

Ryan Jeffery – OSS Architect / Consultant

SUMMARY

Ryan Jeffery is a telecommunications and IT executive with more than 15 years of experience, having amassed a wealth of experience delivering complex solutions to customers across many industries.

He has successfully led design teams and managed projects for iconic organisations such as Telstra, SingTel-Optus, NBN Co, Alcatel-Lucent, CCC (UAE / Qatar), VNPT (Vietnam), PT Telkom (Indonesia), Motorola, Powerlink and TFN (Taiwan).

Ryan is an experienced consultant, with a unique combination of interpersonal, technical and conceptual skills. He is able to provide strategic, practical, operational and technical advice across diverse areas of the ICT market. He has specific skills in Network Management Systems / Operational Support Systems (NMS / OSS).

He maintains a personal website at PassionateAboutOSS.com and is author of the book, "[Mastering your OSS – Operational Support System Implementation Tips and Techniques](#)" and market research report, "[The Changing Landscape of OSS](#)"

SKILLS

- Experience in customer-facing roles across multiple countries and cultures
- Successful delivery of business benefits through the use of complex technologies
- Providing leadership to multi-disciplinary teams
- Generating entrepreneurial and innovative solutions with minimal resources
- Adapting to rapidly changing business and technical environments
- Enthusiastic and jovial nature even when immersed in high-pressure projects
- Providing an end-to-end delivery approach derived from experience across:
Consultancy, project management, solutions architecture, business analysis / process design, testing, training, data migration, subject matter expertise (SME), bid management, deployment management and more
- Providing a best-fit solution approach based on broad technology experience including:
Hardware, software, passive networks (outside plant), active networks (inside plant), databases and the various frameworks that integrate them
- Experience with many different delivery methodologies / frameworks / standards
- Having only three employers since 1996 but constantly embedded in projects with iconic organisations including Telstra, Singtel-Optus, IBM, Motorola, ANZ, Visionstream, NBN, Thies, Powerlink, Government agencies, etc, and tier-one telcos across Australasia

KEY COMPETENCIES

- Full life-cycle experience on multi-million dollar NMS / OSS projects,
- Solution architecture for converged networks of thousands of devices
- Bid management, proposal development and tender responses up to \$150M
- Strategic consultancy and master planning on multi-billion-dollar projects
- Technical program / project management on projects worth up to \$160M
- Operational, cost and revenue modelling of ICT networks on multi-billion-dollar projects

EDUCATION

Bachelor of Engineering | **Electronic / Optical Eng with First-class honours** | Latrobe University
Bachelor of Science | **Computer Science** | Latrobe University

WORK EXPERIENCE**Consultel IT&T - Chief Technical Officer - June 2008 – Present**

Ryan was responsible for major technical consultancies and international projects including:

Synchronoss / NBN Co - OSS Solution Architecture / Business Analysis

Ryan is assisting Synchronoss to deliver advanced Physical Network Inventory (PNI) product functionality and data migration to NBN Co, a \$40B+ wholesale network initiative being funded by the Australian Government. Includes NBN's copper (FTTN) and HFC networks.

Interactive - OSS Strategic Advisory Consultant

Ryan advised Interactive on a strategic OSS roadmap to support major overhauls to their data centre, FlexPod and MPLS network environments.

SingTel Optus - Program Manager (Converged Network Program)

Ryan assisted SingTel-Optus, one of Australia's largest carriers, to introduce converged network services (IP Tel, Unified Communications, video services, network management solutions, etc) into ANZ Bank's international network.

SingTel Optus - OSS Strategic Advisory Consultant

Ryan assisted SingTel-Optus with the uplift of their enterprise OSS toolsets for support of the ANZ Bank's international network.

Visionstream - Operational Re-engineering Consultant

Ryan assisted Visionstream, one of Australia's largest civil works and network construction companies, to overhaul their design and construct (D&C) processes, as well as establishing quoting and estimating tools.

