



HOW CLOUD SOFTWARE ACCELERATES TELECOM DIGITAL TRANSFORMATION

Executive Summary

The telecom industry is no stranger to disruption. For decades telcos have driven innovation and have also been subject to competition and convergence within their industry. With the advent of 5G and other disruptive technologies, this is true now, but the latest changes are even more significant in scale and contain global players. Today, telecommunications companies are coming together as both rivals and allies.

There is no vaccine to protect your organization against disruption, but remaining agile and flexible is key to maintaining corporate health. This white paper examines vital areas where telecom can best benefit from digital transformation efforts.



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COMBATING DISRUPTION WITH TRANSFORMATIVE THINKING

The telecom industry is undergoing a period of disruptive change. New technologies (5G), messaging services, streaming, and other advances have blurred the line between the internet, wireless, calling, and other communication forms. Many new competitors are vying for the same space; these include satellite, software providers, phone companies, cable companies, VOIP services, and more.

It's essential to take advantage of and employ technology and digitization to enable innovation and increase competitiveness. For telecom companies to do so, we recommend following these four crucial steps:

- 1.** Provide outstanding customer experiences.
- 2.** Employ analytics to power your business.
- 3.** Streamline and automate IT initiatives.
- 4.** Modernize and streamline software usage and deployment.

Partnering with the right cloud services company and using hosted project software moves you towards all four of these goals discussed in this paper.





HOW CLOUD SOFTWARE ACCELERATES TELECOM DIGITAL TRANSFORMATION

Key Factor 1 PROVIDE OUTSTANDING CUSTOMER EXPERIENCES.

Research indicates that the telecom industry's [foundation of digital transformation](#) is offering an enriched customer experience. If your business software is operating at peak efficiency, your customers get better service, and your employees are happier and more successful at their jobs.

By utilizing cloud services such as hosted project software, LoadSpring™ enables telcos to focus on their core business and innovate around the customer experience.

Cloud hosted software for big projects like 5G empowers innovation through:

Enhanced Software Performance: high-speed software means you can help customers faster and more efficiently. We do performance tuning frequently so that your project and estimating team end-users consistently have peak performance from their applications, increasing overall efficiency.

Uptime Guarantees: be there when they need you. Your software is up and running when you need it, and your valuable data is available to you 24/7, making your people reachable and effective.

Rapid Deployment: get your teams moving quickly and easily. Deploy applications in days rather than weeks as new capital-intensive projects come online. Assign and reassign seats quickly and easily so you can ramp projects up and down in real-time.

Support: get help when you need it, quickly. LoadSpring's experts in infrastructure, best practices, and complex applications ensure fast response with just one place for you to call.

LoadSpring allows your company to focus on its core business. By equipping your teams with the right software hosted by the best cloud partner, you can provide superior customer service and save money at the same time. Increased client satisfaction engages current customers and attracts new ones.





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Key Factor 2 EMPLOY ANALYTICS TO POWER YOUR BUSINESS.

The ability to gain actionable insights from corporate data proves its value across all types of companies; businesses that use analytics set themselves up to outstrip the competition. Data analysis allows companies to operate more efficiently and effectively.

Telecom providers generate a wealth of data, including customer, network, project, usage, and more. A concerted effort to [store and mine such data correctly](#) is a critical component of any digital transformation effort.

To use an example from above, hosting project data in the cloud allows for easy consolidation into data lakes, then leveraged into providing actionable intelligence. [Companies like AT&T](#) are turning to public cloud providers for such services as a means to stay agile.

This data can be from rolling out 5G, supplying repairs to hurricane-damaged areas, or day-to-day operations of answering customer support calls. Pooling this valuable data and gathering intelligence from it allows for tremendous business value.

For example, construction and engineering goliaths like [Flatiron Construction](#) and [Swinerton](#) use cloud data lakes to keep and maintain all their project data, which provides them with vast resources to draw from for business intelligence. These companies collect unified project data with [LoadSpring Cloud Platform™](#). Automated systems gather worldwide production data in their cloud storage, accessible via the platform-native tool LoadSpring*Insight*™ and off-the-shelf BI software packages. Coming soon, LoadSpring is offering ProjectINTEL™, an integration foundation for project intelligence reporting. This groundwork enables broad analysis, which continuously improves over time as more data is collected. It provides more profound insight into your valuable project cost and risk data, utilizing custom project intelligence (PI) indicators designed to increase project success and margins.

These data structures allow companies to learn from past projects, shore up inefficiencies, and predict ways to mitigate risk. Companies that invest in digitization such as data lakes, BI/PI, and analytics can save upward of 20% of project costs over the project lifecycle. In other words, investing in the right technology now helps prevent cost overruns in the future, increasing competitive advantage and setting the stage for ever-increasing efficiency over time.



