airtel

NEXT GENERATION CLOUD, IN A SOFTWARE DEFINED WORLD

"Har Ek Friend Zaroori Hota Hai…" goes a beloved tune from Bharti Airtel's - Hello Tunes Services, a caller ring back service that the telco was the first to launch in India in 2004. Since then, Hello Tunes has continued to delight customers with improved features like Name Tunes and Celebrity Name Tunes.

The telco enriches the lives of customers by providing exceptional experiences. Name Tunes and Celebrity Name Tunes – which allow Airtel subscribers to personalize fun and novel greetings to their callers – is a small but telling example of Airtel's innovation focus and customer obsession.

Through dedicated customer care and transformation into a digital operator providing mobile services, digital TV and content, Airtel remains one of the largest telecommunication company by market share with over 384* million customers across its operation in 2019.

However, staying agile and responsive to billions of subscribers is no mean feat. That, coupled with sweeping and complex upheaval in the domestic market, meant Airtel had to relook its legacy IT infrastructure to maintain its competitive edge.

Staying ahead in India's Telco Sector

In order to stay ahead, Airtel needed to transform, innovate and disrupt themselves through technology. In a crowded marketplace, differentiation is key. To provide tailored, meaningful offerings such as voice, data, TV and banking services, Airtel needed to understand their customers using data analytics, and create apps to deliver services.

Modernizing IT for New Projects and Demands

Airtel's legacy IT stack was not yet up to the task of supporting its many planned projects. Running at a mere quarter of full capacity, its IT environment was slow, unintuitive, and inflexible to the agility and resource needs of developers. The network and security automation elements were also one of the biggest bottlenecks in their legacy environments.

With the help of VMware, Bharti Airtel made a successful transition to a fully virtualized environment which had network, compute and storage working in tandem. Called "MyCloud", the cloud infrastructure was now able to run a significant proportion of their mission critical workloads.

Besides improved monitoring and capacity planning capabilities, the IT team could now effectively and cost-efficiently allocate and spin up resources according to demand. This meant that developers now had automatic and reliable access to resources, and the means to innovate and create new applications which could go to market more rapidly.

Most importantly, Airtel was also able to integrate the network and security provisioning seamlessly – eliminating redundant firewall appliances and significantly reducing their potential attack surface from a security standpoint.

As the company pushes for 5G, sets up a digital innovation lab in Bengaluru and pursues further network expansion, its flexible, agile and scalable IT infrastructure will be key to addressing additional demands. With innovation and customer -centricity continuing to set the tone, Bharti Airtel will continue to lead.

The VMware Solution:

- Modernize a legacy IT environment to create a software-defined data center and network with automation capabilities, by using VMware vCloud® Suite Advanced, vRealize® Automation Advanced, vRealize® Operations Advanced, VMware NSX® and VMware vSphere®

- This allowed Airtel to:
- Extend products and services to customers faster than the competition
- Improve efficiency of data center operations
- Align resources to dynamic IT workloads and demands

Key Benefits

Faster delivery of new, high-quality digital services

Allowed developers to provision their own IT resources, speeding up app development and deployment

Enhanced productivity by eliminating IT resource bottlenecks

Optimized management and performance of IT infrastructure, security and processes

Improved data center security by moving the management of network and security policies from the physical to the virtual layer

Gained insight to accurately forecast capacity and resource requirements