

Industry	Telecom/Data Analytics, Digital Marketing	Client	Rostelecom
Role	Enterprise Architect/Solution Architect		
Key Result	Architecture for a multi-channel communication system for B2B interaction was developed. Documentation was handed over for implementation, which led to increased additional sales and customer satisfaction.		

Situation	Task	Action	Result
Rostelecom had problems with communications with client organizations. There was no system that allowed for mailings to a specific segment of business consumers. It was assumed that creating such a system would enable targeted mailings and increase sales opportunities to existing clients.	In my role as Solution Architect and Business Analyst, my task was to conduct a survey, understand the current situation, take into account the opinions of stakeholders, and design a system that could solve the described problems.	Conducted Interviews: I conducted interviews with numerous interested parties from different departments to gather existing information and identify needs. Identified and Formalized Rules: I identified and formalized the rules for how to segment message recipients, how to obtain information for mailings, how to approve it, and how to send it to clients. Created a Solution Architecture: Following this, I developed a solution architecture for a multi-channel communication system capable of implementing these rules. Prepared Documentation and Handed Over for Development: I prepared complete documentation on the system requirements and handed it over for development.	A Clear Action Plan was Received: The company received a clear action plan to solve the existing problem. Reduced Implementation Costs: The clear and understandable description reduced the costs of implementing the solution. Increased Additional Sales: After implementation, the company gained the ability to target mailings to groups of consumers and thus increased additional sales. Increased Customer Satisfaction: The improvement in the quality of communications and targeted mailings led to an increase in customer satisfaction.