

Building a New Network Deployment Model

How Vertix Consulting Helped a Top 4 U.S. Wireless Carrier to Self-Perform Key Network Deployment Activities



THE CHALLENGE

Vertex assisted a top 4 US wireless carrier as it faced a major deployment delay due to insufficient influence by the carrier on key deployment activities. At the time of Vertex's engagement, the carrier's ability to influence the speed and quality of deployments was limited due to a pre-existing outsourced deployment model (site acquisition, logistics, construction management, and deployment PMO) to large OEMs. It was clear that the carrier needed to undergo an organizational redesign in order to move to a self-perform model for significant aspects of cell site deployment.



THE SOLUTION

Vertex assisted the network deployment organization develop a plan to build a regional site acquisition and construction management team to oversee all cell site development activities, and even helped to create a preferred vendor program for the identification and onboarding of construction vendors. Additionally, it helped the carrier redesign the deployment PMO organization in order to effectively connect its headquarters to this more devolved regional model. This enabled the carrier to much more effectively control its deployments while maintaining consistency of its deployment processes. A deployment-focused logistics team was created in order to more effectively control supply and mix of major and minor materials, and to more quickly and easily identify deployment bottlenecks. Vertex also aided the carrier in negotiating, agreeing and documenting the responsibilities of each of the organizations involved in the deployment process. These new responsibilities were enacted during the carrier's next major deployment.

THE RESULTS

The carrier, together with Vertex's guidance, established a regionalized site acquisition and construction management organization by dividing the work by regions. The carrier managed its next major cell site deployment utilizing the 'self perform' model developed with Vertex's assistance, which resulted in it exceeding the target set for the program.





About Vertex Consulting

We are a highly specialized consulting firm that provides pragmatic and actionable insights on the most critical issues faced by providers and consumers of telecom, media services, and technology.

At Vertex, we pursue our collective passion for helping carriers, OEMs, tower companies, MSOs, network services vendors, equipment suppliers, and telecom and technology consumers resolve their most complex strategy, sourcing, and deployment challenges. From helping a carrier deploy a 4G network to negotiating an IoT services contract for a client in the manufacturing sector, we cover the entire TMT value chain.

Our focus and simplified model enables us to deliver an alternative vision for our clients: producing client-centered solutions in a way that only experienced and proven professionals can.

For more information on Vertex and its services portfolio please visit www.vertexconsulting.com & follow us on twitter @vertexconsult.