SnellConsultancy

Technology and Innovation Consulting

Launching a New B2B e-Commerce Service for a Global Telco

Business drivers

This case study will be of interest to telcos, ISPs and service providers that need to:

▶ Launch e-commerce and other new services in very short time scales

▶ Manage all the technical and commercial aspects for a launch

▶ Ensure technical requirements match market and customer needs

Client

Global Vice President of Products and Services of a major UK based global telco.

Client situation

The client was responsible for delivering a family of 'Top 35' critical product development projects on a ninety-day product release timescale. However, the delivery of one particular service, an entry level, hosted e-commerce application solution was becoming extremely difficult and the programme deadlines had slipped badly. Obstacles included:

▶ Lack of internal technical e-commerce expertise

▶ Lack of internal e-commerce product management expertise, particularly in the area of new product development

The objective of the project was to bring the e-commerce service's department programme back on track. The Ready for Service (RFS) dates for the service, which was being launched in Europe and the US, had to be met.

What we provided

The services were fully defined so the technical requirements could be coupled with the market and customer needs.

Alongside the technical developments of the service, the commercial elements were equally important to manage. A pricing strategy had to be determined along with service levels, contract development and the production of internal sales and training literature.

Both the technical and commercial work-streams had to be carefully managed to deliver within very short timescales. To aid this, responsibilities were apportioned and a systems integration and software development company was introduced.

The systems integrator took responsibility for the technical development of the hosted e-commerce application solution. And a senior consultant was appointed to work with the product management team on the commercial aspects of the product launch, and to facilitate communication between the technical and commercial teams on the project.

Project outcome

The success of the project was in meeting the RFS deadline in both Europe and the US for the hosted e-commerce application.

(A client testimonial letter is available on request)

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