



Case Study – New Product Development

Global 100 Telecommunications Company

The client is a major telecommunications service provider with activities in the following categories:

- Local and wireless phone service in several states
- National long-distance and directory services
- Data processing and bundled communication services for corporate customers
- Variety of telecommunication services internationally

Business Issue

In a fast-changing competitive environment, this international telecommunications provider found it critical to bring the right products and services to their customers in a timely manner, with a minimum of unnecessary development spending. They also needed to monitor the marketplace to continue to meet customer and financial expectations.

Their product development processes needed to define a common language and framework across all business units, emphasize the goal of gaining and retaining customers, and provide a tool for management focus.

Solution

The project team evaluated the company's existing product development process and refined and customized the process for each individual business unit. The team then implemented this process in each of the business units.

The approach provided a means for the unit to focus on mission-critical projects.

Client Value Delivered

The team delivered the following results to the client:

- Product strategy development and documentation
- Identification of critical success factors
- Processes for integration amongst the various functional groups
- Definition of policies and procedures
- Performance measures and reporting guidelines and requirements
- Prioritization modeling
- Communications to product approval committee
- Project plan for process implementation
- Financial and strategic thresholds and rules of engagement

Other Selected Clients

Additional clients for whom we have performed comparable engagements include:

- Start-up Competitive Local Exchange Carrier (CLEC)
- New Product Development Software Provider
- Global 100 Telecommunications Provider High Speed Data Product Deployment.