

# case study

## Customer success story: Cellcom Israel

### Customer Profile



Industry: Telecom  
Company: Cellcom Israel  
Employees: 4200  
Revenues: 1.2 B

Cellcom Israel orchestrates business demand to harmonies delivery and match supply

### Use Case Summary:

#### Business

Cellcom (NYSE -CEL) is Israel's largest cellular provider serving millions of subscribers and is an established brand in both the private and commercial sectors. The company offers a full range of cellular services and has maintained a high growth rate by offering advanced products supported by good customer services.

#### Challenge

The cellular market is notorious for two things; namely change, primarily due to competition and regulation, and for the tight interaction between the IT and engineering departments. To maintain its' position as market leader, Cellcom realized it must implement and optimize processes and procedures across the board that would set the foundation for a structured and transparent decision making framework. In addition, demand had to be aligned with business goals.

#### Solution

My Single Point (MSP) integrated multiple management modules that orchestrated input, decision making, production and reporting throughout the demand life-cycle from initiation through to the production floor. Hundreds of end users started using MSP within three months, establishing a demand management framework, harmonizing business and IT interaction.

#### Result

Cellcom began benefitting from MSP's solutions almost immediately and the automated process will continue to transform the effectiveness of operations within the company, boosting its ability to stay ahead of the competition and remain the market leader.

*"By utilizing MSP, Cellcom has gained a unique platform to integrate its IT work plans with its business goals. It quickly became the **main communication channel between our IT employees and their delivery units in the organization.***

***Make educated decisions, which trickle down to all of our IT employees and bubble back up to present online status"***

**Doron Pelach, CIO**  
Cellcom (Largest cellular provider in Israel)

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## Detailed Use Case:

### Business

Cellcom Israel Ltd. (NYSE -CEL) is the leading cellular service provider in Israel serving millions of subscribers. Established in 1994, the company offers Israel's broadest and largest customer service infrastructure including telephone customer service centers, retail stores, and service and sale centers, distributed nationwide.

Of the 4200 company employees, there are approximately one thousand engineering and IT professionals in the company's technology departments. As it is a technologically driven industry, the IT departments hold an especially dominant position in the corporate hierarchy.

### Challenge

Cellcom had already developed a requirement management tool based on HP's Quality Center (QC) to support the business requirements towards the IT department. Microsoft's Share Point Portal was used for the presentation of reports and KPIs. Microsoft Project Clients and Project Server were used for project management purposes, creating milestones which required managers to input status reports. Daily investment reports by employees and mid-management were integrated to SAP PS modules.

The challenge was to formalize and automate the processes and procedures that coordinate the existing silos of information within the various departments, and to set a foundation for a transparent decision making framework

### Solution

My Single Point (MSP) enabled Cellcom to establish a demand management framework, harmonizing business and IT interaction by aligning demand with the business goals, driving optimal business practices. The MSP solution provided a clear overview of the demand full life-cycle. It enabled the calculation of the total cost of ownership and supplied "what-if" scenarios to support prioritizing and timing of each initiative, taking into account constraints such as budget, skills, resources, strategies, etc. In addition, it provided capacity planning to assign resources across organizational units based on work flow ability. It set accountability, traceability and audit ability for every business requirement and created automated and uniform Gantts/Releases to enable real time reporting across portfolios.

MSP assured, that at a later stage of the demand life cycle, planning captured in the system would cascade down to employee level, ensuring the synchronization of planning and subsequent results. An automated "gating" process manages any variance in the project scope while incoming "unplanned" business demands are controlled using online "what-if" scenarios.

Project managers are provided with an online dashboard that presents all project aspects including progress, schedule, content, risks, budget and change requests, enabling them to confidently direct operational, tactical and strategic activities. Progress analysis reports, easy charge back functions and single click online reporting are all provided with the MSP solution.

The MSP solution integrated with the following systems:

- SAP – BW, HR, PS
- Microsoft – Project server and MS project clients
- HP – Quality center
- Time reporting systems



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*It is important to note that MSP's implementation positioned the IT department as a business leader. Consequently Cellcom's management has decided to utilize the framework also for managing all its organizational investment projects.*

## Detailed Use Case - Continue:

### Results

Within months, a cross organizational process was established, reducing managerial bandwidth and time expended on managing and controlling business requirements as well as constructing annual work plans. The process enabled the alignment of operations with corporate strategic goals and lowered the overall cost of ownership for the governance suite.

Using MS Outlook as a single point of contact, employees and management are able to access all information gathered by the MSP solution, enabling them to report on, as well as monitor their operational obligations. Furthermore, with all this information at their disposal, managers are better equipped to manage system versions and releases.

It is important to note that MSP's implementation positioned the IT department as a business leader. Consequently Cellcom's management has decided to utilize the framework also for managing all its organizational investment projects. Initiations are managed by MSP from capture of the business plan, through to the costing throughout the operation (business, IT & engineering). "What-if" scenarios can be included providing the CEO with all the information needed to select the optimal investments according to their net present value.



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