

Pelephone Communications

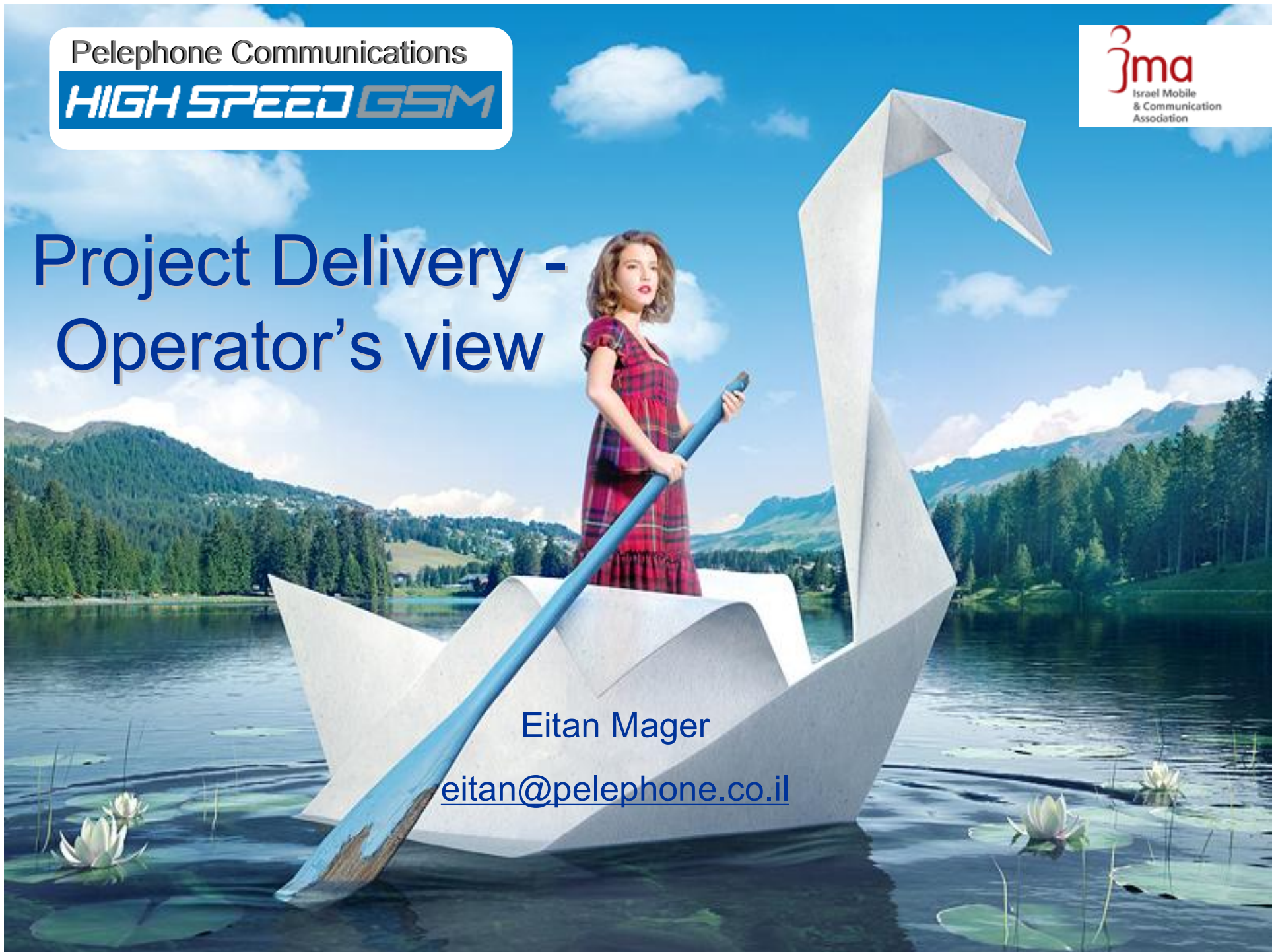
HIGH SPEED GSM

3ma
Israel Mobile
& Communication
Association

Project Delivery - Operator's view

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HSPA project – the big change

