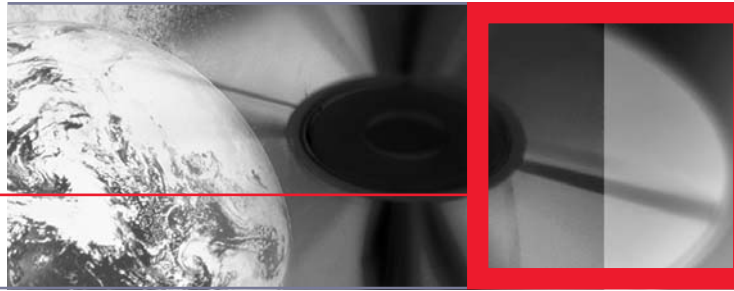


INTERSHOP™

Success Story



T · · · Com · · ·

Using the phone and surfing the Net are part of our everyday lives. Put them together, and you have Deutsche Telekom division T-Com. The corresponding portal for residential customers and mid-sized businesses is included in the Nielsen//NetRatings top ten, and the site consistently boasts a reach of around 10%. This success is largely due to T-Com's impressive and intuitive online offerings, providing a one-stop source for telephone and Internet products/services. Based on the Enfinity e-commerce solution from Intershop Communications, the portal integrates everything from traditional hardware (e.g., telephones and modems) to modern communication channels (such as DSL), at the same time creating a connection to the relevant internal departments. With information and services all in one place, inefficient silo solutions are now a thing of the past. Customers can view their contract data online and browse the site for better-value offers.



As the fixed network division of Deutsche Telekom, T-Com provides services to over 40 million residential and business customers in Germany alone. It relies on a sophisticated network infrastructure, which also supports wireless LAN technologies. The decision to expand the online portal was part of T-Com's ongoing commitment to optimizing customer service. At www.t-com.de, residential customers can access all the service functions online that are currently available via brick-and-mortar T-Punkt outlets. Since going live in May 2003 with the first version, eChannel Phase 1, T-Com has continued to enhance its web offering in partnership with Intershop and T-Systems Multimedia Solutions GmbH, a wholly-owned subsidiary of T-Systems.

The main challenge presented by the Deutsche Telekom project was the sheer range of distributed systems, which included Oracle databases, a CRM solution from SAP, plus an array of custom software products. The logical solution was to provide customers with online access to all functions—hence the choice of Enfinity MultiSite from Intershop. This product was developed specially for enterprises seeking to consolidate numerous heterogeneous systems onto a single platform. “Thanks to Enfinity MultiSite, we could leverage the existing resources much more effectively,” says Dieter Nöldner, project manager at T-Systems Multimedia Solutions. “All departments now access a uniform set of data. The scalability of the solution is another major advantage, since we intend to develop this project further.”

Bringing a web site up to speed with self-service functionality involves much more than simply plugging in a new software package. External systems and the content management system must be integrated, which isn't always possible with standard interfaces. Personalization functions, transaction management, and a high-performance architecture must also be incorporated into the implementation platform. The Enfinity MultiSite technology is more than equal to the challenge, as it can aggregate the different sales channels—in this case portals for residential and business customers – on the central platform.

Self-service: myth and reality

eChannel 1, the first phase of the project, involved building a residential customer portal that would incorporate a product and service catalog, services for telephones and data communication hardware, and a password-protected section for personal accounts. The focus was very much on self-service. “What we offer our online customers is much more than simply a higher level of service quality. With a single point of access to data residing on different internal systems, they can change their subscriber contract 24/7 and check out the latest offers,” explains Ulrich Völko, Senior Executive Vice President at T-Com. A single sign-on authentication process provides access to the functions of all web-based customer front-ends. Any newly captured data are immediately passed to all relevant departments.

Key Business Benefits

- Integrating disparate systems into a single Internet portal
- New customer data are sent automatically to all relevant departments
- Corporate identity is maintained across all marketing campaigns



“From the start, choosing Enfinity from Intershop was the right decision for our Internet strategy. The solution enables us to manage complex requirements with ease and offer our customers the best possible service,” says Ulrich Völkoi, Senior Executive Vice President at T-Com. “It’s a sound basis on which to continue our successful relationship in the future.”

“The self-service approach always appeals to customers when they see real benefits,” says Jürgen Schöttler, CEO of Intershop. “This is certainly the case with T-Com, where customers can locate the best offers online and order them instantly—from the comfort of their own home.” Discerning customers are quick to recognize cost savings enjoyed by vendors, he points out, so the incentives for online buyers need to be equally compelling, such as superior interaction capabilities and greater transparency. This is what online self service is all about. If a customer places an order for a DSL upgrade, for example, it entails shipping the hardware, service connection, altering the contract, and issuing an invoice. The online system triggers all these steps automatically.

At Deutsche Telekom, customers buying online enjoy lower prices for many products than when using other channels, in the form of discounts and other benefits. To maintain brand recognition, the corporate identity is applied to all marketing formats and to the design of every customer-facing campaign. On the Internet, this task is handled by Intershop’s content management system.

Fast and convenient ordering

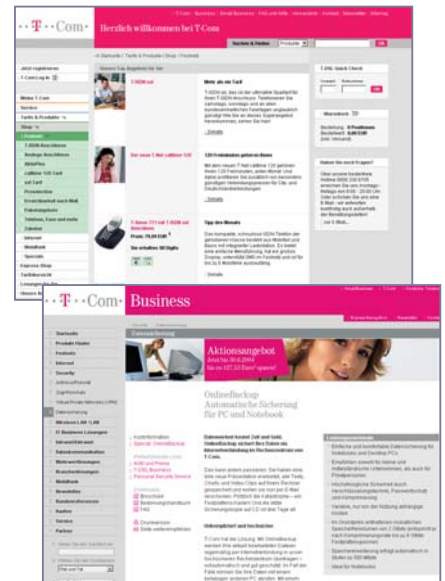
Around 5,000 products are available on the web site, and up to 15,000 online orders are received every day. Accordingly, performance stability is imperative. “Over the 2003 Christmas period, the number of site visitors was up by 10% over an already high level,” says Peter Klingenburg, head of e-business at T-Com. Such statistics confirm the importance of the web as a sales and service channel. “We recorded over three million visitors, but thanks to Intershop, there were no problems whatsoever.

Currently, up to 20% of our sales are generated online.” T-Com customers are evidently becoming regular Internet users: in 2003, they downloaded more than five million instruction manuals and similar materials – which means significant savings on printing and postage costs for T-Com and less delay for customers. In addition, around 850,000 service transactions – changes of address and personal details, etc. – are made via the web portal every year. “During the switch to the new XXL tariff, 40% of our customers chose to modify their contract online,” adds Peter Klingenburg.

Connecting mid-sized businesses

The second project phase, eChannel 2, is focused on expanding the web portal for small and mid-sized enterprises. www.t-com.de/smallbusiness features special offers on telephone and Internet connections, for example. “Business customers in particular value speed and convenience and so prefer to use the Internet to procure goods and services,” says Ulrich Völkoi of T-Com. “For that reason, developing the portal for this target group is a key element in our sales strategy.” The offerings include web space and web site hosting, as well as T-DSL business tariffs.

A further project involves the deployment of Enfinity Suite 6, the latest software product from Intershop. This will be used to help develop a “Telekom kernel,” the underlying architecture needed to ensure availability of consistent information across all Internet portals.



Industry:

Telecommunications

Business model:

Business-to-consumer,
business-to-business

Intershop solution:

Enfinity MultiSite



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