



Business cases increase speed-to-market with new products for integrated operator

Even the most competent businesses may not be best placed to assess opportunities in new markets. Producing business cases can be time consuming, tying up critical resources. When an operator needs a business case for a new product in a new market, resources are overextended and risks are higher.

Challenge

A market leading mobile operator faced these risks when considering development of a suite of fixed IP data and voice products.

Its 3G launch was tying up key executives, and the fixed services team had no time to get up the learning curve on IP products and analyse the potential in the enterprise market.

Solution

BT Telconsult provided experienced consultants who worked with the client's team, bringing market data and product knowledge quickly into play.

To meet demanding timescales, BT Telconsult contributed directly into the client's format and approval processes. The consultants provided overall project leadership, along with the market strategy, analysis and product specifications.

Benefit

The client was able to present a business case to the executive team on time, and due to the comprehensive analysis and planning behind the case, it was accepted at once.

The subsequent product launch project was accelerated by three months hence revenues were realised sooner.

BT Telconsult was able to support subsequent implementation and post launch activities in critical areas.

Offices worldwide

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About BT Telconsult

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.

For more information please visit
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