

CASE STUDY

Bouygues Telecom
& Nokia: Strong
partners in Managed
Services for years

NOKIA

bouygues
TELECOM

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“Nokia has consistently risen to meet our evolving operational challenges. Their understanding of our needs, willingness to innovate and ability to deliver both cost optimization and quality improvements have made them a critical partner. Together, we are redefining how modern telecom operations should work—with automation, agility and trust at the core.”

Philippe Roulié

Director of Network Operations, Information Systems & Cybersecurity
Bouygues Telecom



Bouygues Telecom is one of France's largest telecommunication providers, ranks No. 1 for fixed and mobile internet performance in Metropolitan France (nPerf2025). Widely recognized for its customer experience leadership, network performance and market influence, Bouygues Telecom has pursued a high-performance strategy focused on Quality of Service (QoS) and operational efficiency. While the company has heavily invested in fixed network deployments, its network operations remain an essential driver of competitiveness and differentiation.

With a strong foothold in both B2C and B2B markets, Bouygues Telecom has in recent years placed increasing emphasis on digitalization, with automation and orchestration in telco & IT domains becoming more central to its strategy. Bouygues Telecom is driving this innovation agenda, collaborating with Nokia and other partners to develop new capabilities that strengthen its managed services model and enhance competitiveness in France.

Through this long-standing relationship, Nokia has delivered year-over-year operational excellence and worked closely with Bouygues Telecom to find new operational model for savings. The shared ambition: a future defined by continuous optimization, seamless integration and exceptional customer experience.

OBJECTIVE

Driving cost efficiency and quality through outsmarting existing standard processes

A decade ago, Bouygues Telecom set out to transform its network operations by finding a trusted, innovative partner who could propose a smarter approach to services. The objective was twofold: first, to enhance network quality in order to maintain its strong national ranking while further improving customer experience; second, to reduce expenditure through industrialized automation.

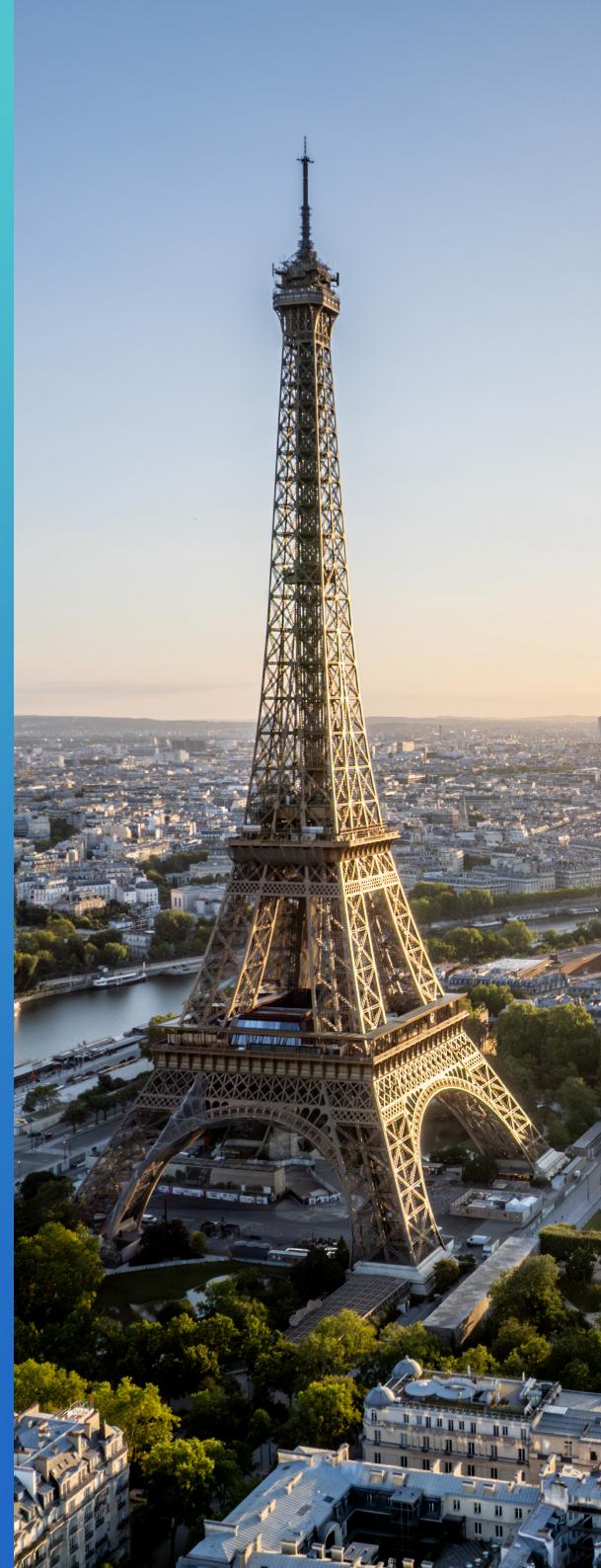
Nokia had the opportunity to host and transform Bouygues Telecom's production by proposing a new "Platine" delivery model designed by Nokia Bell Labs. Over time, Nokia has became a trusted partner, also supervising Bouygues Telecom's network until recently.

