

# Getting Ready to Deploy

How Vertix Consulting Helped a Top 4 U.S. Wireless Carrier Define and Implement Processes, Tools, and Scopes of Services for a Major 4G/LTE Rollout



## THE CHALLENGE

A major US wireless carrier needed to quickly define and prepare for how it would deploy 2.5 MHz LTE spectrum on its existing LTE network, including the replacement of legacy LTE technology that needed to be removed from the network to meet federal regulations. This large scale network deployment presented a set of unique challenges as the carrier would need to follow a new deployment model in order to meet a very aggressive POP count target deadline, while minimizing service disruption for legacy technology replacements. To complicate things further, as a result of the acquisition of a small wireless carrier, the company had just gone through a major restructuring, where processes, systems, tools, roles and responsibilities were unclear to the acquiring major carrier.



## THE SOLUTION

Through early engagement, Vertix was able to help the carrier address key strategic readiness activities required to support such a complex program. Our team created an effective 'work lane' team structure that empowered all areas of the carrier's network group (with dedicated facilitators) to organize themselves for the next major deployment. Each work lane was responsible for analyzing and addressing the readiness state for all major functions of the organization, including engineering design, supply chain, finance, IT, site deployment, engineering and deployment standards, PMO, change management, asset management, etc.

Vertix played a key role in driving solutions to address critical gaps, including:

- Expanding and solidifying self-perform capabilities, as well as documenting and communicating operational processes (e.g. commissioning and integration; change management)
- Defining and scoping deployment services, including construction, decommissioning, backhaul migration, and C&I
- Managing critical path, per region, per OEM, per services vendor, specifically geared around deployment readiness
- Facilitating the identification and development of new technology solutions and site configuration scenarios
- Creating training and awareness documentation for the field
- Suggesting improvements in systems and tools, including data architecture, to ensure effective reporting specific to this major program

## THE RESULTS

Vertix enabled the carrier to be significantly better prepared for this – and other – major deployments, reducing preparation time and



accelerating project startup (and thus deployment run rates). The carrier was able to meet the aggressive POP count target deadline while developing self-perform capabilities that will serve the company during future deployments.





## 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](http://www.vertexconsulting.com) & follow us on twitter @vertexconsult.**