

Case Study

Service Management Optimization & Portfolio Visibility for a KSA Digital-Services Company

Client Name	Leading KSA Telecom Operator (anonymized)
Client Industry	Telecommunications
Region	Saudi Arabia (KSA)
Services Provided	Enterprise Portfolio Mgmt, Work Mgmt, Service Mgmt, Marketplace Apps
Engagement	Enterprise agility & strategic portfolio transformation

PAIN POINT / PROBLEM

The client launched a large-scale enterprise agility transformation, adopting a Spotify-inspired operating model across thousands of technology staff. However, strategy lived in slide decks while execution lived in disconnected team tools. Leadership had no reliable, real-time view of portfolio performance, resource capacity versus demand, or how day-to-day delivery mapped to strategic objectives. Resource allocation was managed through emails and spreadsheets, and executive reporting required weeks of manual consolidation.

OUR PROPOSED SOLUTION

VIDSCOLA designed and implemented an integrated Atlassian ecosystem connecting the enterprise strategy layer to the team execution layer. An enterprise strategy and portfolio management license was deployed to model the full organizational hierarchy and run Lean Portfolio Management, OKRs, and roadmap planning. Work management licenses standardized the execution layer, while a service management license structured resource-request intake. Marketplace licenses for capacity planning, time tracking, asset registry, and BI reporting completed a governed, single-platform environment, delivered with role-based training and full knowledge transfer.

SOLUTION IMPACT

- Reduced executive and portfolio reporting effort by approximately 70% through real-time, self-updating dashboards.
- Cut quarterly planning cycle time by around 40% with a connected strategy-to-execution model.
- Improved resource utilization visibility to near 100%, enabling data-driven allocation decisions.
- Established a single source of truth linking objectives, initiatives, epics, and tasks organization-wide.

70%

Less reporting effort

40%

Faster planning cycles

100%

Resource visibility