

# KPN iTV

To successfully deliver true high-definition television, on-demand video services, and time-shift capabilities, KPN iTV had to make sure its services would give consumers a superb viewing experience. NetIQ® Operations Center enabled KPN iTV to map its business services to the underlying IT infrastructure, providing a complete, visual, and intuitive and business-centric overview of the company's core business processes and allowing the company to proactively ensure service continuity.



## Overview

KPN is the leading telecommunications and information-and-communications technology (ICT) service provider in the Netherlands. The company currently provides its Internet TV (iTV) service to more than 300,000 households and has more than 30,000 full-time employees.

## Challenge

KPN has a goal to be a leading next generation iTV provider in Europe, combining true high-definition television, on-demand video services, and time-shift capabilities (the ability to pause, record, or rewind live TV programs) in a package delivered over broadband connections.

Introducing a high-profile media product in a competitive marketplace is potentially tricky. Because media consumers are able to discuss poor experiences with one another at the touch of a button, KPN needed to be sure that its service would be completely robust.

**“Operations Center is helping us to visualise, in real time, how our ICT environment is performing against our business objectives.”**

### WILLEM HAUMERSSEN

National Operations Centre Manager  
KPN iTV

“We wanted to have direct, real-time, proactive control over the customer experience to make sure that everything would run perfectly,” said Jacob Groote, director of the National Operations Centre. “Delivering a huge range of interactive television content over the Internet involves a large number of different systems and technologies, all of which must be monitored and managed to ensure a good customer experience. The key challenge was to find a way to aggregate all of the technical information into a dashboard that would show the end-to-end customer experience in real time.”

## Solution

For any company managing complex business processes that span multiple systems, it can be difficult to gain a clear, top-level view of the business's overall health. Traditional monitoring solutions tend to reveal only isolated technical problems, without showing the impact the problems will ultimately have as they progress down the chain of business processes. When such monitoring solutions aggregate data, the information they produce is often too technical and they take too long to deliver it.

Working with Q-TC, a leader in business-alignment solutions, KPN iTV implemented an advanced business service management solution based on Operations Center. The solution provides real-time dashboards showing the business impact of events in the ICT infrastructure.



## At a Glance

### ■ Industry

Telecommunications

### ■ Location

Netherlands

### ■ Challenge

To ensure consumers were receiving quality viewing experiences, the company needed a way to aggregate all technical information into a dashboard that shows the end-to-end customer experience in real time.

### ■ Solution

Use Operations Center to gain real-time dashboards that show the business impact of events in the ICT infrastructure.

### ■ Results

- + Provided the ability to prioritise issues in terms of their effects on the customer experience
- + Enabled companies to more intelligently prioritise technical fixes, minimising escalations

**“Instead of business managers responding in a reactive manner to information that slowly filters up from the ICT team, they can immediately grasp the issues and ensure that the correct actions are being taken.”**

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National Operations Centre Manager  
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KPNiTV can now proactively identify and resolve issues anywhere in the chain, from broadcaster to viewer, allowing KPN iTV to deliver very high-quality services to its customers.

“We were facing the classic disconnect between IT and business, and we needed to get them completely aligned, in real time,” said Willem Haumerssen, manager of the National Operations Centre. “Working with Q-TC, we built a real-time dashboard using Operations Center software, which has enabled us to ensure that our ICT operations are completely business-centric.”

Q-TC completed a successful proof of concept in KPN's national operations centre within just eight weeks. KPN iTV put the solution through its paces in a six-week trial, then signed a three-year contract.

## Results

With Operations Center, KPN iTV can see which services depend on which elements in the IT infrastructure, making it easier for separate teams to work together to resolve performance degradation or outages. The solution also makes it

easier for KPN iTV to prioritise issues in terms of their effects on the customer experience.

“The Operations Center and Q-TC solution presents technical information in the language and context of the business services we offer to customers,” said Haumerssen. “Instead of business managers responding in a reactive manner to information that slowly filters up from the ICT team, they can immediately grasp the issues and ensure that the correct actions are being taken.”

Operations Center is an open, easy-to-integrate solution that combines product maturity with rapid deployment capabilities. It gives KPN iTV a real-time view of, and control over, service levels. It also enables the company to more intelligently prioritise technical fixes, minimising escalations.

“Operations Center is helping us to visualise, in real time, how our ICT environment is performing against our business objectives,” said Groote. “This minimises our risk, improves internal efficiency, accelerates problem resolution and ensures that we can deliver an extremely high-quality service to our iTV customers in the Netherlands.”



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