

# 02 WORLD

**Windows Azure** streamlines the sales network  
management in **02 Slovakia**



Launching the O2 World Portal is a new beginning for us how to manage and publish information for the sales network. Thanks to cooperation with Millenium, we moved the comfort of the users and the administrators to a whole new level. And all this in a very short time.



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## End User

O2 Slovakia

## Solution

The O2 WORLD is based on the Microsoft SharePoint 2013 technology in the Microsoft Azure cloud environment.

## Client Profile

O2 Slovakia is a **mobile network operator** operating on the Slovak market since 2007. **It has more than 1.6 million customers with more than 24% market share.** It is the fastest growing mobile operator in Slovakia. In 2013, it became the operator of the year for the fifth time in the independent customer survey.

More than 617 thousand phone numbers were transferred to O2 from 2018 to 2013.

## Initial Situation

Since it entered the Slovak telecommunication market, O2 Slovakia has been one of the innovative leaders in the industry. It has been providing its clients with attractive services for unprecedented prices. This is possible thanks to the internal efficiency of the operation the company has been seeking for a long time. This ambitious vision also includes the **O2 WORLD (Knowledge Base) Project focused at complete outsourcing for building and operating the sales network management application.**

The solution of the O2 WORLD portal has to replace the previously used Infoportal forming only its part and it will cover more advanced functionalities for users.



## Project Objectives

The main requirements of the client included **to make the data helping the sales network to sell products and services of O2 Slovakia in an effective and quality manner available**. The sales network consists of internal employees as well as a number of external co-workers. There are **more than 1,200 users**. The O2 WORLD should be an easy controlled tool to support the sales.

The portal should make the information on the product, changes, events, as well as information about sales argumentation, including the whole history, available to the users. The information should be provided on the basis of group and individual rights.

The solution had to be implemented in a challenging period – **in five months**. The customer requested to supply the works as a complete outsourced supply application, including the infrastructure and operation service supplies. The supplier should provide the client with the O2 WORLD solution as a service.

The aim of the implemented solution was to make the daily work more effective both for the content authors as well as for the portal users.



## Description of the Solution

The **Microsoft Sharepoint 2013** is the most appropriate platform for the task implementation and to a large extent in a native manner. Along with the **Microsoft Windows Server 2012** and **Microsoft SQL Server 2012**, they formed the basic pillars of the IT architecture solutions. The entire infrastructure mentioned was located in a **Windows Azure**.

The SharePoint platform has a very strong support for solutions of Intranet portals, knowledge base portals and publishing portals. In its current version, the functionalities in the “social networking” have been greatly enhanced. These functionalities have been used effectively in building a portal for sharing the know-how.

The main part of the O2 WORLD portal is the O2 Slovakia **knowledge base**. Within the knowledge base, there is information stored of different types and in different forms. This access provides the following **advantages**:

- **Minimizing the risks associated with the tailored-made development and “violent bending” of the SharePoint platform**. Such risks included mainly inhomogeneity, inconsistency and complexity of the resulting applications, whether in terms of the application used by the users, but also in terms of management, searching and removing any technical problems and errors.
- **Using the new native functionality of the SharePoint 2013**, especially in the areas of searching, providing relevant content, “social networking”, such as online chat or discussion forum, making the daily work of the portal users more efficient, faster and more transparent.

## Technologies Used

The O2 WORLD portal uses Microsoft SharePoint 2013, Microsoft Windows Server 2012, MSSQL Server 2012 technologies in the Microsoft Azure, ensuring maximum availability: Load balancer 2x SHP server, SQL Cluster, mirroring 2x DB.

The solution is integrated in the internal domain of the client, Active Directory, IAM and SMTP server. For the cloud, there are development and testing environments prepared along with the production environment. The integration in the Microsoft Lync accelerates the productivity throughout the organization.

For the data migration, the specially developed migration tool was used. Since the Microsoft Azure service was used as the infrastructural platform, it was very effective to use it as development and testing environment. To harmonize and integrate the authorization through the Active Directory, managed internally by the client in the Windows Azure with the authorization of external users, was one of the biggest challenges of the project in relation to the Microsoft Azure. Integration was successful and as it is shown in the picture, it works effectively.



## We achieved significant benefits

1. The customer received a completely outsourced solution including infrastructure substantially increasing the efficiency of the sales network at very attractive monthly cost.
2. The sales network has available all documents for its operation and the administrators have all prerequisites for rapid and operative solution management.
3. Examples of increased efficiency include shortening the duration of the calls in the Call Centre and significantly reducing the customer interaction in the workplace of the Client Service. We managed to reduce the time of searching for information about a client from minutes to seconds. We achieved that using the "3 clicks for everything!" rule (In the past, 9 and more clicks were necessary for some operations).
4. We secured the solution implementation for more than 1,200 end-users by providing integration in the Active Directory and Identity Access Management. The above standard organization of access groups and authorization for displaying more than 1,500 wiki pages and documents was addressed.
5. System availability is guaranteed at 99.7%.



Active directory



Verification in Active Directory  
O2 Slovakia



External User

Internal IT environment  
O2 Slovakia



Internal User

## Our Awards

12x

Microsoft  
Industry Awards

🏆 Winner

🇸🇰 Slovak Republic

3x

Microsoft  
Industry Awards

🏆 Finalist

🇸🇰 Slovak Republic

4x

**Deloitte.**  
Technology Fast 500™

## Microsoft Partner

2014 Partner of the Year **Winner**  
Slovakia

## Microsoft Partner

Gold Application Development  
Gold Collaboration and Content  
Gold Customer Relationship Management  
Silver Devices and Deployment  
Silver Application Integration

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