

# CASE STUDY – 10EQS CrowdSolved Best Practice Analysis

## Telecommunications B2B Digital Strategy

## BACKGROUND

- A professional service client requested 10EQS to conduct a global best practices analysis of how digital models were impacting large B2B interactions in the telecommunications, networks and system integration industries.
- The output was leveraged to provide the end client with an understanding of how digital was used to deliver a more efficient business, increase revenue and create new revenue and operating models.

## 10EQS APPROACH

- 10EQS crowdsourced industry experts to participate in the study including:
  - Senior Executive Consultant - AT&T
  - Director, World Wide Digital Marketing - HP
  - MD, South East Asia – BT Global Services
  - Digital Advertising Technologist

## KEY STATS

- **Project Type:** Best Practice Analysis
- **Delivery:** 2 weeks
- **Team:** 1 Collaboration Manager, 1Business Analyst, 8 Experts



## RESULTS

- 10EQS produced a PowerPoint deck (supplemented with detailed expert interview notes) with best practice examples/case studies from the industries of interest considering:
  - Primary purpose for digital transformation
  - Digital initiatives implemented to achieve the primary purpose
  - Investments required
  - Benefits achieved
  - Lessons learnt from implementing the initiatives
  - Capabilities that were required
- The results were used by the client to provide thought leadership during a workshop with their end client, which was a leading telecommunications company.