

## Case Study Interview

ArmudMobile a cellphone provider in Azerbaijan and is one of the three companies that dominates the industry. ArmudMobile has met with success in their efforts to change the tone and business model of the industry by working to make contracts more flexible and empowering the customer to serve themselves wherever possible. In the process of enacting these changes, ArmudMobile has realized that their current technology infrastructure cannot support the scale of business that they want to continue.

- Their product offerings are fragmented, offering over 70 separate plans
- Their current backend systems don't have capability to create new plan functionalities
- Their customer data is tied to a phone, rather than a person
- Their website is challenging to use and offers limited functionality – necessitating the use of in person representatives, and creating more hassles for the customer as a result of these hurdles, ArmudMobile has decided to entirely upgrade its technology infrastructure, on both the front end and back ends of the system.

### Questions:

1. ArmudMobile does not have the resources to create enterprise level architecture in-house, so they will award a contract to a vendor of their choosing, and work closely with them to ensure smooth implementation of the new system. What factors would you consider when selecting a vendor, and what steps would you take in selecting the vendor?
2. The leadership of ArmudMobile is of the opinion that successful implementation of this project is vital to the survival of their firm. To that end, they want to ensure that all of the key players involved are on the same page, and that all the major stakeholders are communicated to. Who are the major stakeholders in this process?