



Leading Mobile Telecommunications Company

Linking Customer Need with Technology Development

HIGHLIGHTS

- **Industry**

Global mobile telecommunications that enable people everywhere to enjoy the benefits of cellular phones and mobile computing.

- **Business Opportunity**

Shrinking product cycles, increased customer expectations, and competitive pressures led this company to transform its ways of product planning and development. And empower their teams to effectively manage a continuous flood of new requirements and growing product and service complexities and dependencies.

- **Solution**

New ways of working enabled by Accept360 connected the teams, portfolio management, device engineering, and services brought unprecedented sharing of information that strengthened the total product offerings and improved time-to-market.

Customer

This Accept360 customer is a leader in mobility, providing mobile telecommunications solutions, including a broad array of cell phones, converging Internet and communications tailored to the world's geographic and demographic markets.

Business Opportunity

If you don't believe product cycles keep getting shorter, consider cell phones. When they're hot, they're hot; when they're not, they're paperweights. Manufacturers know the "sell-span" of their products is so volatile they often ship them by air to gain a few more weeks in the stores.

Designing cell phones is even more time-critical. Today's breakthrough feature is tomorrow's table stakes, so manufacturers must innovate continuously. They must also be able to share those innovative features across a wide range of products aimed at different market niches around the world. This is especially important in the area of "mobile computing" where time-to-market and compelling features are critical to success.

This company's mobile computing group was working with legacy systems that had grown out of the aerospace and defense industry. They were no longer adequate even for single products but totally broke down when managing multiple products with multiple interdependencies. Pressure was growing to share innovative features quickly across multiple platforms, but the company's research and development units operated in silos using their own tools and processes for managing product requirements.

Long-term product plans were developed by multiple organizations attempting to drive product creation while other internal teams managed a fragmented product planning process. Many inputs across a large number of teams and organizations produced a real fuzziness in content definition and decision-making. And the specificity and technology orientation of the requirements caused a lack of visibility and traceability. In a typical product cycle, they would waste 10-13 weeks consolidating requirements and checking for interoperability.

- **Results & Benefits**

Accept360 brings full visibility and a single source of truth to the product portfolio, product planning and development process, Accept 360 leverages the human capital of the company's R&D groups to meet more customer and market needs faster, and leverage good ideas and services across multiple products.

The intense attention, coupled with inadequate technology tools, it took to manage thousands of requirements across different processes and tools for each release was preventing a solid business focus.

On top of all this, this company had recognized the value of implementing Agile software development methodologies. They knew their legacy environment could not properly accommodate Agile, or meet the increased product cycle demands they saw coming, so they created a program for their "next generation" requirements engineering, put out an RFP for automating their requirements process, and sent it to some 50 vendors.

Solution

After narrowing the 50 possible solutions to six, then to two, this company selected Accept360 to meet its goals for its next generation requirements engineering initiative; the backbone of its engineering efforts. Accept360 was selected to provide a single system of record for managing product requirements, with both traceability and visibility. A key goal was significantly reducing the amount of work spent in data collection, while improving the quality, reliability, and security of the data. The company wanted a vendor who could deliver strong IT service support and professional development resources focused on their needs.

More importantly, the company was not seeking an isolated tool, but rather a solution suite that could be incrementally implemented to dynamically link product decisions to company strategies and market opportunities, from planning through execution.

Accept360 Requirements is the first module to be implemented, initially across two R&D entities that had been operating in silos. While these groups had previously guarded their individual processes and tools, "We are getting more requests to deploy Accept360 than I have ever seen here," says a senior engineering leader of the company. "There is less having to force it; more people want to get it."

Accept360 Requirements already has thousands of active users in the R&D groups, with more being added every week.

"We can do better planning, we can prioritize better, and we can make better decisions earlier in the lifecycle, which makes the process faster."

“Before Accept360, visibility was very difficult; people were using different tools and processes, even different implementation models. Now, with the help of Accept, we are able to harmonize the process, build trust in the underlying data, and get visibility from a high level down to very detailed levels of product development activity.”

“We are getting more requests to deploy Accept360 from across the organization than I have ever seen for other applications. There is less having to force it; more people want to get it.”

Results & Benefits

Thanks to Accept360 Requirements, this company has abilities it never had before – abilities critical to leverage good ideas across multiple products and be successful in today’s world of shorter product cycles.

“Before, with people using different tools and different processes, even different implementation models, visibility was very difficult,” says a senior engineering leader. “Now, with the help of Accept360, we have been able to harmonize that, build trust in the underlying data, and get visibility from a high level down to very detailed levels in the product development activity.”

By creating a single “source of truth” for requirements, the company’s R&D groups now enjoy effective and holistic management of needs, opportunities, and requirements. There is visibility and traceability across the organization. This, in turn, allows more effective capacity planning and investment allocations, which are based on business priorities.

Accept360 has also shortened time to market, often shaving three to four weeks from a product release cycle. “We do better planning which makes it faster, we can prioritize better, which makes it faster, and we can make better decisions earlier in the lifecycle, which makes it faster,” says the senior engineering leader.

Accept360 helps the company manage innovation in a complex environment, essential for a global producer of cell phones. Accept360 enables the sharing of innovative software and hardware features across multiple devices, with variants for each operator in different markets, managing a myriad of dependencies to let leaders focus on more strategic goals. And, because it provides direct support for Agile as well as integrates smoothly with other Agile development tools, Accept360 makes the company’s transition to Agile easier.

The engineering leadership of this company realizes no single software solution can transform its way of doing business overnight. But the enthusiasm among front-line users that has greeted Accept360 Requirements has the company thinking they’re on the right track with Accept Corporation.

“The next step is to link product portfolio decisions to reports and content in Accept. The closer we get to portfolio management, the closer we get to executive management.”

“Now we are focused on product development and product management,” says the engineering leader. “The next step is to link product portfolio decisions to reports and content in Accept. The closer we get to portfolio management, the closer we get to executive management.”



Accept Corporation
3979 Freedom Circle, Suite 600 • Santa Clara, California 95054 USA • Phone: +1 866.423-8376 • Fax: +1 408.217.5101
www.accept360.com • info@accept360.com • UK: +44 797.444.2354 • Germany: +49 8137.9982180

About Accept Corporation Accept Corporation delivers The Product Innovation Management solution that technology-driven companies use to decide which products to bring to market for the fastest time-to-profit. The Accept360 Suite is the only complete end-to-end software solution that tightly links company and product strategy through ideation, portfolio planning, roadmaps, requirements and execution. For more information, visit www.accept360.com or call us at +1.866.423.8376

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