



Maximizing Technology Advantage

LTC International helps service providers and operating companies launch and grow their businesses. Our clients operate in a variety of regulatory environments and include full-service monopolies and PTOs; long distance service providers; incumbent and competitive local exchange carriers; wireless and wireline carriers and Internet service providers.

Carriers know that the impact of new technologies – either as an addition to or evolution from legacy network technologies – goes beyond the network itself and into the business. Capturing the full benefit of new technology in the network requires development within the business functions, beyond the network deployment, which presents unique challenges and opportunities across the company. Addressing these challenges pro-actively can shorten the time to sale, and the time to successful implementation.

We can help vendors fulfill the promises of their leading edge technology, and operators realize the benefits through our teams of experienced *Business Operations Architects™* and designers. The LTC team can reinforce the management team through crucial stages of Impact Assessment, Planning and Implementation in Product Management, Operations and OSS that will ensure the business is able to deliver to the demands of the new network.

BUSINESS BENEFITS WORKSHOP

The decision to invest in new technology is made on the basis of real (financial) benefits to the business – either in cost savings or revenue growth. The huge gap between what is possible and what is usually achieved can leave the operators' management questioning the justification, and reluctant to invest further.

Just how will you and your customer avoid the pitfalls inherent in the deployment of new technology? The LTC Business Benefits team can pinpoint key areas that will optimize the potential business benefits of your new technology and how to address them...

- How are product life cycles aligned with new technology deployment to maximize revenues?
- How do you leverage the vendor training and knowledge transfer to establish a knowledge base across the company – without hiring new staff, or losing long time, proven employees?
- How do you align the evolution of OSS/BSS and manage systems lifecycles to be ready to

support services through the technology – on time?

- How do you achieve the promised time savings unless you change the process?

BUSINESS IMPACT ASSESSMENT

How will your business need to prepare to deliver the ambitious financial benefits promised by the deployment of new network technology? The LTC Operations assessment team can pinpoint key areas for action...

- How will the change in technology impact current product lines? Enable new product lines?
- What steps will need to be taken in operations to translate deployment of technology into real cost savings?
- How will operations be structured to support the new technology?
- Are the existing OSSs a supporting asset – or a liability?



- How will current levels of service be maintained while transitioning operations?
- Is it necessary to replace OSS, or is it cost effective to modify or add to existing systems? What integration with the legacy systems is necessary?

TRANSITION PLANNING

As a member of a management team in the dynamic telecommunications industry, you already know that your success depends on fast but effective action. Sometimes it seems there isn't enough time for everything that needs to be done, especially now that you have a network to run and new network to deploy.

Your Transition Plan should provide a well thought-through framework for purposeful decision-making and be a key tool for coordinating management actions across the company – not only within Engineering and Network Management. This Transition Plan must be tightly linked with the Network Transition Plan. The Business Operations section of the plan should drive the evolution of the product development and operational capabilities of the business needed to deliver benefits of the new network technology to end customers and generate revenue and cost savings for the company.

LTC International can assist you in developing a Transition Plan that takes into account the product, market and operational realities. Our structured approach will ensure that the plan drives the requirements of the network to marketing teams, operational teams, business processes and operational support systems to create a successful operational environment that will deliver the desired business results.

REALIZING REVENUE OPPORTUNITIES

Milking the cash cow and timely introduction of new products and markets is critical in realizing the financial benefits of any capital investment, and sometimes the rush to implement allows too

little time for planning. You want to avoid impacts to customers and operational overload.

LTC International can help you evolve the product lines and markets affected by the technology change. Using our structured planning tools, checklists, and especially the knowledge of our experienced product managers, operations architects, designers and managers, LTC International can accelerate your product and market management activities, allowing you to take decisive action as you move forward.

TRANSLATING TECHNOLOGY INTO COST SAVINGS

Well-designed and soundly implemented processes can make the difference between a successful and profitable technology investment and another rocky road. It is difficult, however, for a busy management team to have the time needed to conduct the analysis, and manage the operational changes necessary to optimize the way things are done. LTC can reinforce your management team to accelerate unification.

Developing skill sets to support the knowledge base to fully support the new technology and associated products and services – without significant increase in headcount and salaries budgets – requires more than vendor training.

LTC will identify organizational development programs to leverage the knowledge and skills of existing resources – who have proven their commitment to the success of the business – ensuring the organization is in synch with the technological change

LTC *Business Operations Architects™* combine expertise in the techniques of operations analysis and process mapping, deep understanding of the practicalities of service provider operations, and the experience to understand the impact of specific technologies in your organization. The LTC approach to operations development is highly collaborative – so your managers and operations



staff *own* the new, improved way of working and are committed to its success.

ALIGNING THE OSS ARCHITECTURE

The installation of new technology in the network can have extensive impacts on the existing OSS environments – beyond the Network Management functions. Even when the system vendors claim their products support the target network technologies, the alignment with each operator’s unique business operations, past and future network technologies and plans for future service offerings requires careful consideration of the desired target architecture and the path to get there.

Our Business Management Tool Kit provides a methodology for assessing and delivering an OSS solution best suited to the way you want to run your business – reflecting your particular opportunities and constraints. LTC addresses all impacts on the IT network, including the revised topology and platforms, application architecture and tools, as well as the IT activities, including evolution planning and migration strategies.

Working closely with both your Operations team and your IT team, we can assess the incumbent applications for inclusion in the final architecture. We can then develop a range of practical and “implementable” solutions – utilizing existing and additional applications – and support your procurement team during the final stages of vendor evaluation and selection.

MANAGING THE PROGRAM

Successful implementation of a major network build requires management of multiple interconnected projects spanning multiple disciplines, involving multiple departments and external vendors. Pulling this all together – network deployment, new product development, marketing campaigns, operations improvements and OSS upgrades – is a challenge.

LTC can help by providing experienced managers who can relate network with products, and OSS with people and operations, to direct and oversee the program, manage inter-project dependencies and help you create a single focused team working together to meet your business objectives.



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