



Process excellence leads to increased speed to market

As traditional revenues from analogue voice products decline and corporate customers roll out business data applications, operators need to develop their data portfolio on converged networks in order to meet customer requirements and generate new revenues. Well-defined product development processes and structured project management skills are crucial for the timely launch of new products.

Challenge

An incumbent operator put together an ambitious roadmap to deliver new data products. They soon realised the need to:

- Implement a proven product development process.
- Adopt structured project management principles across the organisation.
- Develop a team to manage and deliver data products.

Solution

BT Telconsult provided a team of five experienced consultants and practitioners that advised the client on product development, product launch, project management, pricing and strategy. They worked in-country with the client to develop and implement the processes for new data product development. Matrix teams were given advice and briefed on collaborative practices. The client's data product team were coached and hands-on support was made available to product managers. BT Telconsult's efforts also led to a reporting structure.

Benefit

The product launch roadmap was rationalised and prioritised.

Implementation of new processes and project management methods enabled the team to focus on deliverables.

Following BT Telconsult's advice, the client is now launching six new products including a much-awaited virtual private network (VPN) solution.

Offices worldwide

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BT Telconsult is a global telecommunications management and technology consulting business with 30 years experience in providing consultancy services to fixed and mobile telecoms operators in over 90 countries.

We are part of BT Global Services and leverage BT's experience and expertise as a 21C Next-Generation Communication Provider to help our clients overcome the challenges they face.

Our consultative practitioners have a deep understanding of how to address end-to-end business, technology and operational challenges using best practices and methodologies developed by BT to support your business transformation.

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