

TDS Telecom

Thorough Portfolio and Strategic Analysis Reduced IT Spend while Optimizing Operations

The Business

TDS' operations include 82%-owned United States Cellular, which has more than 3.2 million cellular customers in 25 states, and wholly-owned TDS Telecommunications, which provides local service with more than 600,000 access lines in 28 states and operates two competitive local-exchange carriers in Minnesota and Wisconsin.

The Challenge

With their rapid growth in the cellular sector, TDS had to maximize the value derived from their IT spend and ensure that their IT portfolio was aligned with their business objectives. Key to this process was rationalizing the current ongoing initiatives and the existing application portfolio, with a view to the current and longer term business strategy. The challenge was to ensure that the IT strategy and future initiatives were aligned and complementary to the priorities and goals of the business.

The Stakes

Without a cohesive strategy that was aligned with the business, TDS was in danger of perpetuating redundant and/or unnecessary initiatives, as well as carrying forward existing systems and applications that were not scalable with the business.

The Solution

eVentive performed a thorough analysis of the business strategy and examined the current portfolio of IT assets as well as ongoing and future initiatives. As an objective third-party, eVentive consultants, with their collective IT and business experience, were able to develop a non-politicized IT portfolio strategy aligned to the business needs of TDS.

The Benefit

As a result of the re-tooled IT strategy, TDS was able to reduce their IT spend as a percentage of total revenue by 3%. Redundant and non-aligned initiatives and

applications were de-prioritized and retired, and resources were focused in the correct areas and initiatives. The resulting redistribution of resources resulted in decreased maintenance, enhancement, and operational costs, while optimizing the ability of the IT organization to meet its objectives in terms of timelines and budgets.