



CASE STUDY

MAJOR TELCO MODERNIZES OPERATIONS WITH CERAGON MANAGED SERVICES



SERVICE PROVIDER



LATIN AMERICA

A decade and a half ago a mid-tier telecom operator was busy building their brand, establishing their network, and making all the right moves to gain major market share. South America already had several well-established top-tier titans with tight grips on their titles as leading communication service providers. If this network operator had any hope of achieving their goal of ascending to the top spot, they would need to make some strategic management moves.

The growth strategy coming from the C-Suite couldn't have been any clearer. Expand network coverage, increase capacity, and add a bevy of impressive services – all focused on the goal of gaining ground on their entrenched competitors. That kind of growth requires enormous resources, especially from the Services Engineering Department. Unfortunately for this network operator, they simply did not have the right team available internally.

Finding and hiring a single qualified Services Engineer can be challenging in the best of times, but, recruiting and onboarding a team of eight excellent Services Engineers instantly, is about as easy as teaching Godzilla to tap dance. Unless of course, you have a long-standing relationship with a trusted vendor and partner that offers staff augmentation and end-to-end Managed Services.

THE CHALLENGES

Transition from Augmented Staffing to Managed Services | Define and Develop Clear KPIs | Track and Report on Deliverables

After years of trusting Ceragon to deliver key elements of the wireless transport solution for their network, it seemed only natural for this South American telecom operator to ask Ceragon if they could help augment the staff needed to run the Services Engineering team.

Ceragon delivered, and everything began to fall into place. The new staff served as the foundation of the Services Engineering Department making it possible to quickly ramp up network expansion and add new services. As network coverage grew and new services were added to their offering, customers came calling. The once mid-tier telecom operator quickly rose through the ranks taking market share and their place among the top tier players.

Now, you're likely asking yourself "What's the challenge? Where's the problem?" This sounds like an idyllic 'happily ever after' ending. Ceragon's staff augmentation solution was the perfect fit. The customer achieved their goal of becoming a Tier 1 telecom operator. All true – but times change.

A global pandemic hit. Employees were all sent home to work remotely. Operational costs increased dramatically. New company policies were rolled out requiring management to institute clearly defined deliverables with measurable ROIs. The company's leadership began looking for ways to accurately attribute and assess all resource utilization – They needed to know which teams and individual employees were efficient, and which were not.

Suddenly, all departments, including the outsourced Services Engineering team, were under increased scrutiny. Executive leadership expected all management to create clear KPIs, quantifiable deliverables, and a more agile approach to project oversight that would be hands-on.

Up until this point, the staff augmented Services Engineering team had been managed internally with a limited mission statement and relatively little oversight. The telecom operator simply didn't have the resources available in-house to overhaul the management methodology of the Services Engineering team. Changes needed to happen. Once again, the telecom operator turned to Ceragon, looking to migrate their staff augmentation to a fully Managed Services model.

THE SOLUTION

End-to-End Managed Services | Implementation of Agile Project Management Approach | Clearly Defined and Quantifiable KPIs

Ceragon addressed the telecom provider's needs by transitioning its Services Engineering department to an end-to-end Managed Services solution. This began with a thorough audit of current personnel, identifying key strengths, and promoting a top-performing engineer to a local team lead role.

Ceragon implemented modern management tools and practices, including advanced project management software, real-time tracking of milestones, and robust reporting mechanisms. These ensured the delivery of clear, quantifiable ROI through measurable KPIs and detailed progress reports.

By adopting Agile methodologies, Ceragon paired project deliverables with achievable sprints, allowing for flexibility and rapid adaptation. Monthly detailed reports highlighted progress towards long-term goals, showcasing the value delivered by the Services Engineering team and offering insights into efficiency and productivity.

This transition demonstrated the tangible benefits of the Managed Services model, meeting the company's need for clear deliverables and measurable outcomes. Ceragon's proactive approach exceeded the telecom provider's expectations, solidifying its position as a trusted partner and enabling the operator to maintain its top-tier status in the competitive South American market.

THE RESULT

The transition to Ceragon's end-to-end Managed Services solution resulted in significant improvements in efficiency, accountability, and overall performance for the telecom provider. The enhanced management practices, clear KPIs, and detailed reporting ensured that the Services Engineering team contributed measurable value, leading to sustained growth and a solidified position in the competitive market.

+ Increased Efficiency

Streamlined operations and optimized resource utilization.

+ Enhanced Accountability

Adoption of Agile methodologies enabled flexibility and rapid response to changing demands.

+ Agile Adaptation

Tracking and identifying traffic anomalies associated with throughput and utilization to anticipate capacity issues

+ Quantifiable ROI

Detailed reports demonstrated the tangible benefits and real-world impact of the Services Engineering team.

+ Sustained Growth

Enabled the telecom provider to maintain its top-tier status in the competitive market.


www.ceragon.com