

Enhancing Network Deployment Management

How Vertix Consulting Helped a Top 4 US Wireless
Carrier Increase Its Speed to Deploy 4G/LTE



THE CHALLENGE

A major US wireless carrier faced unexpectedly slow deployment run rates and deteriorating vendor relationships during a large, national multi-technology network rollout of 3G and 4G LTE for voice and data. The carrier was suffering from a lack of analytics and general visibility into the true roadblocks causing these issues, which made recovery of the program extremely difficult to achieve.



THE SOLUTION

Through our extensive deployment management experience Vertex was able to identify the key metrics to measure, and well as to implement the appropriate changes to the carrier's analytics and reporting. Through improved analytics, Vertex identified problem areas by focusing on the right metrics to measure, and then making operational adjustments to address these. By continuously tracking these metrics, Vertex was able to quantify the outcome of each improvement made and better predict the potential for future bottlenecks and issues.

Vertex developed a strong working relationship with all vendors to determine the cause of the bottlenecks blamed for slowing the deployment's progress, whether related to the carrier or the OEM. The firm then worked with the OEM vendors and carrier to identify potential process inefficiencies, as well as recommended changes and implementation of said recommendations.

Finally, Vertex conducted a series of site visits in a number of markets in

order to identify the true challenges in the field, including market-specific issues impacting the ability to achieve deployment targets. In doing so, the firm was able to develop alternative deployment strategies to circumvent site, market and vendor specific issues.

THE RESULTS

Vertex's solution accelerated the deployment by working with all parties to make the necessary changes to drive the program forward. In this role, Vertex held both carrier and vendors responsible for achieving their targets. Since the changes were implemented, the carrier's run rates increased up to 6x at their peak.





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.