

UNIVERSITI TEKNOLOGI MARA

**CRITICAL SUCCESS FACTORS OF EDGE
IMPLEMENTATION IN DIGI
TELECOMMUNICATIONS**

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ABSTRACT

This study investigates the Critical Success Factor of Enhance Data for Global Evolution (EDGE) Implementation in DiGi Telecommunications. Siemens EDGE System Implementation is more complex than the previous Ericsson GPRS project in DiGi telecommunication. There are many internal and external, visible and invisible factors that influence the environment and create an amount of risk in accomplishing the project objectives. This paper elaborates a conceptual framework for telecommunication implementation project management which should be taken into consideration during the project planning, design, analysis, implementation and operations in order to enhance project success.

This paper also identifies the factors that cause completed or in progress post-development projects to be challenged. The factors have been classified into nine categories based on their nature. These cover issues of political, legal, cultural, technical, managerial, economical, environmental, social and physical. This paper describes these factors with a view to understand their nature from the perspective of the project managers and operational personnel who are required to manage international development projects. For some factor, sample was taken from actual traffic sample extracted by using several instrumentation such as Nexus active probe on relevant interfaces such as Gb, Gr, Gn and Gi and passive counter on the SGSN node itself. At the end of this paper, some suggestion was proposed to support the Critical Success Factors mentioned. At the end of the paper, there is discussion on the impact of the Critical Success Factor of EDGE Implementation and the suggestion to overcome the challenge in order to achieved ideal result on the project implementation.

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CHAPTER 1

INTRODUCTION

This chapter is written mainly to provide background of the study. It consists details of research questions, objectives, significant, scope, problem statement and research hypothesis.

1.0 Background

The EDGE development and post-development project environment poses special problems for the project managers due to inherent characteristics. This paper attempts to identify the factors that cause completed or in progress international development projects to be challenged. The factors have been classified into eight categories based on their nature. These cover issues of political, legal, cultural, technical, managerial, economical, environmental and social.

This paper elaborates these factors with a view to understand their nature from the perspective of the project managers and operational personnel who are required to manage development project and to maintain the system after launching. The government and organization can often influence some of these factors

1.1 Objective

The objectives of this study were to determine the Critical Success Factor of EDGE implementation in DiGi. All aspects such as political, legal, cultural, technical, managerial, economical, environmental, social and physical and competitive advantage of DiGi and other major telecommunications operator was analyzed technically. The goal was to uncover clues on the Critical Success Factor, and to obtain a better understanding of the dynamic process of success factor. This paper also elaborates a conceptual framework for EDGE implementation project management which should be