



# FIRST TO MARKET, FIRST IN MIND

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*Business agility and innovation allowed Bell, a 100 year old company, to be first to market with new service offerings*

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# 01 EXECUTIVE SUMMARY

In the digital era that enabled the on-demand economy, customers expect quality innovations delivered by companies quickly. These expectations coupled with a rapidly evolving environment, the constant introduction of disruptive technology, and the accelerating digitalization of information have pushed companies to evolve and depend on agility.

There are many advantages to adopting agile and nimble approaches, for both internal and external stakeholders. Agile companies cultivate growth. This leads to faster innovation and helps bring products and services quickly into the market. This is especially important in highly competitive industries. The first mover can capture customer attention, establish strong product recognition and customer loyalty. Creating the right product is only one step. Making the product accessible to customers that reflects its value with a features bundle reflected by its price is vital. This is enabled with a new revenue management system that allows first mover advantage by introducing products and services quickly.

This white paper will cover how bringing new services to market quickly can maintain a competitive advantage.



# 02 COMPANY BACKGROUND

With more than 140 years of history, Bell is a telecommunications company that provides a wide range of services to consumers and businesses across Canada. Their services include LTE and 5G cellular, broadband internet and TV, wireless home internet, cloud and data hosting, IP voice and collaboration.



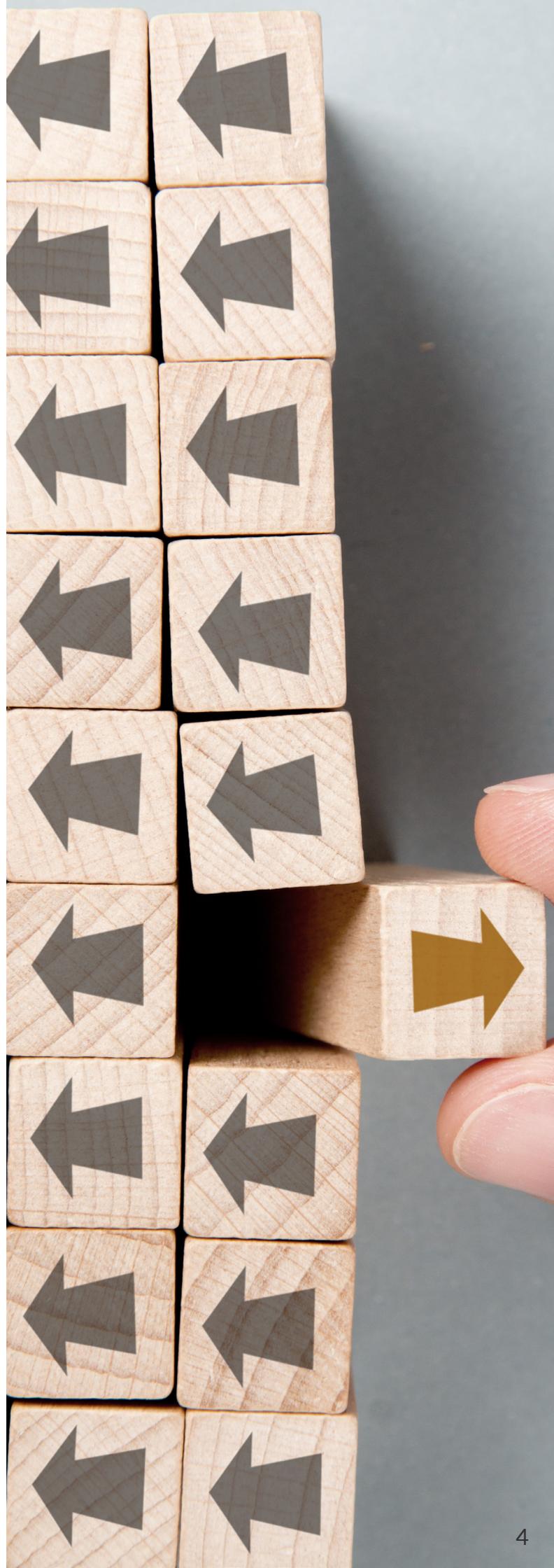
# 03

## PROBLEM

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Competitive companies grow and adapt to change to remain relevant in their industries. They analyze their environment to adjust their products to match or surpass their competitors' offerings. They meet evolving customer demands to thrive. They address changing customer needs and even predict them in advance to create sustainable and innovative offerings. They optimize systems and processes to launch new products and services in a timely manner. Determining what to offer and how to monetize effectively can be challenging.

As an established company, Bell has a portfolio of products to offer customers. The challenge was expanding their product services. What could they offer to satisfy their customers, be first to market with new services in order to gain market share over their competitors?



# 04 SOLUTION



Bell decided to launch new product offerings: VOIP and WiMax to quickly gain market share with these new offerings leveraging internet services and unique approach to connect to broadband services. The next part of the challenge was rolling out the services quickly. Being the first to introduce these new systems would help achieve growth and solidify their position as a market leader.

Bell needed a flexible billing solution that could help them implement their new offerings quickly. Bell's current billing software would be too expensive and take too long to implement these new services, which would have led to a loss of market share. A new billing solution would need to co-exist with their existing billing platform. Moreover, Bell realized it had complex calculations to determine the usage of each of the VOIP and Wimax services for each customer. The new billing solution would need to calculate complex and large numbers of transactions for each client. This solution would

be responsible for taking orders from customers on the company's website and issuing invoices. Therefore, the new billing solution would need to be integrated into Bell's myriad of Operational Support Systems (OSS) and Business Support Systems (BSS) including their customer facing website.

Bell selected Omniware's Dynamics Billing, a billing and invoicing system that operates on a modern platform. With a new billing solution, Bell was able to launch the new services on time, which helped them become more competitive. They were able to provide customers with specialized sales offerings through VOIP and increase availability of alternate internet connections, especially in poorly connected areas with WiMax. Implementing an agile solution enabled Bell to calculate complex calculations from usage transactions and therefore they were set up to offer customized services to each user.

# 05 CONCLUSION

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Agile companies are flexible and respond quickly to opportunities. They determine valuable products and services and have processes to help them achieve their goals. They adapt to their customers' preferences and respond to their feedback. Agile businesses prioritize action and have flexible tools that can execute tasks quickly and effectively. As seen in the example with Bell, these tools can determine the implementation and success of the entire project. Having the necessary tools and responding at the right time can help businesses offer the best solution to win over customers.





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