Powerlink - OSS Vendor Evaluation Consultant

Ryan assisted Powerlink, an electricity provider in Queensland, to select an appropriate OSS to manage their whole-of-state telecommunications assets and associated operational processes.

Amcom - Rating Engine Consultancy

Ryan assisted Amcom, a tier-2 Australian carrier, to present strategies for the evolution of their billing / rating engine solution that allows them to provide billing to customers.

Department of Commerce (WA) - State Telecommunications Needs Assessment

The Dept of Commerce (WA) identified a need to ensure that Western Australia leverages the introduction of the NBN to redress the telecommunications deficiencies and gaps in Western Australia. Ryan assisted FARR Pty Ltd with the following for the report:

- Collection and collation of WA network asset information
- Mapping of DSL coverage per exchange in WA using GIS tools
- Creation of hypothetical NBN roll-out map showing theoretical connectivity and cable routes
- Mapping of NBN Points of Interconnect and other mobile assets using GIS tools
- Fibre and Mobile Network CAPEX estimates

IBM / Motorola - International Emergency Services Bid Management

Ryan was contracted to lead a joint bid team including IBM and Motorola, both FT Global 500 companies, to create a five-year ICT strategic plan for an international emergency services organisation that is widely recognised as being one of the most advanced in the world. The consortium was successfully short-listed.

Technical Due Diligence Consultant

Ryan led an Australian telecommunications carrier in performing a technical due diligence on another carrier (with revenues of around \$1B) for the purpose of possible acquisition. Anomalies identified convinced the customer to not proceed to acquisition

Al Mal Investment Company - Saudi Smart City ICT Design Lead

Ryan assisted Al Mal Investment Company (AMIC) with strategic ICT master planning advice for a new Smart City in Saudi Arabia that will accommodate around 500,000 people. Ryan led a team of specialists to deliver detailed FTTH designs (inside and outside plant) as well as facilitating operational relationships between AMIC, carriers, service providers and vendors. Ryan provided operational, cost and revenue modelling to Ernst & Young and master architectural planning recommendations to KEO.

Amcom - OSS Vendor Evaluation Consultant

After creating an OSS roadmap, Ryan then assisted Amcom to select appropriate vendor products to help them to transition into a revised operating model.

SingTel Optus – Project Director ANZ IP/MPLS Rollout

Ryan supported SingTel Optus as part of a multi-million dollar carriage-service cutover for ANZ. Ryan led a team of network engineers and implementation specialists to deliver designs and implementation of ANZ voice/data networks in over 50 sites around the world.

This project was extended to cover the migration of more than 50 Royal Bank of Scotland (RBS) branches/offices onto the ANZ network.

Qatar Petroleum – Head of Design (Ras Laffan Port Expansion Project) (UAE / Qatar)

Ryan was the Head of Design on the Ras Laffan Port Expansion Project in Qatar. Ryan was responsible for the design of a converged IP network with internal & external plant and integration of systems that included LAN/WAN/WiFi, SDH, DWDM, PDH, Public Address / General Alarm (PAGA), Hotlines, TETRA, Telesupervisory systems and many others. The network covered over 120 buildings and needed to integrate with the needs of a multi-disciplinary design team headed by CCC (Consolidated Contractors Company), one of the world's largest construction companies.

Dept of Broadband Communications and the Digital Economy – OSS Consultant

Ryan authored a high-level OSS/BSS advisory paper for the DBCDE to assist with their planning of the Australian NBN.

Alcatel-Lucent - Deployment Manager - January 2007 – June 2008

Ryan was employed in the role of Deployment Manager on the upgrade of Telstra's Global Operations Centre as part of the OSS Transformation Project. Ryan was responsible for overseeing the deployment of a multi-million dollar hardware platform, as well as the release of Netcool alarm management software, training, documentation and business process re-engineering for the program.

