

## **ITYUKT's Vector 2&4 Case Study – 5G Strategy**

<b>THE PROJECT</b>	<ul style="list-style-type: none"> <li>• Develop the 5G strategy, its use cases, products and services portfolio for an IT Services MNC with revenues more than \$5 bn</li> <li>• Program Managed and Governed the program to ensure execution of the strategy</li> <li>• Program was sponsored by the CEO and the board</li> </ul>
<b>BACKGROUND / HISTORY</b>	<p>ITyukt's client, the IT Services global company has a strong Enterprise IT business digital portfolio (EPR, RPA, AI, ML , Cloud, Security etc.) practice and also a large Networks division implementing projects like OSS, BSS and network transformation projects for global Telcos.</p> <p>Recognizing the need to leverage these 2 divisions, this IT Services company hired ITyukt to develop the 5G strategy for its products and services leveraging the current strengths and incorporating the future plans of being a first mover of 5G products and services</p>
<b>APPROACH AND ACTIVITIES</b>	<p><b>Strategy Development:</b></p> <ul style="list-style-type: none"> <li>• Discussed the macro and micro 5G trends, industry and market/geography outlook with company stakeholders</li> <li>• Understood the current capabilities of the company that can be leveraged to develop the 5G</li> <li>• Created the vision and objective of the program to leverage the 5G evolution in products, services and industry specific use cases</li> <li>• Engaged with industry forum like GSMA for a two-way alignment</li> </ul> <p><b>Product and Services Development:</b></p> <ul style="list-style-type: none"> <li>• Created the core engineering team to develop the products and services for the various industry domains</li> <li>• Developed the IT-OT lab for show casing the manufacturing use cases</li> </ul> <p><b>Governance:</b></p> <ul style="list-style-type: none"> <li>• ITyukt formed the PMO plan and constituted the steering committee to ensure focus on the program</li> <li>• ITyukt created the governance framework and started the initial activities with a pipeline of over \$25mn in year 1.</li> <li>• Prepared and lead the monthly Steerco with CEO and other CXOs</li> <li>• Presented the program to the Board on a quarterly basis</li> </ul> <p><b>Marketing and Visibility:</b></p> <ul style="list-style-type: none"> <li>• Helped create the marketing plan for the companies 5G roadmap</li> <li>• Worked with marketing team to create the awareness of this program with the analyst groups</li> </ul>

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**PROJECT  
RESULTS**

- Built the strategy for products and services for the 5G use cases across industries like manufacturing, automobile, healthcare, oil&gas, utilities etc.
- Provided support to events like MWC, ATT Biz Event etc. to show case these products and services
- Develop the OSS and BSS strategy for the 5G use cases
- Supported the RFP and customer engagement for developing the 5G labs and the use cases relevant to the specific Enterprise
- Program managed the 5G strategy execution within the company through a workstream based framework proprietary to ITYUKT
- Developed the training and certification program for the company associates
- Monitored and supported the salesforce pipeline and review with CEO of the company