

## Case Study – International Product Launch

### **The Company**

A European TELCO' (name withheld on request) a business communications provider of managed infrastructure, applications, network and IT services to customers all over Europe to enterprise level.

### **The Business Challenge**



This Telco's managed services product team were faced with the challenge of supporting an existing product portfolio and at the same time developing and rolling out new services across multiple European territories. The new services would require the development of e-commerce and on line technical support technologies that were new to the existing product team. The new services would also have to map in to existing infrastructure. The buy in and sign off from multiple authorities within the organisation would be essential to the projects success.

### **The Solution**

Andante was engaged to specifically develop these new services and technologies. Having already rolled out similar products and services across Europe and the USA for a previous client Andante was the ideal choice for this project. The brief included a review of pricing and margins, the development of back office support systems for service delivery and service assurance. The development and delivery of all collateral, sales tools and training for the multilingual sales teams. Additionally Andante was tasked with selling the concept internally to country managers and executives working in a matrix management environment across Europe. The project also involved managing international vendors and co-ordinating the acquisition of internal and external resource in support of the project. Liaising with the technical and engineering teams and engaging financial and legal specialists. There was also a considerable amount of business process engineering required in support of these new technologies.

### **The Benefits**

#### **The Sales & Marketing Director said:-**

"A previous team within the organisation had launched a managed service with limited and patchy results, so enthusing our colleagues across Europe and convincing them to invest time repeating this process to launch a new capability based on the latest technology was a real challenge. We had to demonstrate that we had learnt the lessons from the previous team and that this would deliver results, consistently. Andante's experience of launching a similar service across European geographies proved invaluable, shortening timescales to launch by leveraging that experience, avoiding the pitfalls of the previous launch, this really helped us to build credibility with our colleagues across Europe".

### **The Andante Mission**

Our professional advisors are committed to enhancing your customer's journey through, your people, your processes and your systems. This is achieved by providing you with best practice, managing change and delivering practical and effective assistance. We have reduced costs, motivated teams and assisted many companies like yours to acquire incremental business, retain customers and lock out the competition.  
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**WWW.ANDANTEUK.COM**

Andante [UK] Ltd

48 – 50 Melbury Road, Nottingham NG5 4PG

Tel: 0115 952 3016 Web: Email: [business.solutions@andanteuk.com](mailto:business.solutions@andanteuk.com)

