



MEDIA AND
TELECOMMUNICATIONS
CLIENT

TRILLIUM

SUCCESS STORY:

Global 50 Telecom

Engagement: Delivery of Live Event on Three Digital Devices

Trillium Scores with Media Company to Deliver Multimedia Broadcast of International Sports Event

Trillium's client is the world's largest media & communications holding company. Its familiar branded product offerings for both business and consumer markets include telecommunications services, wireless, network, internet, and IP based entertainment services. The firm serves millions of customers and has operating revenues in excess of \$100 billion.

Challenge: Rescue a failing multimedia project to meet the live broadcast deadline

Trillium's client had embarked on an ambitious multimedia broadcast project to heighten awareness and generate additional sales of its digital entertainment suite. The project involved providing concurrent live coverage of the most important international golf tournament of the year in three different viewing modes – TV, computer, and mobile wireless device. From the first swing to the last putt, our client wanted to provide a unique, extraordinary media

Our Client

A Fortune Global 50 media & telecommunications firm

The Challenge

To rescue a multimedia broadcast project at high risk of failure

How Trillium Solved It

Trillium leveraged its Project Rescue Framework to unite multiple development teams and deliver the project on time

Results

Rescued the project to deliver a live streaming project on time

Established a repeatable project framework for efficient team collaboration

Enabled the client to successfully demonstrate its leadership in digital media services

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experience for its customers and prospective customers alike.

The project, however, was in serious jeopardy of not being ready for the live broadcast which would be streamed through the client's sports media portal. The key challenge lay in the disparate project management styles of the three entities involved – Trillium's client, a streaming media partner, and a broadcast production house. In addition to communication and collaboration problems among the teams, issue escalation paths were not well established, nor did the project have the support of key leaders at each company. The teams simply could not resolve issues fast enough to regain lost time and they continued to lose time as the date of the live event approached. This was a highly publicized, mission critical project for our client and failure would have severe repercussions in terms of competitive reputation and customer dissatisfaction. The telecommunications company engaged Trillium's Solution Group to rescue the project.

Trillium Solution: Create an efficient framework for team collaboration and leadership buy-in

The client chose Trillium because of our previous success with managing multiple-vendor teams on mission critical projects, as well as our experience in rescuing failing projects and delivering them on time. The first step was creating a culture of responsibility, accountability, and commitment in which all teams respected each other and trusted the approaches that each brought to the table. Trillium essentially set up rules of engagement for accountability that teams had to follow in order to stay on the project.

Trillium provided a robust framework for addressing

process issues and technical issues that the teams could all work with, eliminating the bottlenecks that had slowed the project. The framework gave all team members a common way of communication that they didn't have before and it took advantage of the best practices of each team. Our consultants also provided clear project metrics that effectively communicated the urgency of the project and decisions to be made.

Trillium consultants also garnered the support of leaders beyond the project's sponsorship through regular meetings, discussions, and reporting – all of which helped to get both leadership and team members tactically engaged and on the same page. With leadership support onboard and with teams working as cohesive partners, all stakeholders were able to quickly escalate issues to stay on schedule and thus greatly mitigate the risk of project failure.

Results: On-time delivery of a live streaming broadcast for high customer satisfaction

Trillium consultants stayed on the project for 10 weeks, including acting as triage support during the three days of the live tournament broadcast. They successfully managed the integration process that enabled the client to give its customers and prospects extensive live coverage and on-demand content from the golf tournament.

Wireless customers had exclusive access to live and on-demand tournament programming from their wireless devices, utilizing Mobile TV, Mobi TV, and Cellular Video (CV) services. Average online viewing time per page was over 50 minutes. The client's customers and prospects could follow the tournament with features that included a real-time leader board, player scorecards, stats and bios, news updates,

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tournament photos, video archives and a course map. They could also text on a mobile device to receive customized news alerts about the event.

Trillium helped the client achieve this success by delivering the following benefits:

- Rescued the project to deliver a live streaming broadcast on time
- Established a repeatable project framework for efficient team collaboration
- Enabled the client to successfully demonstrate its leadership in digital media services

Later on, Trillium's client used the same project management framework to successfully launch another live broadcast with multiple strategic partners involved. As such, the company has continued to be a recognized leader in the convergence of digital media services.

About Trillium

Trillium Solutions Group, Inc. is a professional services firm headquartered in Chicago that provides technology consulting and strategic sourcing services for industries such as trade associations, financial services, telecommunications, and healthcare. For more information, please visit www.trilliumsg.com.