



Customer Case Study Capsules

Fortune 100 Insurance Company

Business Challenge

This insurance company is one of the largest and strongest diversified insurance and financial services organizations in the U.S. With more than 31,000 employees in a multi-vendor communications environment. They needed to automate and streamline their telecom business processes in order to achieve operational efficiencies. Specifically they wanted to:

- Synchronize data between their IT & telecom systems and applications
- Automate telecom work orders (MACDs) and service requests
- Provide end users with telecom self-service tools

Starfish Solutions

Starfish worked with the client in discovery sessions to identify and recommend solutions to address their business objectives. The first phase of the initiative replaced manual workflow by injecting automation to assist the Help Desk with delegated telecom password resets and the ability to change phone settings.

In the second phase of the automation initiative, Starfish deployed its Directory Solution to synchronize and consolidate data between their IT applications and telecom infrastructure. Once the directory infrastructure was in place, Starfish deployed its Provisioning Solution to streamline and automate work orders related to MACDs (move/add/change/delete).

Key Benefits

The initial impact was significant in reducing the strain on Tier 1 Help Desk personnel. Feedback from the end-user community was positive as they preferred freedom to control elements of their enterprise devices & their ability to reset passwords without waiting. The largest ROI came from the auto-provisioning solution. With over 31,000 employees and significant contact center presence, a portion of the work load related to MACD activity was automated. This provided faster in-service times in the contact center and back office and reduced internal expenses.

“By deploying Starfish solutions, our operations team has increased overall service to our end users, optimized our resources while being able to handle higher volumes of requests, and gave us the ability to more proactively manage our complex telephony environment.”

Manager, Infrastructure Engineering



Large Health Insurer

Business Challenge

This insurer provides health insurance coverage to over 3.2 million people on the East coast. Specifically, they wanted to:

- Create and maintain an accurate, authoritative, real time datastore about users and their telecom resources (extensions, features, etc.)
- Provide access to the up-to-date directory for their Nuance SpeechAttendant application

Starfish Solution

Starfish Directory Solution was ideal for this challenge where the customer wanted to synchronize and consolidate information in real-time from multiple sources. Leveraging the Directory Solution, the client was able to automate the process of synchronizing phone numbers from their Avaya Communication Manager to their Active Directory.

Additionally, HR data was also consolidated to the datastore and then made available to their Nuance SpeechAttendant application.

Key Benefits

Using an automated process, the client achieved their desired result of maintaining an up-to-date telecom datastore representing user information and their associated telecom resources. This eliminated the manual process of maintaining directory information inside the Nuance application. Additionally, the directory information was extended to other IT applications requiring, accurate data about their employees and contractors.



Fortune 50 Communications Company

Business Challenge

This global media and technology company has operations across the United States. Starfish supports one division with nearly 28,000 (internal and external) employees in eleven states, serving more than seven million customers.

Specifically, this division wanted to:

- Interact with an in-house web service to execute provisioning requests for their employee onboarding application
- Automate their defined business logic to eliminate high frequency mundane manual transactions

Starfish Solution

By leveraging Starfish's Provisioning Solution, the client was able to quickly and seamlessly integrate their existing employee onboarding application through a customized web service. Using this web service, the customer was able to automate and streamline telecom admin workflow for move/add/change/delete (MACD) activity of telecom resources for both end users and contact center agents.

Key Benefits

They significantly reduced the time required to create and configure end user and contact center agents from days to seconds. Additional benefits included the elimination of human error and the injection of standardization using an automated and streamlined business process.



Global 1000, Multinational Analytics Company

Business Challenge

The company has more than 28,000 employees and is based in Europe, operating in four market segments: scientific, technical and medical; risk and business analytics; legal; and exhibitions. Specific objectives were:

- Achieve a multi-vendor management strategy with one layer of automation
- Maintain Avaya in the contact center but migrate some back office users from Avaya to Microsoft Skype for Business
- Streamline their telecom business processes through their IT Service Management platform—ServiceNow
- Reduce time to on-board and off-board users

Starfish Solution

By integrating ServiceNow with the Starfish Provisioning Solution, the client was able to seamlessly automate the provisioning of user and contact center agent accounts for Avaya Aura and Microsoft Skype for Business.

Key Benefits

By streamlining and automating manual telecom processes, they were able to eliminate overhead costs of hiring incremental IT staff while significantly improving service levels. In addition, by leveraging their ITSM platform, ServiceNow, they were able to automate service requests to provision new Skype for Business user accounts including managing their associated mailboxes (including pin resets) and Avaya contact center agents. Through automation, the client also eliminated security concerns by automatically disabling users' telecom resources when they leave the organization.