

## Data management and data delivery capability keeping pace with BellSouth's growth

*Placing its IT infrastructure into EDS' capable hands helps  
BellSouth concentrate on service delivery excellence*



### Findings

- Improved operational efficiency with better cost control
- Service delivery that meets BellSouth's strictest standards for customer satisfaction



## Situation

BellSouth—a \$23 billion global communications services company employing 96,000 staff—provides telecommunications, wireless communications, cable and digital TV, Internet and data services, directory advertising and publishing, and other information services to more than 34 million customers throughout the U.S., Europe, Latin America, and Asia Pacific. BellSouth uses a cutting-edge telecommunications network to manage nearly 23 million access lines across the southeastern United States.

## Challenge:

When operations growth began to challenge its systems, BellSouth realized that before its renowned customer service began to slip, it needed a cost-effective, reliable way to improve operational efficiency and service delivery. The company turned to EDS' vast experience in IT infrastructure operations management to help ensure its current facilities could handle its growing data needs.

## Response

EDS accepted management responsibility for a large majority of BellSouth's existing mainframe and midrange platforms, desktop environment, remote network and systems, and help desk support. EDS began by consolidating the mainframe and midrange applications in BellSouth's six Regional Data Centers into two, accomplishing the rationalization with minimal impact to customers and in accordance with all service level agreements. And EDS smoothly transitioned more than 1,050 IT employees from BellSouth.

Currently, EDS supports BellSouth's IT operations from production data centers in Alabama and North Carolina. EDS also supports test and development systems and mock execution of Disaster Recovery plans. BellSouth's 18,000+ mainframe MIPS for MVS, VM, Unisys, and UTS platforms are under EDS management, as are approximately 5,000 midrange servers including HP, Sun, NCR/AT&T, DEC, Pyramid, Brite, and Stratus systems.

Using remote technology to manage resources, EDS delivers a comprehensive suite of Managed Work Environment services with single-point-of-contact help desk support. Not only does EDS manage BellSouth's 80,000-seat desktop environment—including 1,100 Intel-based servers—at 1,200 BellSouth locations, EDS also provides on-site support, asset management, project management, workflow management, reporting services, and technology refreshes that enable BellSouth to implement its aggressive time-to-market initiatives.

Based on EDS' service delivery record, BellSouth chose EDS to provide Managed Work Environment services to its affiliate businesses as well.

## Technology

- Mainframe and Midrange Management
- Helpdesk Support
- Desktop Support
- Change and Problem Management
- Asset Management
- Disaster Recovery
- Strategic Sourcing
- Customer Interaction Centers
- Managed Network Services
- Procurement

## Getting Results

Consolidating BellSouth's six data center operations into just two Regional Data Centers was a big step toward achieving the operational efficiency BellSouth desired. And EDS' continued support and management of BellSouth's midrange, mainframe, and work environment systems has helped BellSouth realize substantial financial and operational benefits.

However, while increased productivity, reduced costs, and improved operations have had tremendous impact on BellSouth's bottom line, it's the improvements in service delivery that BellSouth is most enthused about.

"BellSouth is recognized for the high degree of service we provide our customers," observes Deborah Freedman, president of BellSouth Technology Services, Inc. "By leveraging EDS' outsourcing capabilities, we can ensure that customer satisfaction will continue at the level our customers have come to expect."

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