



## CASE STUDY

# EXPANDING SHARE BY BEING FIRST TO MARKET WITH NEW TECHNOLOGY

EXECUTE

Through Focused Project Management of Mission-Critical Implementation

### THE BUSINESS CHALLENGE

One of the nation's largest wireless telecommunications providers wanted to be the first in the industry to implement third-generation GSM technology. In this highly competitive and fast-paced industry, this capability offered the **potential to leapfrog the competition**. For this purpose, the company had **four separate mission-critical infrastructure upgrade projects underway at the same time**.

Taken together, the four projects to design, build, test and implement the wireless provider's network protocols would give the provider the undisputed technological edge in the Southeastern United States, the Virgin Islands and Puerto Rico.

Because the strategy relied upon the simultaneous implementation of all four critical projects, the company determined that outside expertise was needed to coordinate the entire effort. The team needed to be well versed in software development methodology, program management, data and voice systems and network engineering.

The leadership team chose AGSI to manage these mission-critical projects.

### AGSI'S HIGH-LEVERAGE SOLUTION

Despite the intense pressure of the environment and the situation, the AGSI Program Management team **quickly assumed responsibility, driving the project teams to meet aggressive deadlines** and enabling the client to compete more effectively in its market.

AGSI **identified and managed issues within each project** that had the potential to block the simultaneous implementation. We coordinated the teams, developed a **clear and consistent communication** plan that kept the leadership team informed on progress and issues, and led the **successful implementation** of all projects.

### VALUE TO THE ENTERPRISE

Because of these efforts, the client **met its strategic goal of being first to market** with the enhanced GSM technology. This gave them the distinct competitive advantage of tripling the speed of data transfer compared to their competitor's GSM networks within nine states and two territories. AGSI's successful execution of these highly technical projects **enabled our client to expand its product offerings and to increase its market share** in the key major market of South Florida.

### IN BRIEF

#### CLIENT:

Major Wireless  
Telecommunications Company

#### ENGAGEMENT:

Project Management of  
Concurrent Critical Technology  
Upgrades

#### CHALLENGE:

Stay ahead of the competition by  
being first to implement third-  
generation GSM technology,  
requiring four concurrent  
infrastructure upgrade projects

#### OUTCOME:

All four upgrades were  
implemented successfully and  
on schedule, and company met  
its strategic goal of increasing  
market share by being first  
to market