

PwC Consulting

ABM and Microsimulation Projects



- **Client Need**

- The telephone industry was being deregulated. Both established players and newcomers needed to learn how to play by the new rules of an unregulated market.

- **PwC Solution**

- PwC developed TeleSim an agent-based simulation game that simulated the deregulation of the telecommunications market. Facilitated Telesim seminars were run in virtually every major telecommunications company in the United States, including AT&T, NYNEX, US West, Bell Atlantic, Ameritech, and Bell South. In the seminars, TeleSim allowed management to run a simulated company that was either trying to keep its market share or was trying to break into a new market. The players would compete against computer agents who would also run their own companies, and against each other to see who could capture the most market share and get the largest returns.

- **Benefits to Client**

- The staff of telecommunications companies were introduced to the concept of competition in their industry and in the simulated environment, were able to try strategies on how to respond to competitive pressures and observe their effectiveness.