Driving Adoption and Alignment with Change Management at a Growing Wireless Provider

apps associates®

How a leading telecom company course-corrected their transformation with targeted change support.

A regional wireless and broadband provider that had outgrown its original scope—expanding into new business lines while relying on an outdated, heavily customized Oracle EBS system. With siloed operations and decentralized decision-making, they needed more than a system upgrade—they needed a cultural and operational shift.

The Challenge

After 15+ years on Oracle EBS, entrenched systems and processes slowed progress. Early transformation efforts faced.

- Legacy systems that couldn't meet the needs of their evolving business.

- Fragmented processes and change resistance, with teams following inconsistent ways of working.

- Heavily customized solutions, complicating modernization and scalability.

- Cultural resistance to standardization and new methods.

- Unstructured internal change efforts, lacking alignment and traction—prompting a need for course correction.

The Solution

Apps Associates introduced a structured, people-first approach to change management, prioritizing transparency, engagement, and adoption:

1. **Structured Change Framework**
   Clear roles, responsibilities, and timelines brought predictability and support for users.

2. **Tailored Communication Plan**
   Relevant, timely messaging across FAQs, leadership forums, and live updates reduced uncertainty and built trust.

3. **Practical Role-Based Training**
   Focused on real-world use cases, supported by job aids, self-guided content, and live Q&A sessions to make learning stick.

4. **Weekly Alignment Touchpoints**
   Regular meetings with stakeholders ensured quick issue resolution and reinforced accountability.

5. **Testing Support**
   Close user collaboration during UAT and defect triage ensured clarity, minimized delays, and built confidence.

6. **Mindset Shift to Standardization**
   Pivoting away from customizations toward a unified, value-driven approach demonstrated improved user experience, performance, and efficiency.

The Results

With structured change management from Apps Associates, the company achieved measurable improvements in engagement, confidence, and adoption:

24+ topics supported by step-by-step user manuals	**2 custom** self-guided training courses delivered via a centralized SharePoint hub	**Dozens** of tailored communications boosting engagement and trust

Post-project success metrics

100% rated Change Management value as 5/5.	**100%** satisfied with the Change Management team	**100%** rated strategy, coordination, engagement and communication as "Outstanding.	**70%** rated training quality as "Outstanding,

Impact

Structured change support reset the project's course—driving stronger adoption and readiness. The result? A confident, aligned team ready to adopt Oracle Cloud successfully—unlocking improved performance and scalability.

About Apps Associates

Apps Associates is a premier enterprise applications and technology advisor, counseling and executing across every stage of the enterprise transformation journey - not just the destination. For more than two decades, Apps Associates has closely collaborated with decision makers across nearly every industry, offering end-to-end integration, modernization, and cloud migration services. By helping to break down the silos within today's most complex business challenges, Apps Associates is unlocking solutions and efficiencies that scale into future opportunities.

To learn more about how Apps Associates can help you align your business with the right technology, visit: www.appsassociates.com, or follow Apps Associates on social media on YouTube and LinkedIn.

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