Facing the high capital expenditures over the last few years, especially in fixed infrastructure, Bouygues Telecom has sought

a partner that could bring both operational excellence and cost optimization to its mobile operations. The company had clear expectations around quality, compliance and performance. It also placed strong emphasis on innovation: generative AI, automation, machine learning and data-driven service orchestration.

Bouygues Telecom aimed to move toward 100% automation of all operations, supported by the optimization of nearshore and offshore delivery models. Relying on global delivery centers, Nokia was positioned to support these goals, offering competitive pricing, higher quality deliver and support to Bouygues Telecom for innovation needed to drive future growth.

The future vision is one of full operational transformation: automation-led, strategically delivered and cost-validated.



SOLUTION

An integrated model developing through automation, global delivery & future AI

Bouygues Telecom launched a huge program of quality increase and expenditure reduction relying on environment digitalization, process automation, and asking partners and suppliers to be supportive and pro-active in proposing new delivery models and innovative approach.

Our Managed Services combines a deep understanding of telecom operations with a forward looking service model that emphasizes automation and scalability. At the heart of the offer are modular, telecom specific customized solutions aligned with Bouygues Telecom's target of automation and quality ambitions. This has been achieved thanks to a dedicated "continuous improvement team" to propose innovations such as:

- LiveOP real time follow-up of the operation status

- QOD Tracking to check automatically the quality of the production input
- Unified Piloting automatic categorization for incident & piloting support
- Automated KPI follow-up dashboarding creation for Supervision & QoS

When full automation is not feasible, we rely on a hybrid delivery approach, leveraging global delivery centers (GDCs) in India, Romania and Lebanon. Tasks such as real-time and non-real-time supervision, software and configuration management and asset operations, are executed with precision and secured conditions across nearshore and offshore teams.

Our delivery model is fully aligned with Bouygues Telecom priorities, leveraging a combination of nearshoring and onshoring to enhance closer collaboration, operational

flexibility and compliance. Short-term milestones include transforming operations through offshoring, reducing TCO and guaranteeing high level of delivery quality this includes the creation of a centralized software versioning hub and proposing new delivery approach like pool of competence.

Together, we are working toward 100% service automation in critical domains, with the ambition and goal of reducing critical incidents per year from ten to zero. Remote quality checks of field interventions are being expanded to cover 100% of on-field requested checks, enhancing transparency and oversight. Automated modelisations are underway across IP domains, while remote field quality checks and critical asset versioning continue to be industrialized. Our delivery model adapts to change, scales with speed, and drives measurable gains in cost and quality.

RESULTS

Substantial savings and service improvements through automation and delivery innovation

Bouygues Telecom has already realized meaningful outcomes from its collaboration with Nokia over the years. Our delivery center strategy produced significant cost savings in its first year.

In 2022, productivity gains continued through the nearshoring of several FTEs in France, contributing to the automation of a significant part of operational tasks. The rollout of a centralized tower control system together with consolidated support functions including technical assistance, operational support and referential update and maintenance delivered better level of quality and significant cost avoidance.

Recently, new concept work is expanding to IP domains, supported by an additional nearshore resource and the creation of a versioning hub. These efforts are projected to yield additional solid gains in customer savings.

Over the course of recent years, Bouygues Telecom is tracking toward a huge expenditure reduction over the last 3 years. The combination of Bouygues Telecom innovation program supported by Nokia, nearshoring and offshoring deliver operational resilience, efficiency and performance, all while preserving its market-leading customer experience.





GLOBAL PERSPECTIVE

Building a future-ready operations model for long-term advantage

The strategic collaboration between Bouygues Telecom and Nokia demonstrates how a well-executed Managed Services program can become a competitive asset. As the operator faces internal CAPEX constraints and external market pressure, this partnership provides a path forward, anchored in quality, automation and operational agility.

Our ability to execute across real-time and non-real-time operations, guarantee security aspects and industrialize telecom-specific automation has been essential in reinforcing Bouygues Telecom's position in the French market. With Bouygues Telecom entrusting us to manage critical elements of their network, this partnership stands as a testament to our value as a services partner.

Bouygues Telecom is a leading and highly-valued telecommunication provider, and looking ahead, we aim to deepen our collaboration. With clear alignment at the executive level, we're well positioned to support their evolving needs and expand our collaboration in the years to come.



For more information,
visit the [Nokia Managed Services webpage](#).

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Nokia is a global leader in connectivity for the AI era. With expertise across fixed, mobile, and transport networks, powered by the innovation of Nokia Bell Labs, we're advancing connectivity to secure a brighter world.

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