

## Telecommunications Capability Statement

Telecommunications, eBusiness, Industry Services, Web Services

We add value to your business

Ganguly & Associates is a specialised consultancy service operating since 1996. We specialise in Telecommunications strategy and implementation; eBusiness strategy; Web Services strategy & advice; project and venture set up and in some cases managing the implementation and rollout to marketplaces. Our customers include major corporates, Government organisations and growing technology businesses.

### Objective

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Our Objective is to **add value to your business**, practically.

Telecommunications is undergoing radical transformation. Traditional wireline and mobile services are migrating towards a fully converged interconnected IP based model; offering services anywhere, anytime on any device.

Such changes are unleashing new ways of working, creating new opportunities and assist in bringing our communities closer together.

Delivering these changes requires subject matter expertise, clear business drivers, attention to detail and strong management of projects.

**Our goal** is to help you develop the strategy, and then scope and deliver projects successfully. We focus on the issues of importance to you, such as process design, technology selection,

and above all, realising the targeted business benefits.

We work closely with you as your trusted business partner and maintain a flexible approach.

### Virtual Teams and Experience

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- We work using a concept of virtual teams, whereby best of breed resources are pulled together both from your organisation and ours. A senior professional from Ganguly & Associates, usually with more than 20 years senior industry experience gained locally and overseas, manages the assignment;
- The principal resources within Ganguly & Associates bring rich experiences gained from working across a wide range of areas in the Telecommunications sector; and

## Capability Statement

- Our customers include Government Departments, Telcos, Corporates and medium sized businesses in Australia and overseas.

### Key differentiators

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Our Key differentiators are:

- **Focus on Business Benefits:** ensure that all aspects of a project are considered, and targeted business benefits are realised. In line with our strong results focused ethic, we emphasise establishing business scorecards to continually track and measure success;
- **Extensive experience in the Telecommunications industry:** ranging from wholesale and interconnect, to fixed mobile convergence, broadband and IP related services; spanning business process review/design to Business and IT Strategy, cost reduction and efficiency improvements;
- **Independence:** we are not tied to any technology vendor;
- **Skills and Methodologies:** to ensure that we can balance risks and priorities. Our consultants have a strong blend of business and technical skills;
- **Experience and personal attention:** to provide the optimum business outcome for you; and

**Associates & Networks:** covering areas such as market research, web development, business planning, product development, and systems integration. We can fast track your queries on markets, technologies or partners confidentially.

### Our Approach

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We work with you, our Client, working towards your business goals. We will determine our degree of involvement with you early on and focus on delivering written agreed outcomes.

As an independent firm, our clients are assured that their best interests are always fully represented.

At any time we only take up a small number of selected assignments, strictly ensuring highest standards of business ethics and integrity.

### How we add value

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We add Value through a combination of:

- Strategic vision;
- Ability to clearly define business requirements and stakeholder benefits through a collaborative approach;
- Understanding of key technologies;
- A strong project management and implementation focus, and
- A strong focus on measurable benefit.

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