

Cbeyond Case Study

Cbeyond increases efficiency and customer satisfaction while reducing costs by utilizing the QBOS Tradespace Management System™

"We are extremely satisfied with our return on investment in the Tradespace Management System from QBOS. QBOS implemented a customized solution within 60 days, including a workflow system that integrates with our national service partners. As soon as the system went live, we were able to drastically reduce our paper usage and save time. Their deep understanding of our business and commitment to high quality customer service has made them a trusted partner."

-- Richard Batelaan, Chief Operating Officer, Cbeyond, Inc.

Case Overview

Customer:

Cbeyond Inc.

<http://www.cbeyond.net/>

Industry:

Telecommunications

Country:

United States of America

Solution:

QBOS Tradespace Management System (TMS), QBOS Field Service Management System and QBOS Vendor Relationship Management System

Customer Synopsis:

Cbeyond, Inc. was founded in 1999. The company is based in Atlanta, Georgia, and is one of the nation's fastest-growing providers of managed services for small businesses. Cbeyond provides an integrated package of high quality local and long distance telephony services to small businesses in 12 markets: Atlanta, Miami, Detroit, Chicago, Minneapolis, Denver, Dallas, Houston, San Diego, Los Angeles, The San Francisco Bay Area and Washington, D.C.

Business need:

To achieve its mission to deliver "big business" communications services to small business customers at prices they can afford while remaining profitable, Cbeyond needed a cost efficient way to become seamlessly integrated with its business partners to accommodate its rapid growth rate.

Solution:

Cbeyond worked with QBOS to map components of its service offering, along with key business processes, into a QBOS Tradespace Management System. To support these complex processes, the company utilized QBOS' Platform-as-a-Service (PaaS) architecture and Open Identity Master Key database security to manage and share information internally and over the internet with its field service partners.

Benefits:

- Reduction in operational costs through the standardization of service provisioning processes across all remote personnel and business partners
- Reduction in Cycle Times from contract to completed installation through automation of repeatable tasks and communications
- Increased customer satisfaction
- Reduced calls into the Customer Operations Center
- Reduction of paper usage through the conversion of paper into electronic documents, forms and templates

Case Study

In the late 1990's as internet-based information technology became an integral part of doing business for large organizations, Cbeyond recognized that the entrepreneurial class of customers, like large businesses, would embrace productivity-enhancing applications creating a need for more bandwidth. It seized the opportunity by providing this customer base with a simple, integrated package of communications services that is both affordable and easy to use. Cbeyond focused on this large, yet underserved, small business market that spends over \$22.5 billion annually on communications and IT services. By creating a new network, using advanced, next-generation VoIP technology and software-based architecture that delivers converged voice and data applications over a single platform, Cbeyond met the needs of its target market. As a result, Cbeyond is one of the nation's fastest-growing providers of broadband services consistently achieving growth year over year for the last five years.

They accomplished all of this by building a replicable market model. In each new market, they establish their own office staffed with sales, order entry, and project management personnel. Additionally, they establish partnerships with local companies to perform field services, which include the customer premise installation and testing of Cbeyond's Cisco Integrated Access Devices to enable VoIP and other bundled products such as Internet access, e-mail, voicemail, and DNS services.

Cbeyond was rapidly entering new markets and servicing an exponentially growing customer base. Volume in transactions increased, as did the number of field service partners. Furthermore, geographically, they were more and more disbursed.

With this well-earned good fortune came some process challenges. Eager to maintain its high level of customer satisfaction and knowing that its field services vendors are the face of Cbeyond to its customers, the company realized a need for internal and external process improvements to handle the increased volume of customer transactions spread across a disbursed group of field service vendors. Business process management issues such as field service management and vendor relationship management became paramount. To solve this problem Cbeyond turned to the QBOS Tradespace Management System (TMS), an innovative combination of business process modeling software, portal technology and a unique instance-based contextual routing engine.

In 2007, Cbeyond successfully launched the QBOS TMS to its nationwide field service partner network. The QBOS TMS extended process workflows, documents, business rules and collaboration capabilities to Cbeyond's field service partners through a Field Service Management System and a Vendor Relationship Management System.

QBOS customized its feature-rich TMS, which leverages a Platform as a Service (PaaS) architecture, to design a Field Service Management System, creating for Cbeyond a real-time view into the service installation job stream as work progresses in the field. The Field Service Management System automatically monitors all workflows, isolates remote process breakdowns, and initiates corrective actions enabling central operations to quickly respond to the needs of remote personnel in the field.

