



Simplification@NSN als Startpunkt für eine erfolgreiche Transformation

6. PQM-Dialog: Simplify Your Processes, FH Kufstein

15.11.2013, Marion Hintzen, NSN GS Operations MoO and Change Management

Agenda

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started**

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NSN - Global company with a rich heritage



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NSN Simplification Office in 2010

Our Mandate

- **Speed and simplicity** are critical success factors for NSN, as they will have an immediate impact on our efforts of Driving for Growth.
- The Simplification Office was established to **concentrate on NSN-wide actions** that translate into better customer satisfaction and growth, by **removing unnecessary processes** and steps to make it **easier for those managing customer relationships**.
- The Simplification Office was part of the CFO organization directly reporting to the CFO Head

"If you have an idea that would enhance simplicity in daily working life, submit it to the [Simplification Office Ideas Box](#). All employees are encouraged to share inputs: it's up to all of us to think out of the box, simplify and make simplicity our way of working."

Simplification Office manages Simplification@NSN agenda

Several initiatives started to overcome complexity issues in various areas

Scope and focus of NSN Simplification Office in 2010

Simplification initiatives

Address selected short-term complexity reduction topics

- Subject identified and approved by the Executive Board for further detailing
- Simplification Office developing solutions & implementation plans
- Simplification Office takes over initial project lead during implementation

Fundamental initiatives

Address issues requiring fundamental, mid/long-term changes

- Simplification Office drives initiatives and solution creation together with business owners based on Executive Board decision

Simplicity@NSN

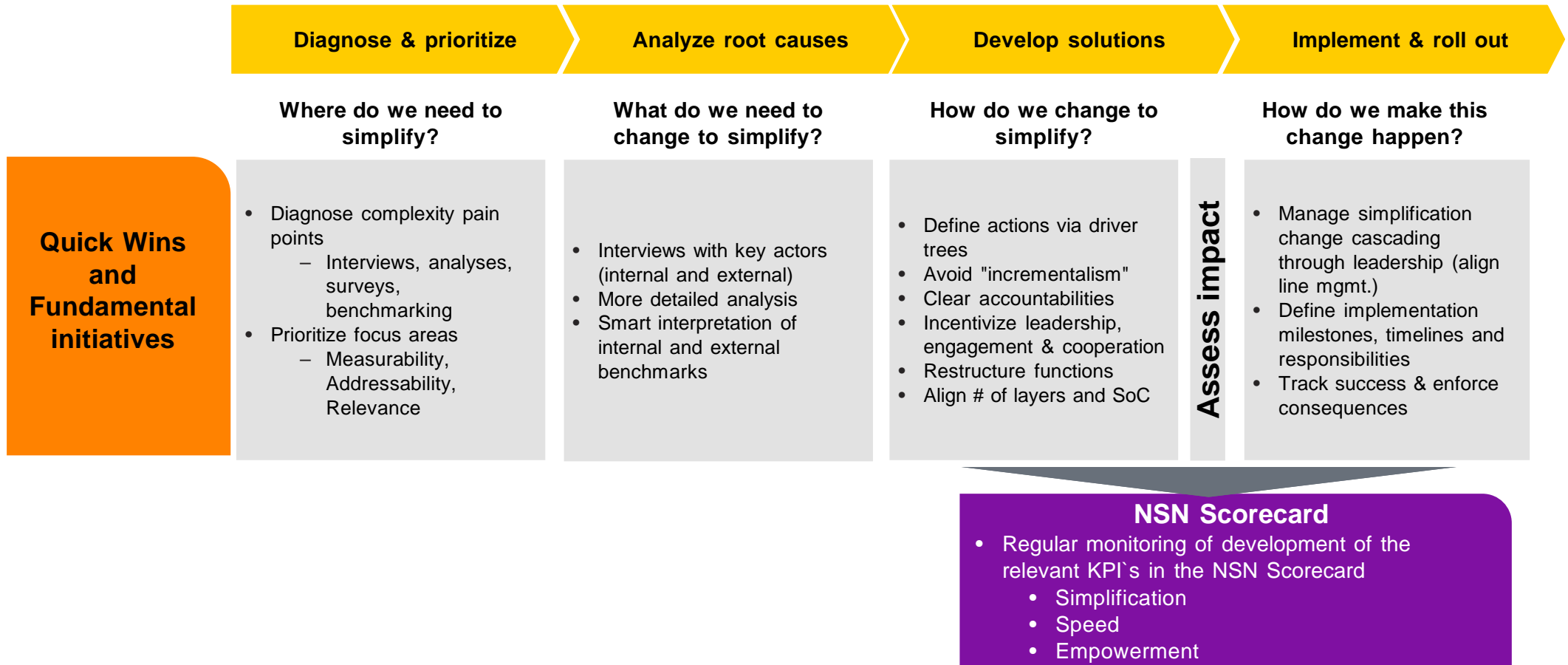
Drive simplification of the way of working at NSN

- Create transparency on unit simplification initiatives
- Drive with HR and Marketing & Comms a NSN simplicity culture



Simplicity@nsn

General approach in the NSN Simplification office



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Six Simplification projects assigned by the Executive Board in 2010

Simplify for customers and employees to support the NSN transformation

The Simplification Office was established to concentrate on NSN-wide actions that translate into better customer satisfaction and growth, by removing unnecessary processes and steps to make it easier for those managing customer relationships.

All with the clear target of transforming NSN into a successful company

Reduce cash advances

Reduce number of approval levels to 3 or less

Simplify planning process

Every NSN employee must be committed to a new way of working guided by three key principles:

- **customer-driven focus and outside-in thinking**
- **speed and simplified ways of working**
- **empowerment, responsibility and accountability**

Reduce number of Product Items

Reduce number of Customer Team reports

Reduce number of dotted lines = matrix organization



Simplification approach supported as mindset change

"Let's Simplify" Innovation Week in Singapore

"Innovation is indispensable to NSN, and driving simplicity into our daily and work lives is imperative to NSN's turnaround.

