

Large Established Telco Software Provider - Subex

THE PROJECT	<p>A strategic level engagement with a large established telco software provider.</p> <p>The goals of the engagement were to:</p> <ul style="list-style-type: none">• Enable organisational sustainability• Improve operational efficiency• Enhance market development• Support Portfolio transformation
BACKGROUND/HISTORY	<p>The client is a well-established, publicly listed software provider poised to fast-track growth.</p> <p>A new management team were looking for a review on their situation as well as an outside-in approach to strategic changes. ITyukt were engaged to provide this outside-in view.</p>
APPROACH AND ACTIVITIES	<p>ITyukt was able to apply Telco specific experience from both vendor and customer executive perspectives to address these challenges. We offered advice on:</p> <ul style="list-style-type: none">• Product roadmap• Go to market messaging• Structure for the sales and account management organizations• Structure for the services organisation <p>ITyukt also reviewed overall customer engagement, and how to better increase that.</p> <p>This particular client has had to negotiate the same growth inhibitors as we have seen with most of our clients. Success within an industry often comes with addressable market saturation, so a fresh approach is necessary.</p> <p>Many of the staff at the company had grown within the company, improvement of the products over years was excellent, but a fresh approach and outside ideas on how to spark new interest in the marketplace was discussed. This engagement was part of a Change Management initiative being driven by the Management.</p> <p>A fundamental transformation in the company messaging, customer engagement models and even a generation leapfrog in the product set have all taken place.</p>
PROJECT RESULTS	<p>Within a year of our engagement, this listed company has delivered significantly improved results.</p> <p>ITyukt is proud to have played our part in this positive transformation in an incredibly short space of time for a company of this size.</p>

