



## Improving response time to new market opportunities and competition

Market liberalisation and increased competition result in step changes and challenges to the operating environment for an incumbent. Identifying the correct product and marketing strategy is crucial, and is often now combined with Next-Generation Network transformation. Developing a portfolio vision and marketing strategy to respond and exploit changes in market conditions is challenging, especially in the face of new, agile competition.

### Challenge

A regional incumbent was experiencing declining average revenue per user (ARPU), intensive competition for small and medium enterprises and corporate customers, and evolving competition within the consumer market.

A marketing and portfolio strategy was required to defend and grow the existing customer base, and accelerate growth in new and evolving markets.

### Solution

BT Telconsult provided experienced consultants who rapidly developed a marketing and portfolio strategy with a series of initiatives designed to disrupt the market.

The team worked in two ways. Firstly, by quickly developing a focused view of the local market conditions, challenges and opportunities. Secondly, by capitalising on BT's experience of transforming its own portfolio and marketing strategy in one of the most competitive telecoms markets -the UK.

### Benefit

With access to BT's experience and expertise of developing marketing strategies in the highly competitive UK market, the client is now in a position to introduce a new competitive portfolio and marketing strategy at a reduced time-to-market.

This enables the client to exploit new markets and respond to competition more quickly than was previously possible.

### Offices worldwide

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British Telecommunications plc  
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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  
<http://bt-telconsult.com>