth by 36%. More important, the company can expect higher system stability and significant hardware savings with an established data volume management strategy.

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