Handsets



Roaming



Broadband



HSPA project

- Country-wide HSPA coverage
- Dual-band 850/2100 MHz for improved coverage
- Complete cellular overlay – ‘new everything’
- IP core and new MPLS backbone
- USIM and USIM based applications
- Adaptation of service platforms to work in dual-technology environment:
 - HLR, OSS, SMSC, STP, applications portal, etc.
 - and supporting platforms (billing, logistics...)
- Variety of new handsets and new handset vendors



Project delivery – the challenges

Tough schedule

Project management

Tracking and control

Logistics and delivery

System integration

Testing and verification

Key success factors

- Project management
 - The Telco needs to have a single point of contact
 - It is first of all **who** you put in charge
 - Than make sure he or she has the authority and gets the required attention within the organization + escalation route
 - No changes unless the implications are clear and agreed upon
 - Follow the acceptance stages and stick to the predetermined order
 - Equipment delivery (of large scale projects):
 - Planning delivery to meet schedule
 - Tracking of each item to its final location → delivery note signed by customer

Identifying the key issues to focus on

Addressing key issues as critical path



Key success factors

More on project management

- Consistently check what goes wrong, and-
 - Prepare correction plan when drifting off of the project plan
- Transparency in the process reduces cost:
 - The Telco will be disappointed if anything goes wrong, but- when the vendor disapproves the problem exists he will lose confidence with the vendor
- Show you are doing your best to fix the problem
 - Bring the issue to his attention on time. Do not cover up
 - Explain the problem and share possible solution directions
 - Give only fix dates you really believe in

it is not enough that you know you have a good product



Key success factors

- Scope of Work
 - Better pay more time to make it accurate and detailed than pay the costs later
 - Calculate your costs carefully, especially regarding services
 - Make sure you can deliver as promised and according to the milestones
 - Never count on the Telco to miss his obligations and deliverables
 - Insist on customer's approval of the CDR.
 - This is where the customer finds his bugs,
 - and it saves painful arguing later on

Please - match expectations with the customer



Key success factors

- Integration and PoC
 - Integration is the key – put your best technical resources here
 - Make sure all problems are documented and addressed (if not solved - problems tend to re-appear when it is most inconvenient – under load or in the next project)
 - Be willing to assist even if you are sure the problem is **not** in your product
 - Proof of Concept “project Medurodam” is essential to verify functionality and proper integration

bonus

First impression can make your journey easier



Key success factors

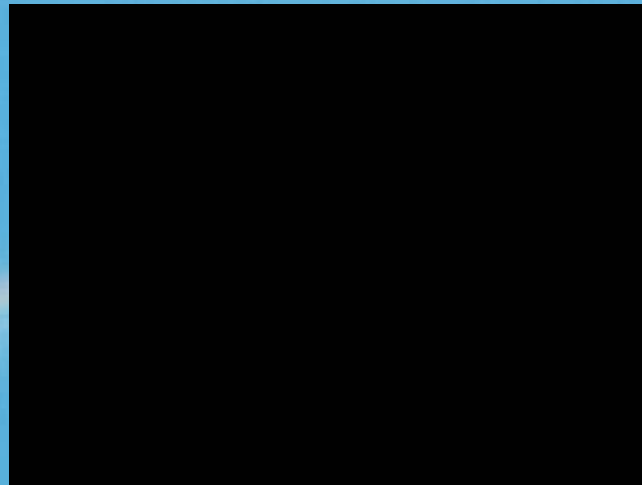
- Acceptance tests
 - Detailed and comprehensive test specs to prove proper functionality and integration
 - Prepare tools to assist testing, integration and performance monitoring

Prove the Telco you take the project seriously

- Maintenance:
 - Procedures are accurate and up to date – ‘do it once’ approach
 - Error reporting and alarms are well documented and correcting action procedure is specified
 - Monitoring tools and performance analysis tools

Positive thinking

Always look for the best available solution



Thank You!

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