

CUSTOMER CASE STUDIES

How Conductor helped T-Mobile and Sprint orchestrate a \$28 billion merger

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Summary

In 2020, T-Mobile acquired Sprint in a landmark \$28 billion merger, positioning itself as a leading telecom giant with a combined revenue of \$76.9 billion and a customer base exceeding 133 million. To navigate the complexities of this large-scale integration, T-Mobile leveraged Conductor—a powerful and adaptable platform—to streamline processes, track financial synergies, and maintain clear visibility over intricate projects. Background The T-Mobile and Sprint merger aimed to consolidate resources, expand network capabilities, and enhance customer offerings. However, integrating two massive organizations presented challenges, including aligning operations, unifying corporate cultures, and achieving projected financial synergies.

Challenges

- **Complex Integration:** Merging extensive networks, systems, and teams required meticulous coordination.

- **Financial Synergy Tracking:** Ensuring cost savings and revenue enhancements were realized demanded precise monitoring.
- **Project Visibility:** Maintaining oversight over numerous concurrent integration projects was critical to meet deadlines and objectives.
- **Solution:** Implementing Conductor. To address these challenges, T-Mobile adopted Conductor to orchestrate their integration and gain full oversight of the process. Key features include:
- **Comprehensive Integration Management:** Conductor provided a centralized system to oversee all integration activities, ensuring alignment across departments.
- **KPI/Benefits Tracking:** The platform enabled real-time monitoring of financial metrics, allowing T-Mobile to verify that targets were being met.
- **Enhanced Project Visibility:** With Conductor, T-Mobile gained clear insights into project statuses, timelines, and potential risks, facilitating proactive decision-making.

Results

By using Conductor, T-Mobile achieved:

- **Efficient Integration:** The platform's structured approach ensured that the merger proceeded smoothly, minimizing disruptions.
- **Financial Accountability:** T-Mobile successfully tracked and realized projected synergies, contributing to its robust financial performance post-merger.
- **Improved Oversight:** Enhanced visibility into projects allowed for timely interventions and kept the integration on schedule.

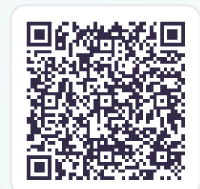
Conclusion

T-Mobile's strategic implementation of Conductor during its merger with Sprint exemplifies how leveraging specialized tools can facilitate complex integrations in the telecommunications industry. Conductor's capabilities in managing integration processes, tracking financial outcomes, and providing project visibility were instrumental in T-Mobile's successful merger execution.

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