

Success Story

Orange Young: an insanely brilliant Project!

« The Orange Young campaign was an opportunity to increase our customer base and gain market share in the under 27s. Only through Itecor's Project Management expertise were we able to achieve our objective. »

 orange™

- **Orange's objective** was to materially increase their market share of the Young customer base. They would achieve this by developing the most «insanely brilliant subscription» for the under 27 years olds backed with a high visibility marketing campaign, Timing was critical to get the product on the market before the summer and ahead of the competition.

The challenge was developing the idea into a mature and quality product, getting it onto the market in the minimum amount of time. 2 months was given between the idea initiation and the product launch. This was made more difficult due to number of business stakeholders the complexity of integrating over 15 IT systems. Itecor was selected to Project Manage the Orange Young product due to their track record for delivering complex projects against challenging timescales. To compress the project timescale it was necessary to minimise the period needed for business requirement capture by ensuring that the many stakeholders were quickly aligned. Itecor used storyboarding techniques to give the stakeholders a visible representation of the new processes and of the customer and backoffice touch points. By presenting these to the whole stakeholder group, and running through a few iterations, an agreement was quickly achieved that could then be put forward to the development teams for implementation. Stakeholder and communication management were key drivers in ensuring the project maintained a sufficient level of coordination necessary to manage the 40 people directly involved in the project. A Share-Point site was created to help facilitate this flow of information. 40 members of IT and no less than 8 separate vendors were directly involved in the implementation of the final product. Itecor used RAID (risk, action, issue and dependency) registers to track the continuously evolving status of the project ensuring that issues could be anticipated and key milestones met. In this capacity Itecor fulfilled perfectly the role of the Project Manager as an integrator. Itecor ensured that the testing phase was executing as efficiently as possible by prioritising the Test Objectives to be covered and ensuring clear responsibility for testing between ST, SIT, UAT and CAT. In summary the project was delivered on time and with no critical defects demonstrating that with the right Project Management approach a complex project can be delivered on a given date with a high level of confidence. Awesome!!

REFERENCE

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