Consultel IT&T - Senior Consultant - June 2000 – January 2007

Ryan was responsible for technical consultancies including:

PT Telkom (Indonesia) - Solution Architect

Ryan was Solution Architect and Infrastructure Lead on a US\$5M+ OSS project for PT Telkom, a tier-one carrier in Indonesia. Ryan was responsible for architecting an OSS solution that provided Inventory (including auto-discovery), Auto-provisioning, Traffic Management, Performance and Alarm Management. This OSS integrated to a network of thousands of devices across Telkom's data, mobile/PSTN/voice and transmission domains.

Uecomm - OSS Project Manager

Ryan acted as an OSS Project Manager with Uecomm, a tier-two telco that specialises in Ethernet and VPN products. During this stint, he won an award for his part in a VPLS project.

SingTel Optus - Program Management Office

Ryan supported Optus, part of the SingTel group in the program office to roll out the SingTel whole of Government Solution to the Victorian State Government. As part of this multi-million dollar rollout Ryan received recognition from SingTel for his achievement and contribution.

VNPT – OSS Technical Advisor (Vietnam)

Ryan was assigned to VNPT, a monopoly international carrier in Vietnam to advise their board and delivery staff on a US\$10M+ OSS project. This advisory included all aspects of the project, from organisation re-design, change management, project management, Subject Matter Expertise (on IT and telecommunications), workflow, training, testing, etc.

Taiwan Fixed Network - Subject Matter Expert / Solutions Architect (Taiwan)

Ryan was assigned to a project for TFN, an international carrier in Taiwan, for a combined period of more than two years. He was responsible for software and network integration during the roll-out of a greenfields telecommunications network worth US\$2B+.

His main role was to design and model the network inventory for inclusion in TFN's production database. He also performed the functions of SME, business analyst, solutions architect and data migration lead at different times during his involvement with the project.

Network modelling on the Clarity / TFN project covered more than 3,000 network elements, including 200 SDH rings (600+ SDH devices), 10 DWDM rings, 70 ATM switches, 2,000 multi-service access nodes, 16 PSTN switches, more than 250 IP switches/routers, RAS, LMDS, DCME, DACS, VoIP and network synchronisation devices. Services modelled include voice/PABX/IN, ISDN, ATM, Frame Relay, Leased Line, ADSL and other IP related services. When Ryan finished working in Taiwan, TFN's production database contained more than 100,000 circuits.

Other Consultancies

Ryan has worked on numerous other consultancies for Consultel including OSS/BSS/NMS roll-outs in countries such as Taiwan, Philippines, India, Indonesia, Malaysia and Australia.

Other projects have included whole-of-state broadband studies in Western Australia and Tasmania that required CAPEX modelling, infrastructure analysis, bandwidth usage, future bandwidth projections and strategic recommendations.

Commcord - Head of Engineering - June 1996 - June 2000

Ryan was initially hired as a Communications Engineer, and then promoted to be made responsible for all of Commcord's Australian Engineering works. Projects included:

- Melbourne to Sydney (approx 900km) optical fibre cable rollout
- Sydney to Newcastle OPGW cable rollout
- Outside plant network design and construct projects for organisations such as: Baulderstone Hornibrook, BHP, Clough, Energy Australia, ETSA, Optus, Optus Vision HFC, Powercor, PowerTel, Primus Telecommunications, PT Telkom (Indonesia), PTC / VicTrack Access, Telstra

OTHER ACHIEVEMENTS

- On his own initiative and in his own time, Ryan was responsible for Commcord gaining an Australian telecommunications carrier license. This accreditation was used to create Cable & Telecoms (CaT), which was listed on the Australian Stock Exchange (ASX) in 2000
- Ryan was responsible for the design and development of special-purpose enclosures for:
 - Off-shore, hazardous environments for BHP and
 - Fibre to the home (FTTH) for PT Telkom.
- Ryan created innovative software for use on the fibre-optic networks (for servicing golf course resorts) that Commcord designed
- Ryan's personal website/blog, PassionateAboutOSS.com, shares his passion for OSS
- Ryan is the author of "[Mastering your OSS – Operational Support System Implementation Tips and Techniques](#)" and "[The Changing Landscape of OSS](#)"

CONTACT DETAILS

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