

T-Mobile US, Inc.

T-Mobile US engaged Micro Focus® Professional Services to improve the quality of its applications and services. The solution, which includes Micro Focus Application Lifecycle Management (ALM) and Micro Focus Unified Functional Testing (UFT), also sped application and service delivery.

Overview

T-Mobile US, Inc. is a national provider of wireless voice, messaging, and data services capable of reaching over 293 million Americans where they live, work, and play. As America's Un-carrier, T-Mobile is redefining the way consumers and businesses buy wireless services and video through leading product and service innovation. Its advanced nationwide 4G LTE network delivers outstanding wireless experiences to 72.6 million customers who are unwilling to compromise on quality and value. Based in Bellevue, Washington, T-Mobile US provides services through its subsidiaries and operates its flagship brands, T-Mobile and MetroPCS.

Challenge

Reduce the costs and improve the quality of applications and services, while speeding their time-to-market.

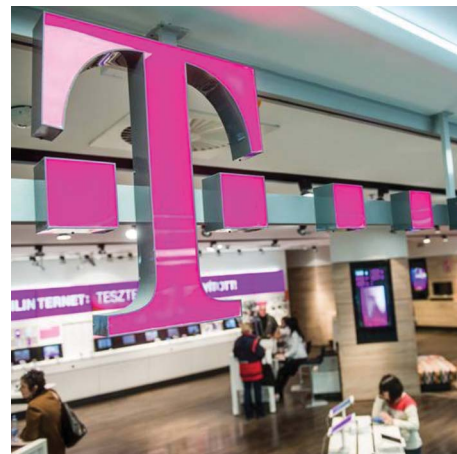
Solution

At the behest of T-Mobile's Senior Director of Quality Assurance, Kirthy Chennaian, Professional Services helped craft a solution using Micro Focus ALM and UFT. Specifically, Professional Services provided a proof of technology and helped T-Mobile explore ALM as a solution to improve continuous delivery.

Results

Using ALM and UFT, T-Mobile's solution:

- Enabled T-Mobile to add 2.1 million new customers in Q4 2014, for the seventh consecutive quarter of at least one million in customer growth
- Enhanced the company's position as the nation's fastest growing wireless provider
- Provided "faster, cheaper, and higher quality" products to attract new customers
- Supported T-Mobile's transformation into "America's Un-carrier" (that is, a customer-centric and service-oriented carrier) by speeding time-to-market for products and services
- Enhanced the company's ability to respond instantly to internal and external demands for competitive products and services
- Increased customer-centric quality assurance (QA) productivity by 30% annually, significantly boosting the company's competitive advantage
- Amplified the quality of products and services by 17% over the same quarter of the previous year
- Reduced post-production issues, which translated directly into greater systems availability, increased productivity, and strategic enhancements to customer service



At a Glance

■ Industry

Telecommunications

■ Location

Bellevue, WA

■ Challenge

Reduce the costs and improve the quality of applications and services, while speeding their time-to-market.

■ Products and Services

Application Lifecycle Management
Unified Functional Testing
Professional Services

■ Results

- + Enhanced the company's position as the nation's fastest growing wireless provider
- + Provided faster, cheaper, and higher quality products to attract new customers
- + Supported T-Mobile's transformation into "America's Un-carrier" (that is, a customer-centric and service-oriented carrier) by speeding time-to-market for products and services
- + Enhanced the company's ability to respond instantly to internal and external demands for competitive products and services

ALM, in combination with UFT, created such impressive gains in efficiencies that the company drew new customers in at the rate of over 1 million a quarter, with 2.1 million in Q4 2014. At this writing, T-Mobile's customer count has reached 72.6 million.

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- Eliminated pain points through simplification and standardization
- Increased competitive agility with greater software functionality
- Improved continuous delivery to create T-Mobile's market image as a reliable vendor
- Delivered higher quality test and delivery cycles, which translated into dependable applications and services

The company's service-level tested automation improvements were projected to reduce the test lifecycle from four weeks to under two weeks by the end of 2015, a 50 percent

reduction. Because time-to-market was imperative in the ultra-competitive world of wireless providers, Chennaian and T-Mobile Senior Manager William McKissack asked Micro Focus to prove and demonstrate software technologies to boost the reliability and continuity of T-Mobile systems in support of the company's aggressive customer service and product initiatives, the T-Mobile "Un-carrier" campaign. ALM, in combination with UFT, created such impressive gains in efficiencies that the company drew new customers in at the rate of over 1 million a quarter, with 2.1 million in Q4 2014. At this writing, T-Mobile's customer count has reached 72.6 million.