



Sales and marketing insight enables application service provider to diversify

Product diversification into managed services can be risky and requires detailed knowledge of the issues surrounding implementation and how to manage them if the risks are to be minimised. Operators who have been through this journey are in the best position to provide advice.

Challenge

The client was faced with the strategic consideration of whether to diversify their business and move from a purely product based portfolio to one including managed services offerings.

Solution

Following another consultancy's initial proposition report, BT Telconsult undertook further detailed analysis to examine the proposition in detail, both technically and financially.

BT brought an experienced operator's perspective to the proposition and an in-depth knowledge of the technical and commercial opportunities and constraints which can influence the sale and delivery of managed services.

BT Telconsult produced a proposition business case, a roadmap with indicative costing, a technical audit, sample SLAs, KPIs and commercial terms for the proposition and a comprehensive review of the organisation.

Benefit

The client gained an appraisal of their best strategy for product placement and market entry approach.

The client also gained an appreciation of the organisational and human resource issues associated with this strategy and the activity areas to deliver the planned change to grow their revenues strategically whilst managing their risks.

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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