

SUCCESS STORY

International Product and Project Management for Converged Products

The NExT Marketing organization of Orange Group is responsible for the definition of future-proof consumer market converged products for the whole Orange Group. Converged products allow a seamless experience in both the internet and the mobile phone. Intercai provided product management expertise including service definition, and project management expertise for the whole product life cycle of Blog and Photo Album Mobile Client.

The Project

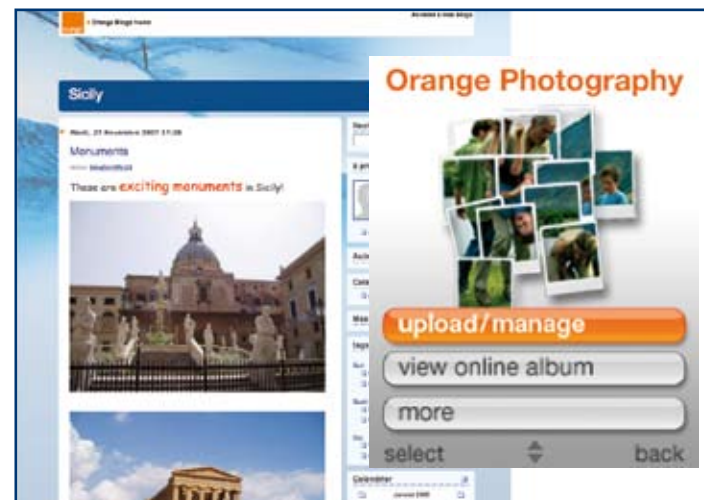
The scope of the project was to coordinate the international marketing team during the product requirement phase of the Blog and Photo Album Mobile Client products, and to perform the international project management to ensure a successful and on-time launch of the products.

The Challenges

- Coordination of various internal and external stakeholders located in different countries, including software development companies
- Coordination for the product requirements in order to ensure a future-proof product which satisfies the requirements from all the participating countries, but which respects the ambitious deadlines and budget constraints
- Coordination of the RFQ (Request for Quotation) phase, including negotiation with the suppliers and contract finalization in a fixed and limited time
- Broad skill set required including product marketing, project management, technical skills and language knowledge

The Benefits for the Customer

- Intercai provided knowledgeable resources experienced in product and project management and in the telecommunication industry
- Successful completion of all the product life cycle Orange Group internal gates according to the initial plan
- Successful completion for the outsourcing phase of the product, including negotiation, contract finalization and coordination for the development phase
- Successful turnover and on-time completion of the Blog specifications which due to various problems could not take off for several months
- Neutral knowledgeable partner free of political and national biases



Source: Orange

Orange

Orange is the mobile communication branch of France Telecom Group. Most of the product marketing activities of Orange are centralized in a global marketing organization.

Our Customer says

«I really appreciated the ability of Intercai to lead international multi-lingual and multi-cultural teams. Intercai has always been able to professionally and successfully lead the project even in difficult phases, for instance by preventing that critical situations escalated into conflicts».

**Patrick Cornet, Head of Community Services
Orange Group**

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The Specific Intercal Achievements for Orange

- Project management for the Blog and Photo Album Mobile Client projects
- Coordination for the definition of the marketing requirements among the product managers of the different countries, and participation in their definition
- Coordination for the definition of the marketing specifications
- Interface between Marketing and Technical teams
- Coordination of the RFQ and subsequent phases (RFQ, evaluation of results, supplier's recommendation, negotiations, contract signature, development phase)
- Periodical reporting and risk assessment

About Intercal

Intercal is a leading Swiss consulting company in the ICT (Information and Communication Technology) market. We help our customers to align their business technology with their business success. Our high inside knowledge of the national and international telecommunication market in association with excellent economic, technological and social capability ensures highest efficacy and efficiency.

The Intercal Service Portfolio



Intercal's Advantages

- Unique combination of competences in the area of business management and technology
- Leading inside know-how of the Swiss ICT-Market
- Many years of experience both in the Swiss and in the international telecommunication markets
- Interdisciplinary teams for customer-focussed solutions – no predefined methodologies and solutions
- Unbiased, close cooperation – «together with the customer» guarantees valuable knowledge transfer
- Implementation-oriented («concept and realisation»)
- Strong references in dealing with complex projects