



# SRE at telecom and media industry bridging between legacy and cloud native applications

Itzhak Tueg

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# Agenda

- Who we Are
- The Challenge
- The Amdocs Journey to SRE
- atomIQ Automation Platform
- Case studies
- Benefit of SRE to our Organization

# amdocs Global leader

A leading software & services provider to communications and media companies of all sizes, accelerating the industry's dynamic and continuous digital transformation

**\$4.1B**

Revenues

**3 billion**

People touched by our platforms

**26,000**

Employees

**1.7 billion**

Daily digital journeys

**85**

Countries

**350+**

Customers including the world's most advanced service providers

Full year cash flow of

**\$613**

million

**50**

Managed Services customers

**800+**

Video service providers

**SmartOps** Modernizing, automating, and digitizing the communications and media industry



**~\$2B**

in **revenue**

**700M+**

**subscribers** supported under managed services

**10M**

**bills** generated daily

**SmartOps**

**2000**

**automation** flows executed

**7000**

DSP **operation** experts

**30%**

of tickets are **"zero-touch"**

# The challenges we faced

How to promote extensive automation to improve service reliability and customer experience

How to use economies of scale to utilize the expertise across the company, to improve service reliability to our customers

How to prepare our organization to support cloud operation



# Re-inventing the Way we Run Operations

Operation runs by software engineers

Invest significant portion of time in operational improvements

Using Agile development methodology

On a shared automation platform

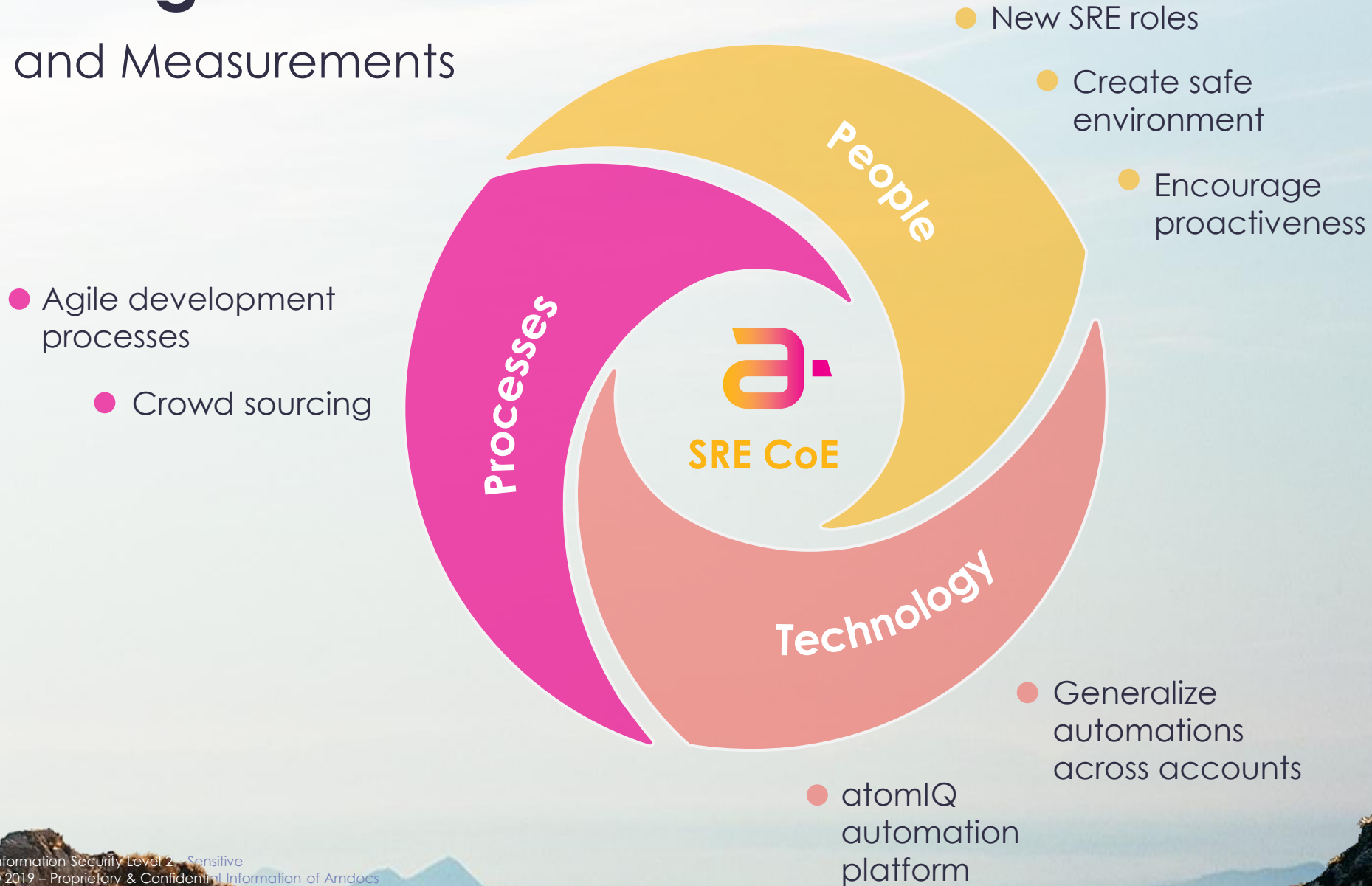
Utilizing inner-sourcing

To improve service reliability and customer experience



# SRE Program

## KPIs and Measurements



# SRE Program in Numbers

**46** Accounts onboarded practicing SRE



**~20%** Re-Use



**900** Involved in SRE



**~33,000 hrs** Invested in SRE Monthly



**>900** Automated flows deployed and run



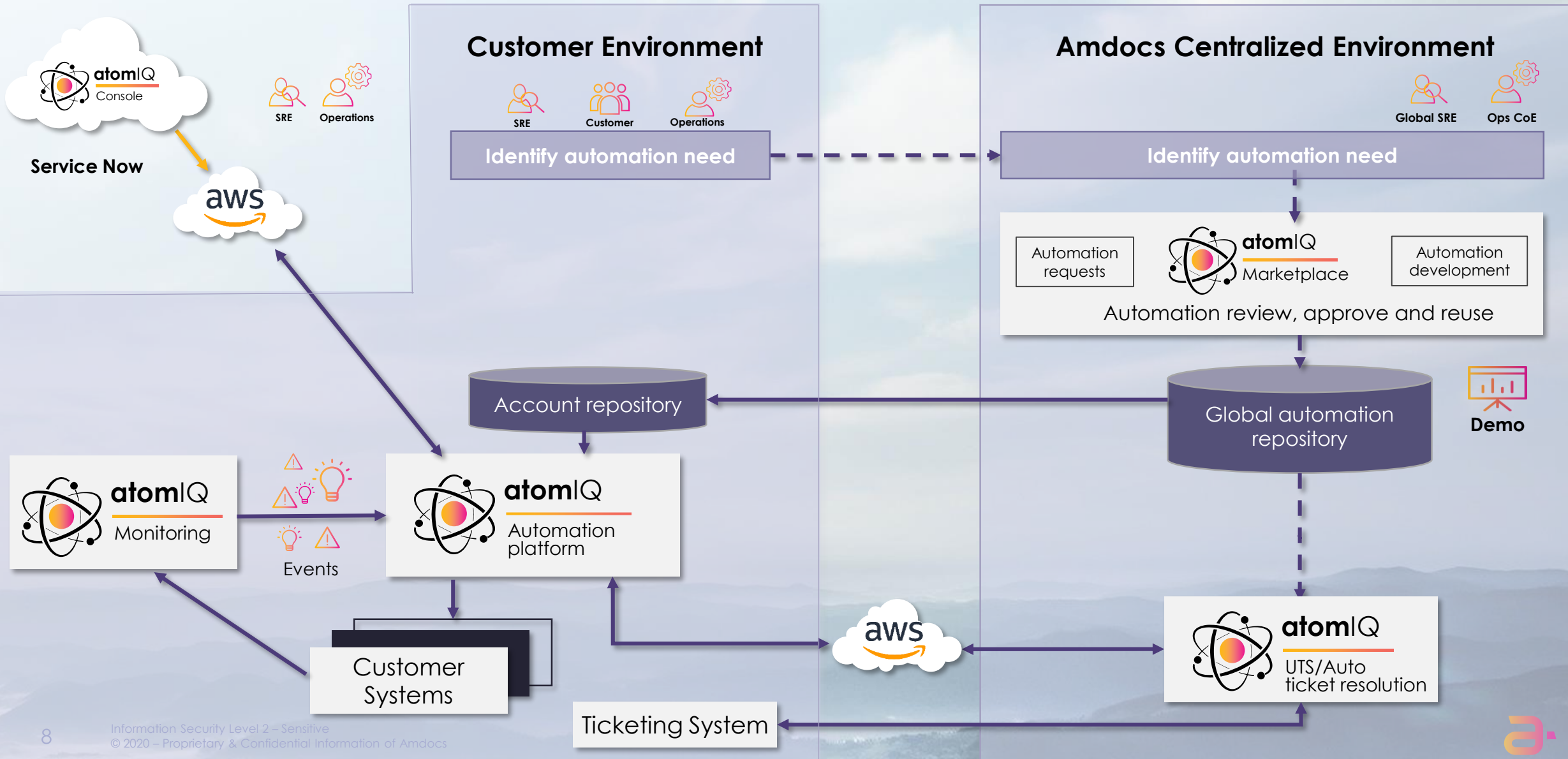
**~1500** atoms



**~400** Generic atoms



# atomIQ automation Platform





# SRE Case Study – Reconciliation Self-healing

Implemented in multiple customers across the globe



CUSTOMER PROFILE

Number of mobile operators in EMEA, CALA, NA, and APAC.

