



Sales and marketing advice accelerates product development for fixed operator

Most telecom operators view time to market as a critical measure of success. Yet, as portfolios become more crowded and as new convergence services combine existing features, a structured approach is needed to maintain consistency of user-experience and contain implementation costs and time-scales.

Challenge

An operator observed that several products shared the same function - such as authentication - but in fact the implementations were separate.

Therefore the same capability is being paid for many times over. Plus minor differences in the user-interface can cause customer complaint.

Solution

BT Telconsult provided experienced consultants who worked over an extended period of time in areas of methodology and technology.

This reflected an architectural view of the problem - to map underlying infrastructure functions into product capabilities.

Benefit

Investment in service architecture has near term and long term rewards. Creation of product capabilities allows new products to be created quicker and cheaper.

It also reduces the complexity of NGN requirements, reducing cost and simplifies migration to NGN.

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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