



**ONE POINT**  
CONSULTING LTD

**THE Carphone Warehouse**

*...for a better mobile life*

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# **Carphone Warehouse COBAL Programme**

## **Enterprise Architecture – Case Study**

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September 2008

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## 1. Business Overview

COBAL, one of largest systems implementation programmes ever undertaken by CPW commenced in early 2005 to deliver the CPW strategic BSS platform for supporting the TalkTalk fixed line business. The programme consists of integrating best of breed CRM, Billing and Order Management solutions to create the CPW core strategic platform based on Service Oriented Architecture. This platform is then being integrated into the existing CPW landscape.

The system being delivered is known as TRIO (The Right Information Online). It is a large complex system involving ~150 interfaces across a number of different technologies. The system has been developed on a scalable architecture with expected volumes of 2million+ customers.

The programme is delivering functionality over a period of time over a number of releases with the long-term intent to migrate all customers off the legacy platforms to the new strategic platform. The initial phases have delivered support for new customers being provisioned on the Local Loop Unbundling (LLU) product set.

## 2. How was One Point Consulting involved?

One Point's was involved in two main areas within the COBAL:

- Heading up the architecture workstream and defining the COBAL end to end architecture;
- Implementing the Alfresco document management system.

### **COBAL Architecture**

Shashin Shah, Managing Director of One Point was recruited to setup and lead the COBAL Architecture Team as Head of Architecture. Another One Point Architect was resourced to engage in the delivery of the Solution Architecture.

Shashin's key responsibilities included:

- Leading and overseeing the definition of the end to end architecture;
- Managing a peak team of seven architects covering CRM, Billing, OM/Provisioning, Online, Retail, Integration and MIS;
- Establishing an overall governance process and chairing governance meetings;
- Helping the selection of key System Integration partners;
- Applying a structured Architecture methodology.

### **COBAL Document Management**

During the course of the COBAL programme it became clear that using a network shared drive to manage a very complex system delivery started to compromise work on the programme. With a combined onshore and offshore team in excess of 250 people during the peak period of the programme, there were many documents being produced and used across the multiple workstreams. It became apparent that teams were working on outdated versions of documents leading to quality issues and lateness in delivery.

A document management solution was required. CPW had a policy to include open source based solutions during any selection exercise. A CPW architect was asked to evaluate Sharepoint, Alfresco and Kana IQ for document management. Alfresco was finally selected and One Point asked to implement it in Feb 2007. A number of workflows were implemented to ensure that the teams always used the latest base line documents.

In addition to the COBAL team using Alfresco, other departments in CPW and the internal IT department (GIS) also started to use the system. In total there were in excess of 300+ regular users accessing a repository which had in excess of 10000+ documents,

### **3. The Business Benefits**

The outcome was in delivering a robust Solution Architecture that was used to set the reference point in the design and implementation of specific workstream solutions.

Service Governance framework was setup and used throughout the organisation. Benefits are already being seen with many of the services created by COBAL being reused by other projects.

The methodology that was introduced in developing this deliverable was adopted by the Architecture Group and is being used for projects across the organisation.

Architecture Governance Structure was established and adopted across the organisation. It was very successful in bringing together the right stakeholders to address business and technical issues.

By Q3 2009, a number of legacy CRM/Billing systems will have been migrated onto TRIO and TRIO is expected to support in excess of 2M+ customer base giving CPW a robust strategic CRM/OM/Billing system to enable it to bring new product offerings faster to an extremely competitive market place.

### **4. Client Feedback**

Greg McCall – Programme Director for COBAL had the following to say for One Point:

The One Point team engaged with this major programme in August 2005 and they still continue to be actively involved as the system goes into full deployment.

The One Point team played a crucial role in defining the new strategic target architecture for the next generation of a CRM/Order Management/Billing platform for the CPW TalkTalk business. The One Point team did not just define the architecture blueprint but were very much instrumental in guiding its delivery and overseeing through governance the delivery of the various components by third party partners.

In addition to their architecture expertise, they bring with them a style of working which is pleasant, always professional and full of integrity in all aspects.

One Point have shaped and helped successfully deliver the largest ever systems integration programme undertaken by CPW.

### **5. Further Information**

For further information about this case study please feel free to contact:

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