

Portfolio Simplification

Increase your efficiency and release the full potential of your new infrastructure, systems and processes by simplifying your Portfolio.

Improving efficiency and innovation

Telecommunications operators have invested in new network and systems technologies to secure their long-term future. However, those with large legacy product portfolios will still struggle to compete with nimble new entrants unhindered by such considerations.

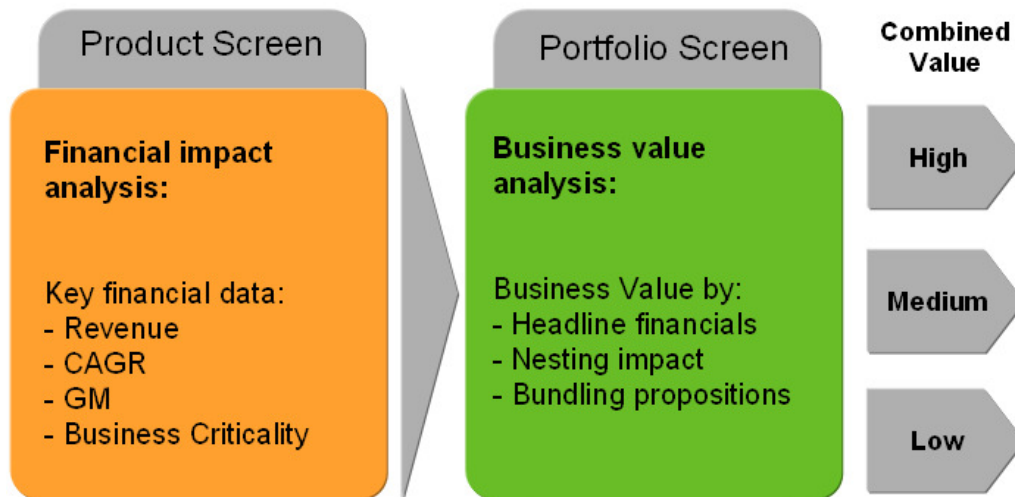
To gain the upper hand traditional Telcos need to simplify their portfolios, to withdraw products that are no longer viable on the new infrastructure. This makes it possible to release the full potential of the new infrastructure, systems and processes.



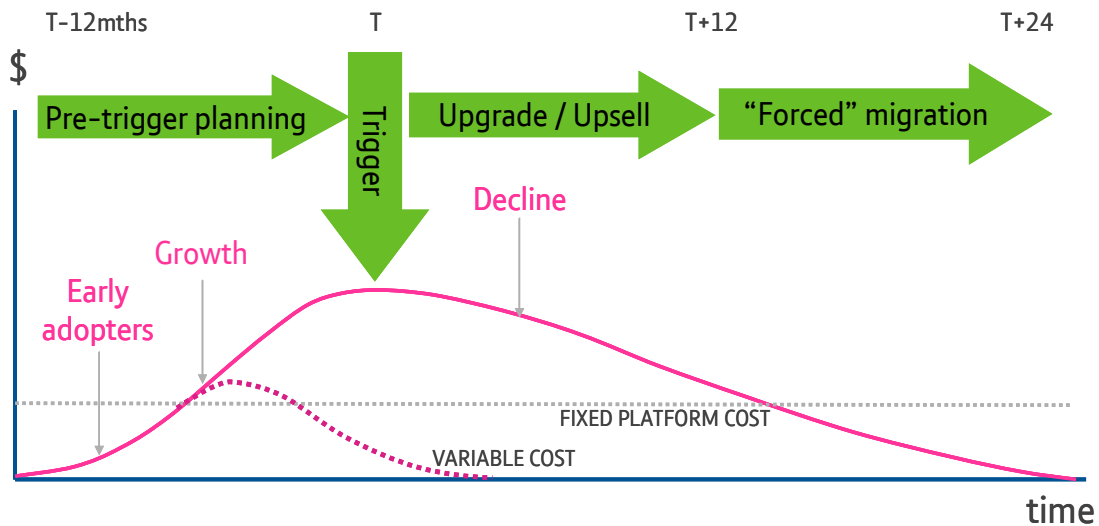
Portfolio simplification

Portfolio Simplification offers unprecedented scope for improved efficiency and innovation. In its simplest form it is a five step process:

1. Understand what the portfolio currently is, what you want it to be – and why. This includes cleaning all product data to remove ‘ghost’ products and help ensure clean withdrawals or migrations. Being clear about the rationale for the simplification will determine optimum ownership and business alignment.
2. Review all products that are not required and prioritise them in terms of business value. Even if detailed financial product information is not available, heuristics can be used to screen products to identify withdrawal candidates.
3. Build business cases for the retirement of products and the migration of customers to alternatives.
4. Develop plans for product retirements. As much care and attention goes into the development of withdrawal business cases and plans as into a product launch.
5. Develop customer migration plans – what, how, when? A clear, compelling customer rationale is as important as the internal plan for migration. Good execution of migration plans helps to build customer loyalty, not lose it.



Products are screened to identify withdrawal candidates



Plans for withdrawal should be started before volumes and revenues decline

Client Benefits

Working with you on your new portfolio we can help you achieve:

- Improved portfolio profitability through systematic management of products and platforms at end of life.
- Enhanced customer experience, including e-enablement for ordering, fault management and billing.
- Faster time to market on simplified system stack, including rapid demonstrations and prototyping of new concepts that excite both technologists and marketing teams.

Supporting our clients

Tier 1 Fixed and Mobile Operator in Western Europe

Our client was mobilising a business transformation to exploit an IP core network.

Process and IT work identified that the legacy portfolio was a root cause of process inefficiencies and slow IT development cycle times.

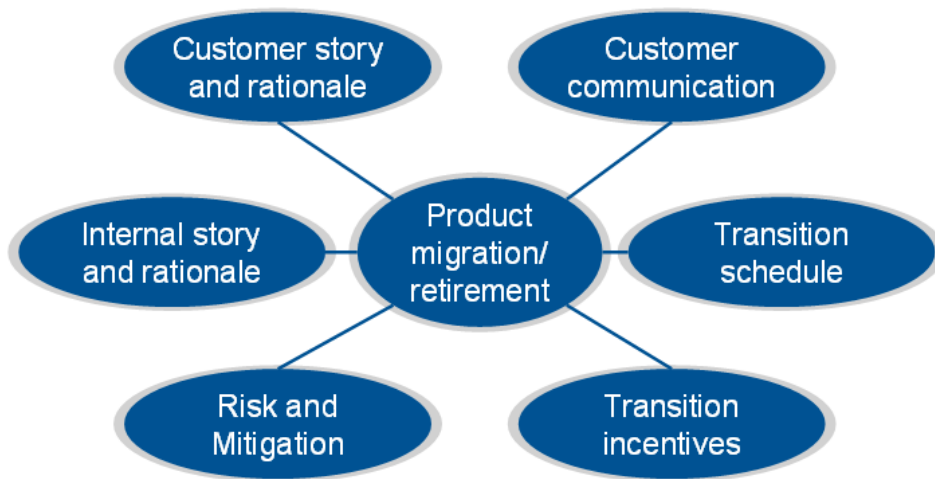
Portfolio simplification action plans were agreed with product managers to accelerate withdrawals and to develop a longer term, broader vision for the portfolio that could exploit the new network's capabilities.

Reduced cycle times for sales, and improved 'right-first-time'

Better time-to-market from less complex systems

Faster transition to new technology platforms

Improved customer perception of service offerings



Six elements of successful product migration/retirement

Why BT

BT is one of the leading telecommunications operators globally and is widely recognised for its innovation and thought leadership. We operate in one of the most competitive and deregulated telecoms markets. As a result we understand the complexity of business needed to compete in the current market – and the risks associated with implementation. BT has extensive experience in improving bottom-line costs, productivity, efficiency and performance through streamline services, products and processes.

BT brings a unique combination of unparalleled industry experience, practitioners and the willingness to share this with its clients.

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>



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