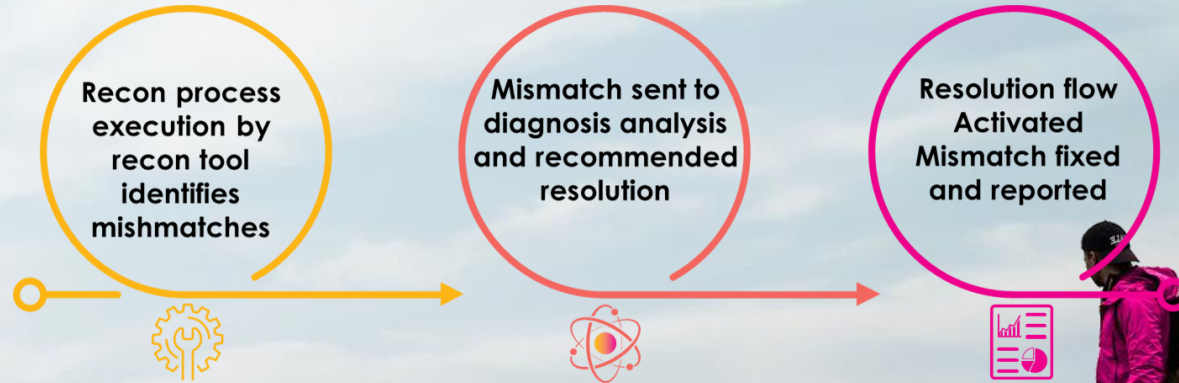


BUSINESS NEEDS

Data integrity issues cause service interruption



SOLUTION



## RESULTS ACHIEVED



Quick resolution of mismatches in 3 mins vs. hours per subscriber

Minimize customer impact, quick resolution

Reduce manual effort – improve employee satisfaction

# SRE Case Study – windows server hotfix tool

## APAC Tier-1 multi-play customer



Large APAC Tier-1 multi-play with ~60 million prepaid wireless subscribers.



Manual deployments take long time, bear risk of mistakes impacting the SLIs.



Deployments were automated using the atomiq automation platform.  
Used for multiple applications

### RESULTS ACHIEVED



250+ deployment every month

Deployment time reduced from 2 hours to 10 mins

99.9% availability reached

One-click deployment shift-left to Operations team



# SRE Case Study – File System (FS) Cleanup

Implemented in multiple customers across the globe



CUSTOMER PROFILE

Number of mobile operators in EMEA, CALA, NA and APAC.

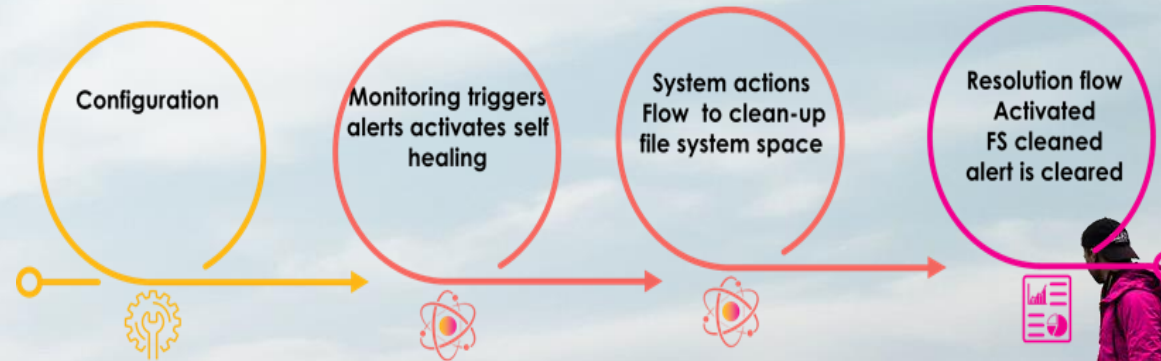


BUSINESS NEEDS

File system overflow cause 10% of the on-call calls, and reduce service availability



SOLUTION



## RESULTS ACHIEVED



Improve service reliability

Reduce manual effort – improve employee satisfaction

Easy implementation in multiple accounts

# What did we gain

- Treat operation as a software challenge
- Structured automation  
Reduced manual work



- Day-to-day has changed from reactive (incidents) to proactive agile development of operation improvements
- Encourage proactiveness
- Improved Psychological safety, Improve employee Satisfaction

- Proactiveness
- Improved service reliability



Thank you

[Itzhak.tueg@amdocs.com](mailto:Itzhak.tueg@amdocs.com)