



New wave portfolio differentiates products for fixed operator in APAC

The revenue from traditional telecoms services are falling, while competition in commodity services increases. The roles of corporate customer, service provider and wholesale markets are increasingly blurred. We're seeing fixed and mobile operators cross over and a convergence of ISPs, ASPs and telecoms operators. It is critical, now more than ever, to develop a new wave portfolio to deliver sustainable revenue growth.

Challenge

A second tier operator having gained market share following liberalisation, perceives an approaching equilibrium.

They needed to quantify the benefits of developing the portfolio for new markets, yet the markets were not well understood, and required resources and knowledge that the operator did not possess.

Solution

BT Telconsult provided experienced consultants who worked with the client's team in two ways.

Firstly, a knowledge sharing exercise leveraging examples of BT's prior success enabled rapid learning and establishment of a framework of critical success factors.

Secondly, an analysis of a recent product development highlighted how the framework could be used to reveal areas for improvement.

Benefit

The client learned about BT's success in new wave portfolio development and applied lessons to their own environment.

In this way, the client approached growth into new markets and new competitive environments with greater confidence.

Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

British Telecommunications plc
2007; Registered office: 81
Newgate Street, London EC1A
7AJ; Registered in England No:
1800000

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
<http://bt-telconsult.com>