



## *Telecom Industry Case study.*

### **Overview**

China Mobile Pakistan Limited operates as a mobile telephone service company in Pakistan. Its services include mobile voice and multimedia services through its nationwide mobile telecommunications network. The company was founded in 1990. As of February 13, 2007, China Mobile Pakistan Limited operates as a fully owned subsidiary of China Mobile Communications Corp a Chinese state owned Telecommunication Company. As of March 2011, the most valuable mobile telecommunications company in the world, China Mobile became the world's largest mobile phone operator with over 600 million subscribers having the world's largest mobile network and the world's largest mobile customer base.

### **Challenge**

CHINA MOBILE Pakistan Limited announced the most aggressive expansion plan in the history of Pakistan's telecom sector and declared to add around 2,500 new basic transmission stations (BTS) annually to achieve maximum coverage and stay competitive in the market.

As a result of this network expansion plan, the number of internal procedures and requests for the procurement of equipment and contracting of BTS sites were growing and the company was finding itself under mountains of paper. The biggest hurdle in achieving the network expansion plan of 2,500 BTS/year was the time it usually was taking to finalize a contract with a BTS site vendor before the vendor could actually start the BTS site work. The time it took to manually handle the contracting procedure was around 2-3 months which was definitely a big show stopper for the China Mobile to achieve its 2,500 BTS sites annual target.

### **Solution**

To manage the time factor and the bureaucracy that came with the network expansion plan, CHINA MOBILE needed to be able to streamline its internal processes, provide a more efficient work environment, and maintain a certain level of control and insight over how the procurement of the BTS sites is progressing.

The Company decided to take control of its Purchasing/Procurement processes by automating them and a Business Process Management Software (BPMS) was the most suitable tool for this job. WorkPlains BPM Software Suite was ultimately chosen due to the position it carries in a Pure-Play BPM arena and the vast experience WorkPlains (PVT.) Limited has in delivering procurement solutions.

WorkPlains quickly met the company's key requirements by rolling out its BPMS based procurement solution in less than two months which included the ability to integrate with CHINA MOBILE's existing environment and the functionality to empower the company to easily and quickly automate the Finance departments Purchase Requisition processes.

### **Results**

Automation of the Purchase Requisition processes allowed CHINA MOBILE to successfully cut down the time, of contracting the BTS vendors, to less than two weeks from 3 months. This also brought transparency, manageability and much needed control for the management hence making it possible to successfully deploy the most aggressive network expansion plan in the history of Pakistan's telecom sector.

Using WorkPlains BPMS, paper is no longer lost and Processes are no longer delayed. WorkPlains BPMS provides control and visibility into each stage of a process to ensure that work-in-process is accounted for and bottlenecks are eliminated. CHINA MOBILE is also excited to be able to report on how good or bad the process is by running both statistic and real-time reports.

The company has endorsed WorkPlains BPMS as a critical system and plans to continue working with WorkPlains to extend its use of the software by continually automating processes across the organization.