

## Global Telecommunications Company Implements Enterprise-Wide Technology Platform

### EMC Consulting develops an integrated contracts management solution to support 20,000 users

#### **Challenge—develop a new technology platform to support contact-to-cash operations**

To reduce cycle times and improve resource efficiencies while enhancing the customer experience, a global telecommunications company decided to develop and implement a new technology platform to support its contact-to-cash operations. This platform consists of multiple business applications with an end-to-end contract management solution for capturing and integrating data through the sales, contracting, and order fulfillment lifecycle. Upon selecting a contract management application, the customer required support with the planning, design, and implementation of the solution, including the integration of eleven different applications, such as customer relationship management (CRM), pricing, and ERP applications. The migration of approximately two million contracts from multiple, legacy, custom-developed contract management systems was an integral part of this engagement.

#### **EMC delivers a detailed, phased implementation**

The EMC® Consulting team developed a detailed and phased approach for this enterprise-wide initiative, which involved over 20,000 potential users. The solution implementation involved three concurrent work streams that included configuration, integration, and data migration—beginning with the development of a “conference room pilot” for users to obtain immediate exposure to the contract management solution.

The key objectives of the solution were to:

- Reduce time to market for new product introductions
- Reduce cycle time for contract generation (initiation through counter signature)
- Minimize the number of non-standard contracts
- Manage contract templates more efficiently
- Integrate the contract management application with upstream and downstream applications
- Generate reports on key metrics identified by the business
- Provide a contract repository for two million active agreements

## **Solution based on best practices**

To ensure successful implementation of the solution, EMC Consulting collaborated with the client during the configuration work stream to clearly define the organization's structure, security model, process flow, rationalization of contract templates, and reporting requirements of the solution. At the same time, as part of the integration work stream, EMC Consulting collaborated with solution architects from other application development teams to document requirements and design specifications for the integration of the contract management application within the contact-to-cash platform.

Finally, the EMC Consulting data migration team worked closely with a number of data architects to define and execute an approach that converted two million contracts from a variety of legacy systems into the new contract management application. This included an inordinate amount of testing to ensure that the contract management solution met the customer's long-term needs for stability, performance, and scalability.

EMC's implementation approach, based on insights for contract management processes and implementation best practices combined with an understanding of the nuances of the contract management application, contributed to the successful integration and roll-out of the solution as part of the customer's sales process improvement initiative.

The critical success factors of this contracts management initiative include:

- Clearly defined project scope and objectives
- A fully engaged steering committee including executives from key business and functional areas endorsing project initiatives
- Clearly defined roles and responsibilities to assure accountability and delivery commitment
- A phased approach to help reduce time to delivery, training, and user adoption activities
- A well-defined systems integration plan
- A delineated knowledge transfer plan to help the customer become self-sufficient and assume ownership of future support and development activities
- Comprehensive data migration, integration, and system test procedures
- Early identification of product gaps provided better alternative solutions

## **The result—a fully documented, integrated solution**

At the end of the project, EMC Consulting provided a fully documented, configured, and integrated contracts management solution that supports over 100 active users from key functional areas of the organization. The solution is in the process of being rolled-out to the extended enterprise of 20,000 users.

Within the first couple of months of using the contracts management solution, the client experienced the following benefits:

- Contracts that are being generated for more than three different product offerings
- Considerable reduction in negotiation cycle time
- Significant reduction in the number of non-standardized contracts
- Increased productivity and accuracy as a result of reduced data entry between applications

Future phases are being planned to include more product offerings and extend the availability of the application to more locations and users around the world.

## EMC Consulting

EMC Consulting provides a rich portfolio of professional service offerings to help customers transform information into business results—to get more value from their information and clear business impact from their information infrastructure investments.

EMC Consulting is a worldwide organization with 2,700 consultants who combine objectivity with deep industry, business, and technology skills and expertise to solve today's toughest business, IT, and information management challenges.

These services are delivered through highly customized consultative engagements that extend a customer organization's own skills, focus, and global execution capabilities. We use field-tested tools, proven methodologies, best practices, and industry standards to optimize time to value for customer information infrastructure initiatives.



**EMC Corporation**  
Hopkinton  
Massachusetts  
01748-9103  
1-508-435-1000  
In North America 1-866-464-7381  
[www.EMC.com](http://www.EMC.com)

### Take the next step

For a more detailed view of our expertise and a complete listing of our capabilities and solutions, visit [www.EMC.com/consulting](http://www.EMC.com/consulting).