Business Issue

The Background

With the acquisition of a major Wireless carrier by a major Telecommunications company, significant improvement opportunities existed to consolidate redundant billing and CRM systems, complete customer migrations and retire legacy systems. The challenge facing the Telecom company was how to convert millions of subscribers without negatively affecting the subscriber base and retire redundant systems in parallel.

CBG Delivers

Cascade brought strong project leadership and expertise in telecommunication mergers and acquisitions Cascade was tasked with establishing a PMO for the legacy Wireless delivery teams that ultimately had responsibility for retirement of the primary CRM system Siebel.

Cascade partnered with Telecom leadership to establish the overall Data Migration Strategy. The team migrated subscribers by a complex mix of geographic, customer type, and technology (TDMA vs. GSM). In addition to strategy, Cascade created the methods, processes and performance measurements for the program teams. Cascade developed all the project artifacts including: Project Charters, Communication Plans, Documents, Repositories, Timelines and Risk Mitigation plans.

In addition to PMO related activities, Cascade partnered with the development teams to set-up an overall file delivery framework that would be leveraged to produce customer data to the target billing systems. Cascade managed and implemented SDLC practices to insure quality and on-time deliverables.

Results

After the successful execution of 7 individual data migration projects and the retirement of the Siebel CRM systems, Cascade helped the Telecom company achieve their aggressive customer migration and application rationalization goals. These efforts resulted in an overall cost saving of 300 million dollars. Additionally, by moving all customers to one enterprise wide retail and billing system, this drove greater IT synergies, process efficiency, and simplified the customer experience. These results are being measured by the reduction in churn rates.