

Airline Flies High With Avotus ICM

Avotus Advantages

Support for Nortel MCS 5100 platform

Manage all MAC requests online from request to fulfillment

Installed Hospitality Suite software at corporate headquarters

As one of the world's largest airlines operating international, national and commuter service, this Avotus customer serves more than 250 cities in over 40 countries with almost 4,200 daily flights.

Business Issues

Like most large organizations, this airline had to manage service and billing from several telecommunications vendors around the globe. Their small internal telecommunications accounting group relied heavily on their vendors to resolve business critical issues, which left the accounting group buried under paperwork. In addition, any requests for moves, adds, or changes (MACs) were first typed in Microsoft Word and then distributed through the proper channels. Since there are almost 80,000 employees worldwide and 8,000 at headquarters, requests for MACs are frequently submitted daily.

The airline wanted a communications management solution that could:

- Support Nortel's new MCS 5100, an enterprise multimedia and collaborative applications platform.
- Manage all MAC requests online from request to fulfillment;
- Provide detailed management reports 24x7; and
- Handle Meridian 1 advanced traffic and Meridian 1 PBX inventory.

Solution

During the initial RFP, Verizon utilized Avotus' advantages (including MCS 5100 support) to differentiate themselves from the other competitors. After the airline had designated Verizon as its preferred vendor, the challenge was laid out to upgrade the phone systems of all its offices and terminals in airports around the world. Avotus would be used as the software infrastructure to centrally manage all call accounting including work orders and service changes.

With such a large project and a rapid initial deployment, Avotus Professional Services stepped in to help ensure the project would get up and running quickly. As is often the case in such deployments, the devil is in the details. As those details were vetted, new challenges would arise and the project scope would change. Thanks to Avotus Project Coordinators and Avotus Engineering/EIT teams, the Avotus software was adapted to match the changing specifications.

Results

The airline continued to migrate worldwide sites through 2004, with Avotus consistently meeting all deadlines. This project pushed the Avotus teams to expand the functionality of Avotus ICM, leading to changes such as two-way LDAP synchronization and the ability for a user to go directly to a preferred site after logon. Finally, the airline maintains a hotel for its visiting employees and guests at its world headquarters. Avotus was able to implement an onsite implementation of its call accounting solution into the hotel so that American Airlines can track and bill calling on a per guest/room basis.