Singapore launched its Innovation Week, themed "Let's Simplify".

Activities including Think Tank Sessions, Information Sharing and a Book Fair/Exchange were organized to encourage idea generation and employee participation.



08/12/2010, 7:18 AM UTC Categories: Culture, Global, Asia Pacific, NSN

"Let's Simplify" Kicks-Off in Singapore

by [Lim Su Yen](#)

Singapore launched its Innovation Week, themed **Let's Simplify**, from 3 to 6 August. Activities including Think Tank Sessions, Information Sharing and a Book Fair/Exchange were organized to encourage idea generation and employee participation. Innovation is indispensable to NSN, and driving simplicity into our daily and work lives is imperative to NSN's turnaround.

Ricky Corker, head of APAC, and **Andrew Low**, head of simplification office, kicked off the event by outlining the need for simplifying the organization, with an eye on improving customer delight. Following that, both Ricky and Andrew signed on a frame made up of individually signed jigsaw puzzle pieces, supporting Singapore's commitment to innovate and simplify.



Rajeev signing on the "Let's Simplify" jigsaw Ricky and Andrew addressing Singapore-based employees at the launch

"Putting simplification to work is about making your work, as well as that of others, easier and quicker to complete. We need to work as an organization to simplify our work environment. Ultimately this leads to more time to focus on what's most important - our customers," said Ricky Corker.

Lending his support to the campaign, **Rajeev Suri**, CEO, shared his thoughts on simplification at an informal session to Singapore employees on 5 August. During his address, he explained that commitment to simplification stems from the top and ideas are fed from bottom up. Involvement from everyone in the organization is vital to make simplification work.

Rajeev and the EB are committed to make simplification happen, and they are and will continue to walk the talk. Employees are encouraged to think out of the box, to simplify their daily work and lives. Rajeev shared several examples of how he has personally simplified his work, one of which was that he has either stopped or dramatically reduced the use of slides during town halls and presentations. Instead, he

Added Andrew, "NSN wide and unit specific initiatives have been introduced to simplify the way we work in NSN. These include reducing CT reporting to free up CT time by 30% and reducing most HR approvals to 3 levels. Without the support from the top and ideas from the ground, these changes would not have been possible. We need your involvement and ideas to make simplification work in NSN. Keep your ideas coming."

Some early ideas generated from the Singapore Innovation Week include:

- Sending short and concise emails
- Centralizing our customer database
- Making available 2-pin plugs in all Singapore meeting rooms

How to submit your own ideas? Click the [Idea Box](#)

The Singapore Innovation team:

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Simplified operation with Operations Support Systems

Ensuring mobile broadband quality

Simplification embedded in the NSN offering



Reduce technology complexity, simplify the way you run your network & service operations – leverage automation and innovation in processes.

The Nokia Solution and Networks suite of products and services for Simplified Operations helps mobile operators to streamline the way they run their networks and services by providing deep insight, fast decision-making capabilities and proactive actions.

Service Quality Insight Manager

| Rank | Operator | Element | CGI Sub address | CSK% |
|------|----------|-----------|-----------------|-------|
| 1 | Clear | nsn-rnc01 | | 92.4% |
| 2 | Clear | nsn-rnc01 | | 92.4% |
| 3 | Two | nsn-rnc02 | | 96.4% |
| 4 | Two | nsn-rnc01 | | 100% |
| 5 | Two | nsn-rnc03 | | 95.6% |
| 6 | Clear | nsn-rnc04 | | 96.2% |
| 7 | Two | nsn-rnc04 | | 98.4% |
| 8 | Clear | nsn-rnc02 | | 100% |

Properties

Configuration data
 DFN: PLMN-PLMN/RNC-5034
 Operational State: enabled
 Admin state: unlocked
 Maintenance mode: off
 Vendor: NSN
 NE release: P55040.01

Health view
 HW unit status: 1 faulty
 CPU Load: 4 units over threshold
 SW Version: RNC_DD_01-15.18
 Licenses and features: 4 license expiring
 Clear codes: 108

Alarm analysis
 Number of alarms: [Bar chart]
 Alarm counts: [Bar chart]
 Most common alarm: BCF LINK FAILURE
 Recurrence: 3 location area minutes

Simplified multi-vendor network management for radio and core with NetAct and Operations on Demand

Advanced service management with Service Quality Manager and Performance Manager



Extract from Interview with a Customer Team head

Simplification is in the „DNA“ of people in the meantime

Simplification visible
in the internal mindset

How have you organized your core team ?

“I have organized my team taking the following guidelines:

- We need to support closely the ongoing projects, being recognized as the world class Services partner.
- We need to retain competitiveness in the Services arena, controlling our cost baseline and bringing new initiatives to reduce costs and maximize revenues.
- **We need to simplify the way we work and focus on the most important issues** (Business Agenda).”

Simplification a key driver for our customer case handling process

SW Maintenance and Emergency Service Delivery

Simplification visible in process improvements

Objective

- **Streamline** the case-handling services with the renewed NSN organization
- **Simplify** the current setup
- **Manage cost** in order to ensure continuous cost optimization end-to-end
- **Improve** in defined focus areas to simplify and increase efficiency

Why?

- Need to align functions and line organization to **improve accountability and ownership**
- Improved cost visibility necessary and possibilities to **reduce costs**
- Organizational changes drives the need to **align the process with the organization**



Simplify the service delivery



Herzlichen Dank für Ihre
Aufmerksamkeit !

Zeit für Fragen und Diskussion

