

Preparing and planning for Special Events

Shaun Hendry
Head of Olympics Information Systems
Ofcom

Agenda

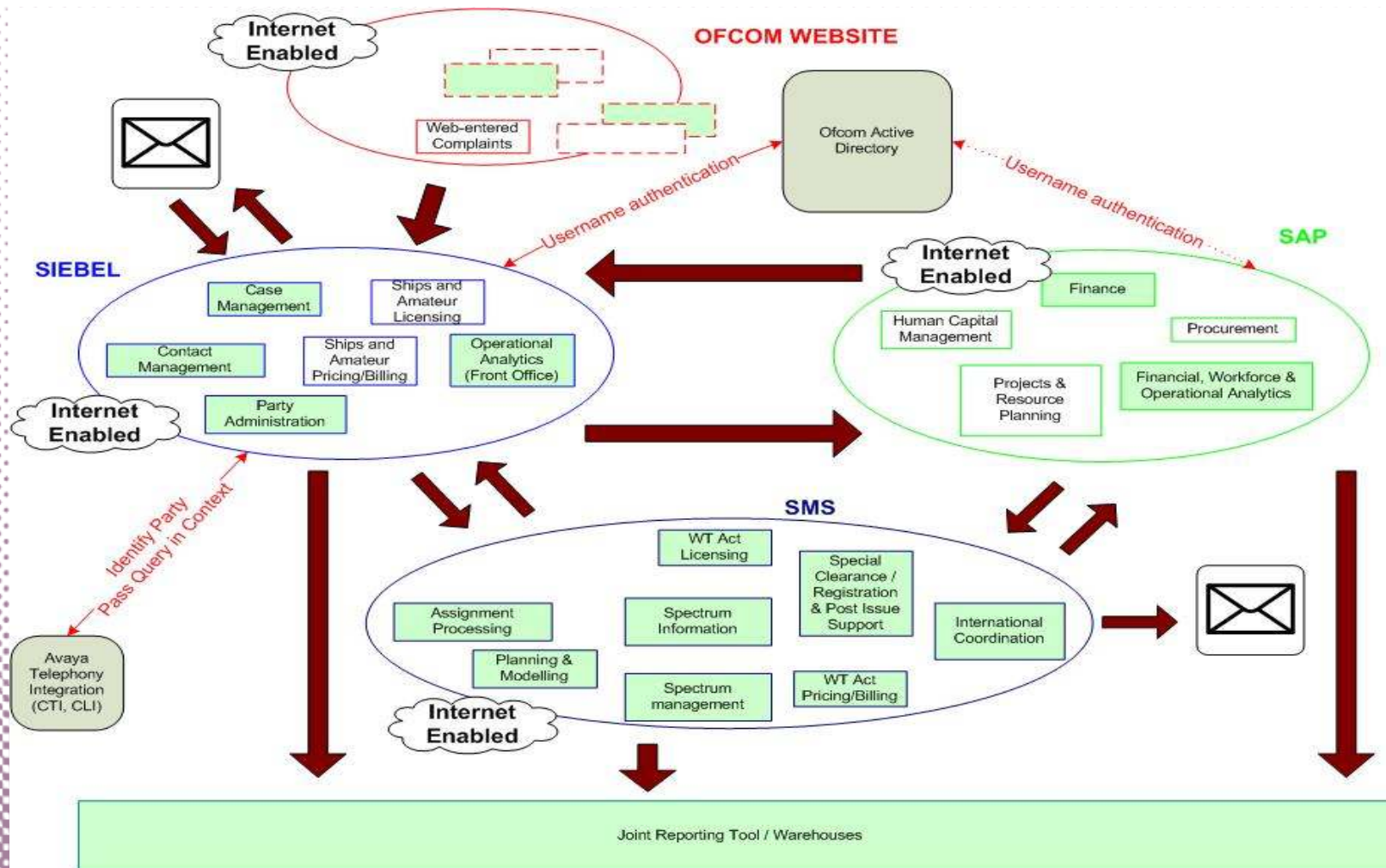
- Context
- Special Event Challenges
- What we did
- What was in scope for spectrum management
- What our next steps look like

