Entel PCS is an interactive case study which provides a complement to the written Entel PCS case study. The case discusses the launch of the company's mobile telecommunications network in Chile and how the company rapidly became the countries leading mobile operator.

The case is divided into three main parts:

- Fixed/Mobile telecommunications
- Industry analysis
- A Video section

Animations explain the characteristics of fixed and mobile telecommunications networks:
- Fixed Telecommunications
- Mobile Telecommunications

Two models are used to analyze the industry and the competitive environment of the mobile telecommunications in Chile, at the time of Entel PCS' launch:
- Industry Analysis

Videos detail the roll-out of the Entel PCS network and discuss the technological decisions at the time of the launch.

See videos.
In the sections of Fixed Telecommunications and Mobile Telecommunications, walkthrough examples accompanied by narrations explain to the student how each of these networks work and provide a vital backdrop for analyzing the written Entel PCS case study.

To explain the process of both fixed and mobile networks, the example of two MBA students wishing to contact each other is used.
In the Industry Analysis section, the mobile telecom industry is analyzed through an interactive exercise. Students firstly study the four pillars of communication and then relate each of these to the elements of the Porter’s model. The final stage of the exercise allows students to see the significance of each of the four pillars with all elements of the Porter’s model.

A video section includes interviews with the CEO and Chief Network Engineer of the company, details of the network roll-out and an Entel launch commercial.
Part B of the Entel PCS interactive case provides access to the associated written case study and includes an introduction by the professor of the case detailing the success factors of the launch, as well as two company commercials.

Case B ends right on the day when Entel PCS launched the service. Case B moves on from that day and describes the remarkable success of Entel PCS in the following months and years.

Read the second part of the Entel PCS case from the file Entel PCS - Part B (PDF 91 kb) and watch the videos below.

- Entel PCS: What Happened After. Professor Nicola Gatti introduces Case B and the events/results after launch.

  "Once upon a time there was the telephone". This commercial was aired right before launch (also present in Case A).

  "One Million Thanks". This commercial was aired when Entel PCS reached 1,000,000 customers.