

## AFRICA GOES MARVAL MSM

24 November 2008

Marval's partner Quintica is taking IT service management to new levels in Africa, with an international Telecommunications company.

This company, is an international telecommunications services company, serving more than 33 million customers across 15 countries in Africa; these include; Burkina Faso, Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda and Zambia.

This bold service improvement programme, embarked upon by the company, had a key objective; "To align IT and telecommunications engineering support services across Africa which are underpinned by a common ITSM toolset (Marval MSM); industry best practice and standards (ITIL)." The Company needed a standardised approach; which was scalable and gave them the control, accountability and management information they needed. After a one (1) year selection and proof of concept period, the Company selected Quintica as their ITSM partner and Marval MSM as their IT Service Management tool set.

The initial Marval project phase started at the end of 2007 and is on schedule to be completed by Q2 2009; which is a major feat in its self. This proved to be no mean challenge; even for the experienced Quintica team. The initial challenges included language, differing cultures and concepts such as; business priorities and deadlines, everyone did it their way. There was also little knowledge around service management principles and ITIL; but everyone was eager to learn and embrace them.

Structured service improvement workshops were used to identify, normalise and standardise service offerings (along with their underpinning resources), with a strong focus on service & data quality, process optimisation and staff buy-in. Amazingly, for each country the exercise took less than 3 weeks for the Quintica team (consisting of 3 people) and the local company teams to complete. For the Franco speaking countries; a French speaking Marval implementation specialist was put in place to speed up and improve communication.

As the project was rolled out, with a separate MSM implementation put in place for each country, the company master service catalogue was updated with any country specific services, functions and processes.

Initially it was thought that merging IT and Telecoms Engineering was a potential risk, in fact it was just the opposite. It was the teams themselves that quickly realised that they had much in common, with the main differences simply being the technology and programmes they each supported. They all had incidents, problems to solve, changes and equipment to manage, and in many cases; the same customers.



## CASE STUDY

With MSM, the approach has been to keep it simple, educate and expand the processes where control is required and importantly ensure the information provided to the business is both accurate and up-to-date at all times.

It's fair to say that such a mammoth project would not be possible without the commitment, positive attitude and support of the company teams in each of the various countries. It's also been a great learning exercise for the Quintica team who confess they have not worked on a project quite like it. For the Company it's no longer about local IT support, engineering support; it's about delivering "A Standardised Customer Service & Support Structure across the whole of Africa".

### **EDITORIAL CONTACTS**

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