

INDRA AWARDED BEST EUROPEAN OUTSOURCING PROJECT FOR HELPING O2 WITH INNOVATIVE REAL-TIME MARKETING APPROACH

- **Awarded by the Global Sourcing Association (GSA), the prize is given in recognition of innovation, excellence and best practices in outsourcing projects that involve at least two countries**
- **With the new service model provided by Indra, the operator enjoys data analytics intelligence, more flexible production and a significant improvement in user experience (CX), helping to achieve O2's objectives**
- **Indra strengthens its leading position as a provider of IT management and development support services for large corporations across the world**

Madrid, November 15, 2016.- Indra has received the European IT Outsourcing Project of the Year award. Selected by the Global Sourcing Association (GSA), Indra is thus given recognition for its service to the mobile operator O2, Telefónica's brand in the UK. Shortlisted along with four other major companies, Indra won the prize that is awarded by the Global Sourcing Association (GSA) to organisations that show innovation, excellence and best practices in outsourcing projects involving at least two European countries.

The selected project, which dates back to early 2010, remains a work in progress. O2 was seeking a partner that could provide an application monitoring service on their highly critical network data analytics platform.

Working closely with O2, Indra developed a three-layer service involving 130 professionals in the UK, Spain (Malaga, Salamanca and Madrid) and the Philippines. The project consisted of implementing monitoring and analysis tools in order to provide the requested service and, as such, handle 69,000 events/hour, 12,000 alarms/hour and monitor 12,000 network elements.

Service architecture was structured so as to provide network details and, as a result, proactively prevent incidents that could have an impact on both user experience (CX) and business. This architecture also provides for the implementation of a collaboration ecosystem between O2, Indra and other technology partners, whereby new technological advancements are reflected in all phases.

Benefits

Through the operational service structure, O2 has managed to reduce overheads devoted to operational tasks, thus enhancing its tasks associated with the business. This enhancement has led to a reduction in the time that customer engineers spend engaged in certain monitoring activities.

Specifically, the technology developed by Indra has enabled O2 to gain insight into the behaviour of the network in order to proactively prevent failures that could impact on the customer experience and business: automating user processes (tools), enabling automation in alarm monitoring while taking on the responsibility when a problem arises. On this point, Indra's solutions have also made it possible to integrate all alerts and their thresholds, send automatic service orders to technical teams to initiate checks and actions required to prevent failure, and, finally, to review and improve operational processes.

Indra Management liaises with O2 to help implement the quality assurance process so all projects going live in the OSS space will follow these processes. This helps the O2 team to understand and plan for these accordingly.

One of the most important aspects has been to provide technical expertise, availability of resources and flexibility beyond the responsibilities or objectives. The partnership and collaboration has been reflected in all customer requirements.

The service model developed by Indra has resulted in more flexible output that is able to absorb peaks of over 200% and reductions of less than 50% in the same period. i.e. the service team had to be more than doubled to absorb the increase in demand caused by the 2012 London Olympic Games.

Lastly, O2 has been able to leverage operational intelligence in data analytics from 20 million homes with the Smart Metering Implementation Programme (SMIP), an initiative promoted by the UK government with a view to moving toward a more secure and sustainable energy model. In just one and a half months, this programme called for a 900% increase in the demand for highly specialised professionals.

Leader in outsourcing

Indra is the indisputable leader in the Spanish IT services market, according to the main sector analysts, with vast proven experience on an international level. The company has been developing end-to-end outsourcing services around the globe for nearly 20 years, bringing its technical, human and material capabilities to its role as a technology partner.

The global consulting and technology company currently provides IT management and development support services for a large number of clients worldwide in such diverse sectors as finance, energy and industry. Its extensive network of production centres staffed by more than 9,000 highly qualified professionals offer global coverage and enable the company to collaborate in the development, administration and operation of technological platforms as well as to implement the latest trends in the sector.

Indra boasts considerable expertise in this field as demonstrated by, for instance, Ecopetrol, the fourth largest oil company in Latin America, of which Indra is a key technological partner responsible for full management of the company's IT functions; Gas Natural Fenosa, a company for which Indra provides global outsourcing services; Meralco, the largest power company in the Philippines; and Vivo, the market leader in integration provision in Brazil and the recipient of Indra's IT support service for a decade now.

The findings of a recent study undertaken by IDC, the premier global market intelligence firm, position Indra as a benchmark in business value creation, efficiency, and the digital transformation of the outsourcing model on a global scale.

About Indra

Indra is one of the leading global consulting and technology companies and is a technological partner to its clients in key business operations around the world. It offers a comprehensive range of proprietary solutions and cutting-edge services with optimal technological capabilities, supported by a corporate culture of reliability, flexibility and adapting to client requirements. Indra is a world leader in the development of comprehensive technological solutions in fields such as Defence & Security, Transport & Traffic, Energy & Industry, Telecommunications & Media, Financial Services and Public Administrations & Healthcare. Through its Minsait unit it addresses the challenges posed by digital transformation. In 2015 it posted revenues of 2.85 billion euros and had 37,000 employees, a local presence in 46 countries and projects in more than 140 countries.