Context

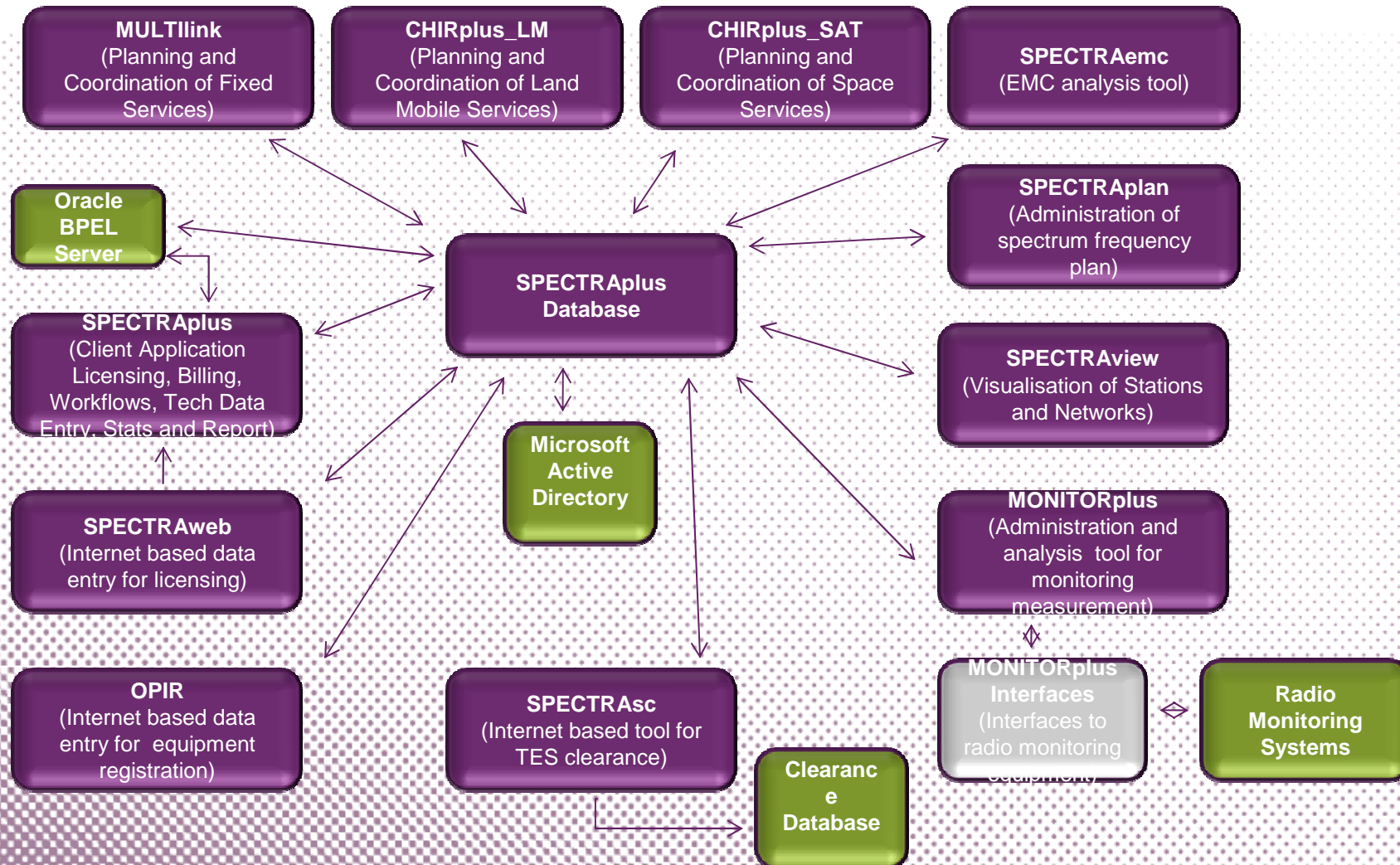
- Delivery of Unify BAU
 - Started early 2006
 - Completed Apr 2008
 - 3 year systems consolidation and business change programme

- What was in scope
 - 53 business systems into 3 major Enterprise apps
 - CRM and Case Management – Siebel (owned by Oracle)
 - Finance, HR, Integration Middleware and Business Intelligence - SAP
 - Single licensing system (SPECTRA Enterprise) from LStelcom comprising
 - SPECTRAweb
 - SPECTRAplus
 - SPECTRAemc
 - SPECTRAplan
 - SPECTRAview
 - CHIRPLUS_LM
 - CHIRPLUS_SAT
 - MULTILink
 - Integration with Siebel (CRM) and SAP (Finance)
 - Integration with Spectrum Trade and Spectrum Information Websites

