

# Leading Middle East Telecom Services Provider Delivers Unified, Customer Centric Service Management



**20 million**  
subscribers



**OOTB**  
efficiencies



**AI/ML**  
capabilities

## Company Overview

This leading mobile and fixed line operator providing telecommunication services to consumer, enterprise, and wholesale businesses in the Middle East has more than 20 million mobile subscribers, a market share of 40 percent, and more than 17,000 employees. The company also complies with industry best practices and standards as part of its commitment to sustainability and corporate governance.

## The Opportunity

With a focus on innovation and growth, this telecom provider sought to become more customer centric for its clients and employees. By deploying one unified digital service management solution across all its business units, the company hoped to improve its quality of service and automate processes with artificial intelligence and machine learning (AI/ML).

## The Solution

The telecommunications provider selected BMC Helix Service Management for its scalability, robust out of the box (OOTB) capabilities, and reduced need for customizations. The company has achieved end-to-end integration across its internal and external systems for business continuity, and has consolidated its applications into a single platform, including workflows and standard processes designed to support ITIL® 4 best practices.

By automating the routing of requests to the appropriate teams and individuals for approval and fulfillment, efficiencies are gained, repetitive tasks and complexity are reduced, and ultimately, the company can keep internal and external customers happier with improved service uptime and delivery.

## Business Results

BMC Helix Digital Workplace improved the user experience with a modern interface that enables users to raise incidents, make requests, and obtain self-help through knowledge articles. By reducing the workload of IT support staff, they can focus on higher priority tasks and service improvement.

The AI/ML capabilities of BMC Helix allow the network provider to automatically triage and assign incident tickets based on the severity and urgency of the problem, ensuring that the most critical issues are addressed quickly and efficiently. Additionally, the solution's predictive capabilities can now prevent problems before they occur, which helps to reduce downtime and improve the overall availability and responsiveness of IT services.

### Learn more:

 Visit the **BMC Helix** web page.