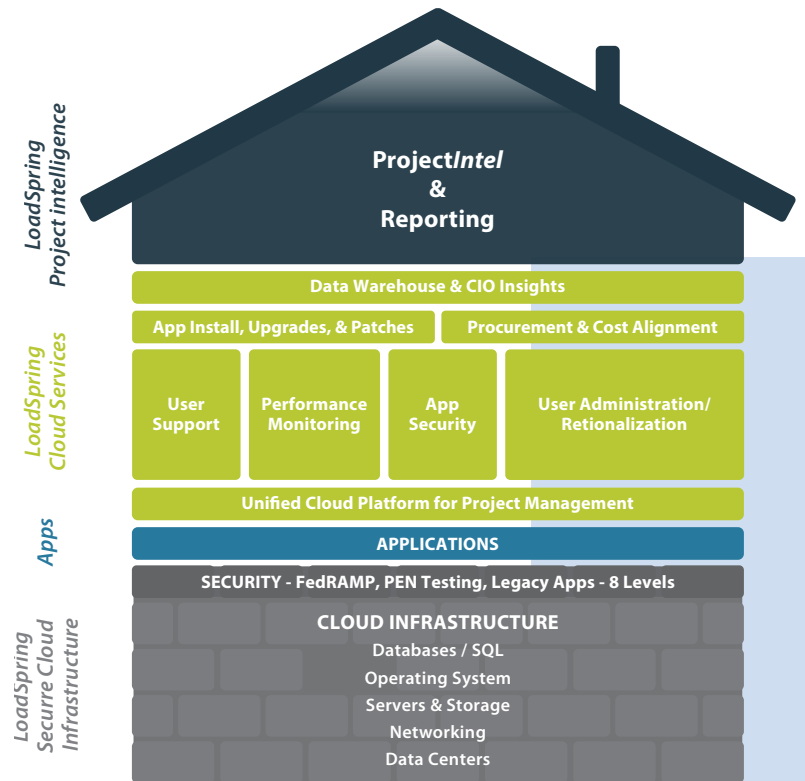


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Key Factor 3 STREAMLINING AND AUTOMATING IT INFRASTRUCTURE

As companies grow and change, IT must also evolve and change with it. Ideally, your company will move toward a streamlined and automated blend of internal and external IT that optimizes your strengths and those of your partners. To truly engage in digital transformation, telcos must engage in strategic partner management to [maximize core capabilities](#).

To that end, companies must choose partners that provide value in multiple ways but in aspects that make sense. What makes LoadSpring unique is that we are experts at delivering all interconnected facets of managed cloud services. We provide infrastructure, platform, security, applications, managed services, and BI. Our unified model ensures that your data is safe, secure, backed by uptime guarantees, and if you need support, we respond to your ticket in fifteen minutes or less. In other words, rather than go with 3 or 4 vendors for the same services, consider going with one that is responsible for ensuring your systems are all working together at peak efficiency.





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Key Factor 4 SOFTWARE STREAMLINING

The term “software rationalization” is what it sounds like: sifting through the software that your company uses and ensuring that your teams effectively utilize it. If there is underutilized software, find out why and remove it or consolidate it with something else. If there’s an unmet need, ensure that the right software package or suite of software is rolled out to your teams as quickly and efficiently as possible, with proper training as part of the deployment. This process is necessary but can also be challenging. It doesn’t have to be painful, however. Partners like LoadSpring can help you:

Tailor a set of software specifically to your business needs. We listen to what your company needs and suggest a set of tools to match them.

Test out or “sandbox” software before picking the right fit. This ability allows teams to honestly evaluate the software before making the investment, which in turn helps guarantee ROI.

Train your teams right through the delivery platform. Your teams can train up and get to work quickly.

Transition from legacy software at your convenience. If you have legacy software that you’re not prepared to change right away, we can host it for as long as you need, providing a runway to your next move.

Your software is delivered through a unified, easy-to-use, powerful cloud platform. Provisioning new project users and their required apps are made within the platform, meaning there’s never confusion about who has what and when. It also means assigning and reassigning software as projects spin up and down is quite literally a pushbutton process. For projects big and small, this type of easy-to-use, powerful, streamlined, and streamlining tool is like digital transformation in a box.

LoadSpring and LoadSpring Cloud Platform ensure your teams have the right software for the job when they need it, backed by training and 24/7/365 support.



Core to Corporate IT

- Human Resources
- Enterprise Resource Planning
- Customer Relationship Management



Core to LoadSpring

- Scheduling
- Estimating
- Geospatial
- Contract Management
- CAD/BIM
- Risk Assessment





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SUMMARY AND NEXT STEPS

The telecom industry is evolving quickly as new technologies come rapidly into place. Service providers need to adapt to continuous changes in technology, streamline their internal processes, use analytics to increase team and company performance, and provide excellent service to their customers. Doing so helps ensure new and existing customers will choose to do business with your company.

While taking steps towards your digital transformation, make sure that you work with a trusted partner like LoadSpring Solutions, Inc. If you would like to find out more about what we can do to help, please [contact us](#). We can help set you apart from the competition, beginning with a free evaluation to get you on your way.



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