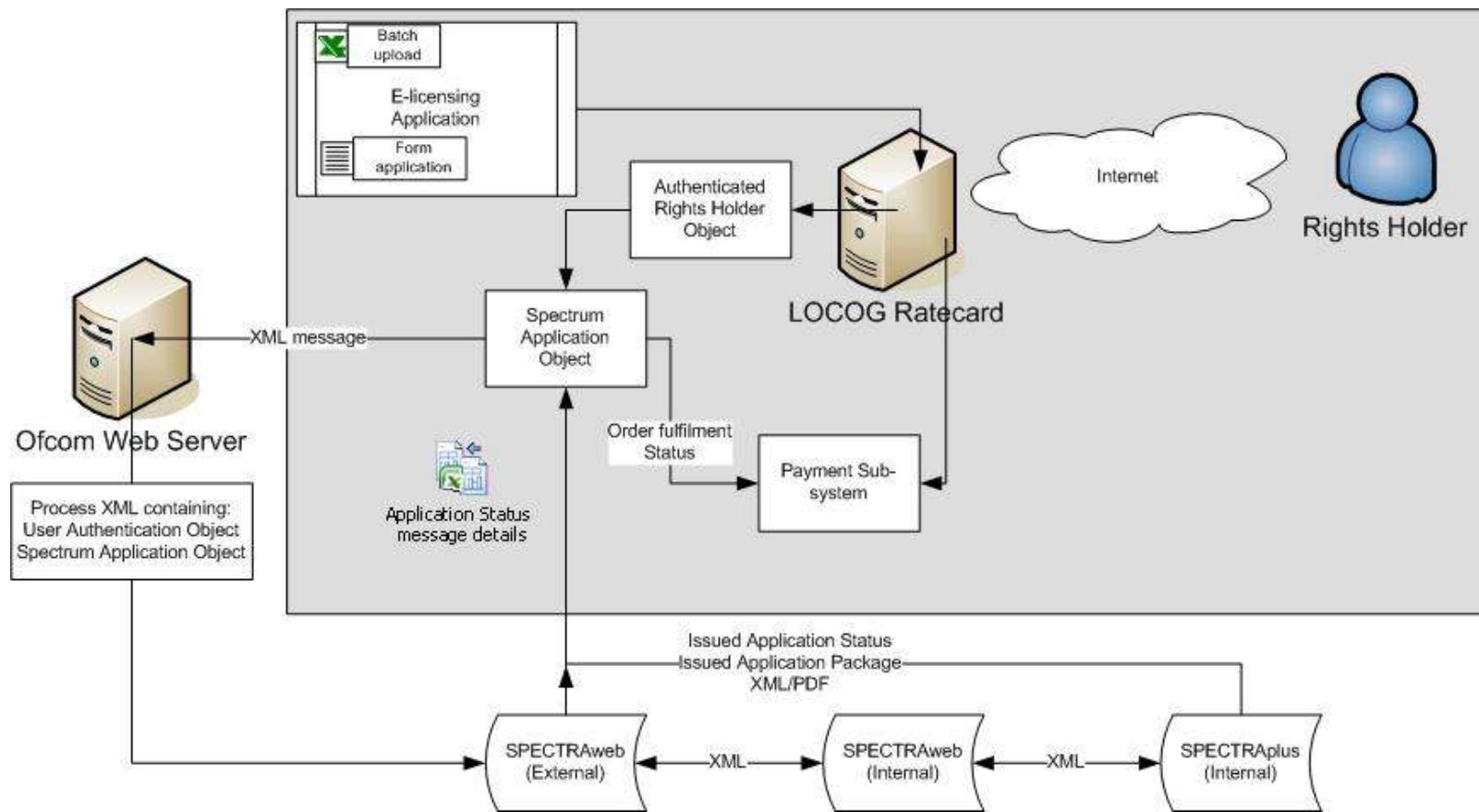
Architecture Overview 1



Architecture Overview 2



Proposed customer journey for licensing in a special event

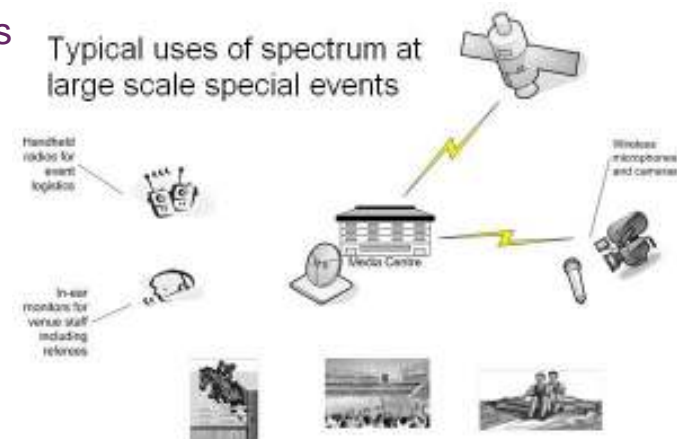


Special Event Challenges 1



- Unique features
 - Not the same as Business-as-Usual
 - High volumes of applications for small period of time
 - Doesn't obey normal first come first served principles