Maintaining a competitive advantage with efficient operations requires providing secure, reliable and accurate information exchange between companies and their human resources. The QBOS Field Service Management System automatically manages the information and workflow exchange rules in accordance with Cbeyond's policy requirements, while providing the flexibility necessary to optimize or change process workflows in real-time without invasive or complex programming. With access to real-time information provided by the QBOS dashboard reporting, Cbeyond can respond quickly and accurately to changing conditions, mitigating risk to the business.

Cbeyond further advanced the QBOS TMS with the addition of a Vendor Relationship Management System by once again taking advantage of QBOS' PaaS architecture. Cbeyond worked with QBOS to create a fully integrated Vendor Relationship Management System that automates the management of its relationships with its field service partners. QBOS' Vendor Relationship Management System allows Cbeyond to automatically manage the lifecycle of its relationship from contract through training, certification, insurance tracking, as well as quantity and quality of work performed. Additionally, Cbeyond can monitor the interaction between its corporate personnel and its field service partners at all levels from installing technicians to management.

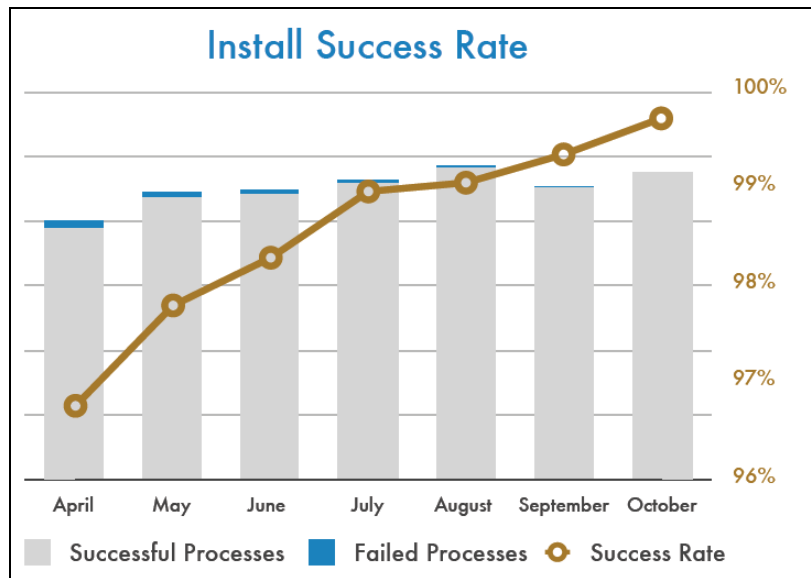
Cbeyond QBOS Tradespace Management System Objectives

- To gain greater control of the installation process by providing automated process initiation and notification to key personnel of potential failures during installation
- To improve the customer experience by increasing Cbeyond's awareness of potential service issues and enabling the company to respond proactively
- To provide immediate ROI by eliminating paper faxing, automating process hand-offs, and reducing calls from field service personnel and customers seeking assistance or reporting problems
- To provide a method of continual process optimization by capturing checklist items within the data model as well as provide analysis of results by installer, work item, or process instance

Realized Business Benefits

- Measurably decreased median cycle times
- Improved customer satisfaction survey results
- Decreased day of install trouble reports
- Decreased post install trouble reports
- Eliminated approximately 10,000 paper faxes per month
- Ensured 100% system availability
- Reduced average time on-site to 2 hours 12 minutes
- Significantly reduced total man hours

The chart below illustrates an increase in process execution quality, which results in fewer provisioning errors, reduced turbulence and increased customer satisfaction.



This improvement is due to workflow notification triggers, automated alerts and better communications between the field installer and service activations teams.

By virtue of having a process automation system, which enforces business rules, and renders help within the user interface, field installers are better able to manage their tasks and do not have to rely on memory, experience or calling into Cbeyond for support.

About QBOS, Inc.

QBOS, Inc. is a leading provider of innovative, cloud-based business process management solutions. The QBOS Tradespace Management System™ is a PaaS offering that enables companies to securely manage and share business information over the Internet. QBOS also offers a wide range of fully-integrated SaaS applications including Customer Relationship Management, Sales Force Automation, Inventory Management, Supply Chain Management, and much more, allowing service providers to enter the SaaS market with co-branded applications for resell. For more information please visit www.qbos.com.