

Fine Point Technologies Customer Success Story

Telefónica de Brasil

Results in Broadband Self-Installation and Service Activation Customer Trials

The Company

Telefónica de Brasil (www.telefonica.com.br) is a part of the Telefónica group of companies that started operating in Brazil in 1996 and in the group's largest market in Latin America (Brazil). With 12.4 millions lines in service, Telefónica SP is the largest fixed line operator within the Telefónica Group outside of the Spain. It offers its DSL services to business and residential customers through the Speedy DSL brand. Speedy, high speed internet service which was launched, in 2000, which occur simultaneously in São paulo and in the Europe. Based on ADSL (Asymmetric Digital Subscriber Line) technology, the Speedy brand leads the market in broadband internet service in the country, with 904 thousand users.



The Need

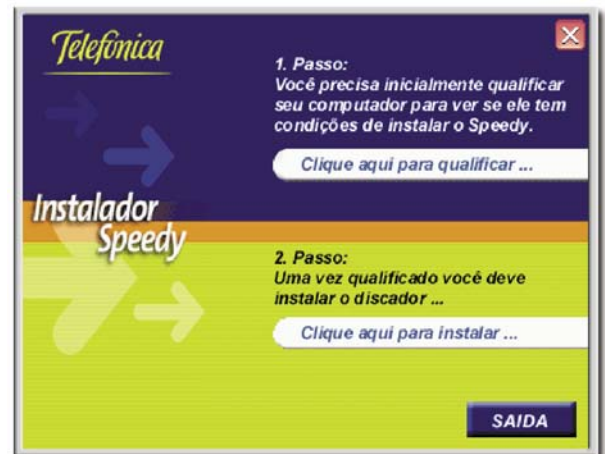
Parallel to the expansion of the number of fixed lines, Telefónica de Brasil upgraded and expanded its infrastructure to digital; this made possible offering its clients the most advance telecommunication services available around the world. With a major push towards signing up new DSL subscribers, Telefónica was facing a number of challenges regarding Truck rolls pertaining to desktop configuration, and brand recognition.

The Solution

To meet the needs of their growing challenges, Telefónica de Brasil decided to perform a six week, 1000-customer trial, in which Telefónica deployed a support automation solution from Fine Point Technologies as well as another well known vendor.

The solution from Fine Point Technologies included:

- **CPE Qualification**
CyberTRUCK Qualifier™ enabled Telefónica subscribers to “self-qualify” their computer for broadband connectivity requirements, without the need for telephone assistance. This ensures that Telefónica doesn't waste valuable resources on subscribers that can not support broadband due to CPE configurations or other issues. By eliminating unnecessary installation attempts and truck rolls, providers can speed deployment, reduce cost of technical support and ensure successful broadband deployment.
- **Universal Self-Installation**
CyberTRUCK Installer™ guides the Telefónica subscribers through a series of graphical user interface screens that reduce the complexities involved with manual broadband provisioning tasks and eliminates user generated errors. This enabled Telefónica to accommodate multiple “CPE workflows” allowing for a consistent installation process for multiple CPE environments.
- **Broadband Diagnostics**
The diverse equipment configurations of Telefónica service create costly installation pertaining linking to back-office systems, adding an additional layer of complexity. The CyberTRUCK Validator™ enables Telefónica subscribers to self-diagnose installation



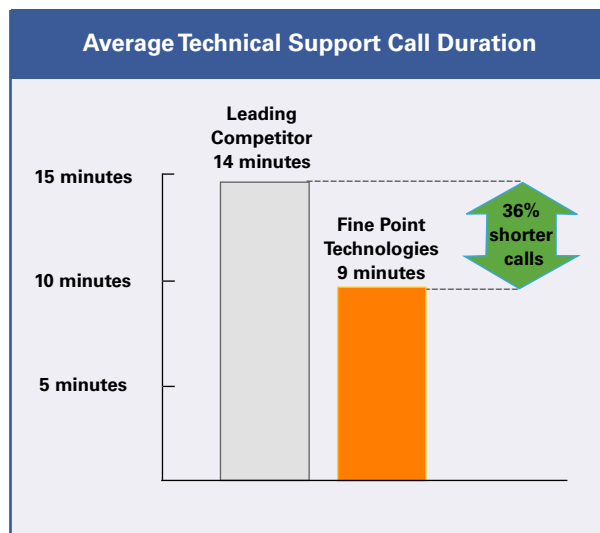
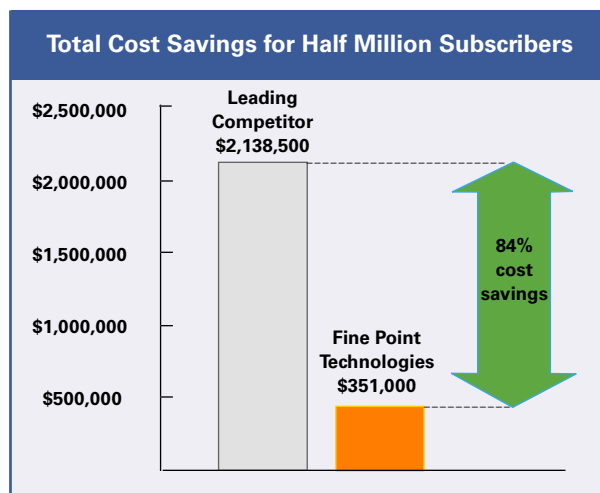
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problems and self-activate of the broadband service. By performing this series of diagnostic and verification tests, Telefónica is reassured that once service is activated, all pieces of the broadband provisioning puzzle were in place. Once the connection has been validated, the CyberTRUCK Validator would then activate the broadband service through posting of subscriber data and service information to back-office OSS systems and inform Telefónica of successful self-installation.

The Results

Fine Point Technologies' solution delivered a superior ROI and beat out the competition on every measure, which the trial tested: successful installs, technical support calls, duration of support calls, email concerns/issues and Network Interface Card Configuration (NIC) related issues for both Windows® and Macintosh®. After rigorous solution trials, the Fine Point Technologies solution won hands down in all aspects. While the other solution vendor's solution demonstrated a 72% successful install rate, Fine Point Technologies' support automation solution delivered a 93% successful install rate and 36% shorter customer support calls, for an overall 84% reduction in customer support.



Trial Data - 1,000 Subscribers		
	Fine Point Technologies	Competitor
Tech Support Calls		
Macintosh Related Issues	16	39
Email Concerns/Issues	2	28
Network Interface Card Issues	7	43
Installation Issues	11	31
Total Support Calls	36	141
% of Users Who Needed Help	7.20%	28.20%
Average Call Duration (Minutes)	9	14
Total Support (Minutes)	324	1,974



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