- Spectrum usage profile
 - Large scale assignment band planning requirement
 - High use of already congested spectrum use



- Different customer base
 - International (and sometimes unknown) nature of customers
 - Unfamiliar with the spectrum usage
 - Unfamiliar with rules and regulations

Special Event Challenges 2

- Fees profile
 - Sometimes priced in
 - Sometimes free
 - Difficult to chase non-payment
 - Payment mechanisms
 - Difficult to implement enforcement later on



- Delivery a long way out from actual start of use
 - Positive and negative aspects
 - Lots of time to resolve issues
 - Constant change
 - Last minute demand

What we did 1



- Out of the box thinking
 - Don't fall into the trap of BAU thinking and processes
 - Pace yourself (financially and time wise)
 - Think creatively – mad ideas are sometimes much better
 - Expect things to go wrong and some “scrap and redo”
 - This is new territory for most spectrum administrations
 - Occasionally you will find a hidden gem!



- Working closely with suppliers
 - Expand your pool of ideas
 - Tactical changes may be cheaper in the long term (use once and throw away)

- Leveraging the BAU system
 - Use what you have if possible
 - 80/20 fit
 - Re-use of process models, data structures, systems
 - Re-use of project and development methodologies
- Attempting to gain efficiencies alongside BAU development
 - Try and gain some economies of scale
 - Try and gain some benefits for the longer term
 - Release cycles and regression testing merged
 - Intentional legacy



What we did 2

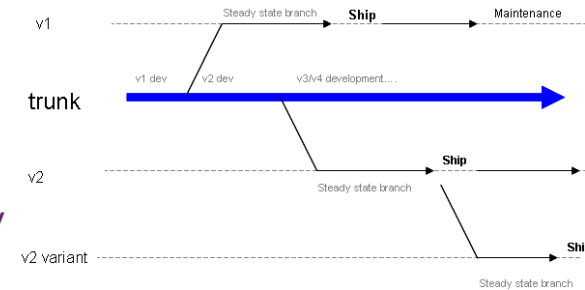
- Code Branching
 - Manage code independently (timescales are long term)
 - Don't disrupt business as usual defects and bug fixing
 - Bring code together at sensible intervals to avoid complexity



- E-licensing requirements and challenges
 - Security and authentication different from BAU
 - Languages on website
 - Decommission some tactical code after the events – no longer term requirement



- Integrating processes and data with organisers and data suppliers
 - Start early with developing integrated processes
 - Engage with special event organisations and understand their drivers
 - Ensure good data exchange contracts are put into place
 - Ensure public sector obligations and compliance issues are well communicated
 - Examples
 - Commonwealth Games Federation - Commonwealth Games
 - FIFA – Football World Cup
 - Federation Internationale de l'Automobile - Formula 1
 - LOCOG – Olympics
 - JFMG – Data exchange
 - Broadcasters (national and international)
 - Team telecoms managers



What was in scope for spectrum management 1?



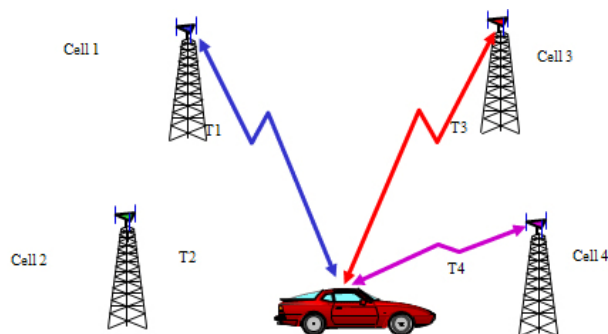
- New types of licence products and processes
 - PMSE products
 - Inbound applications over a longer period
 - Unusual customer profile
 - Fast track all applications once closed date is reached
 - Batch issue



- New processes specifically for special events
 - Testing and tagging
 - Monitoring and DF



- Integrated licensing process with third parties
 - PMSE in UK
 - Special event organisers

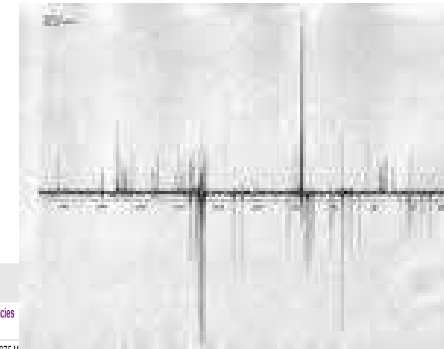


- Faster resolution times for interference events
 - DF enhancements
 - Monitoring spectrum

What was in scope for spectrum management 2?



- Additional information for field force colleagues
 - Spectrum information
 - Contractors working for broadcasters
 - Licensing information
 - Interference case management
 - Who is where when



Licence search results

[Start a new licence search](#)

Business Radio (Area Defined) licences between 0 and 300 GHz.*

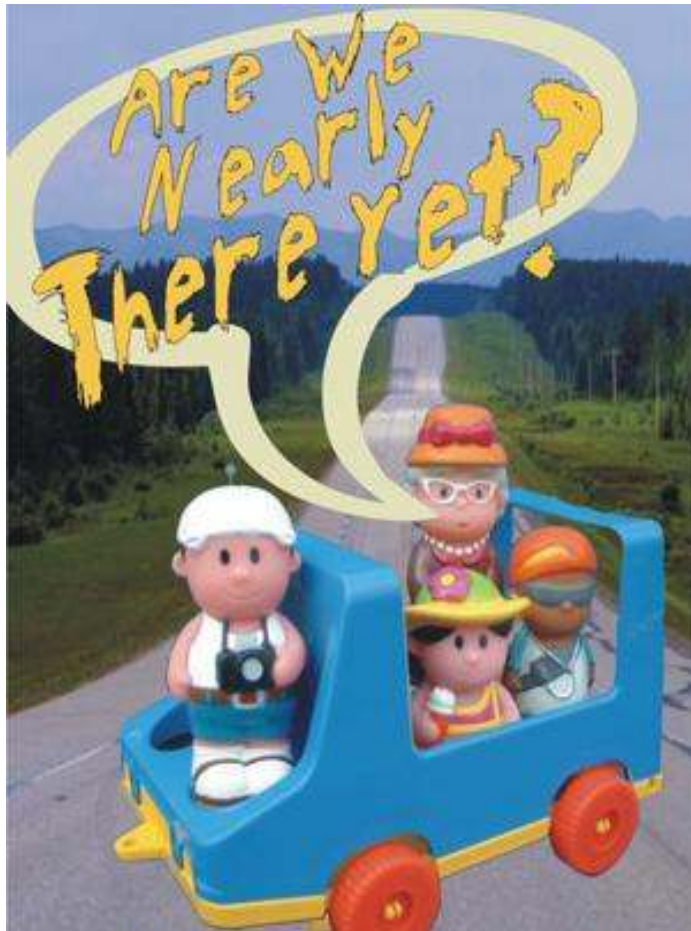
*Only showing tradeable products

Licence number	Sector	Class	Licensee	Frequencies	Geographical Area
029572	Business Radio (Area Defined)	Business Radio (Area Defined)	Mike Security Limited	TX: 461.275 MHz RX: 461.275 MHz	Northern_Ireland Scotland England Wales
030245	Business Radio (Area Defined)	Business Radio (Area Defined)	Cell-Systems Technology Limited	Multiple frequencies found: see details for breakdown	Northern_Ireland Scotland England Wales
0303914	Business Radio (Area Defined)	Business Radio (Area Defined)	Amalgamated Racing Limited	TX: 153.2 MHz RX: 153.2 MHz	Northern_Ireland Scotland England Wales
0791906	Business Radio (Area Defined)	Business Radio (Area Defined)	Joint Radio Company Ltd	TX: 454.625 MHz RX: 460.875 MHz	Hyb - BNG_Subsqueres_Geo NBC -



- Much higher availability for systems and infrastructure
 - Cannot fail during the special event
 - 24x7 support and availability
 - In venue on site support
 - Support command structures

What our next steps look like?



90% systems functionality built
60% processes developed and ready for testing



- Develop further
 - Business processes
 - Working instructions
 - Revisit team sizing assumptions
 - Build additional systems functionality
- Testing, testing & testing...
- Technical Rehearsals
 - TR1 - happy path
 - TR2 - sad path
- GO
- Decommission and debrief
- The legacy

Q&A