

Solution & Service Portfolio for the Telco Market.

CRM.



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T-Systems.

T-Systems is a one-stop information and communications technology (ICT) service provider. As an integral part of Deutsche Telekom Group, T-Systems has extensive knowledge and experience within the telecommunications industry.

T-Systems' integrated offering is unique, and unrivalled in the ICT world. Within the scope of close partnerships, T-Systems acts as a single point of contact, providing effective, comprehensive answers to all information and communications technology needs. Our broad Solutions & Service Portfolio enables our customers to maintain their leading roles in today's highly competitive markets.

We optimise processes and cut costs for our customers, thus providing them with additional flexibility for their core business. This is achieved by targeted use of industry expertise and cutting-edge technology. T-Systems' services encompass all levels of the information and communications technology value chain, spanning from ICT infrastructure and ICT solutions, up to and including business process management.

Best Practice for our Customers.

As part of an internationally renowned telecommunications company, T-Systems designs and implements systems and solutions for carriers and telco operators all over the world.

T-Systems' offering covers the whole process of Plan-Build-Run:

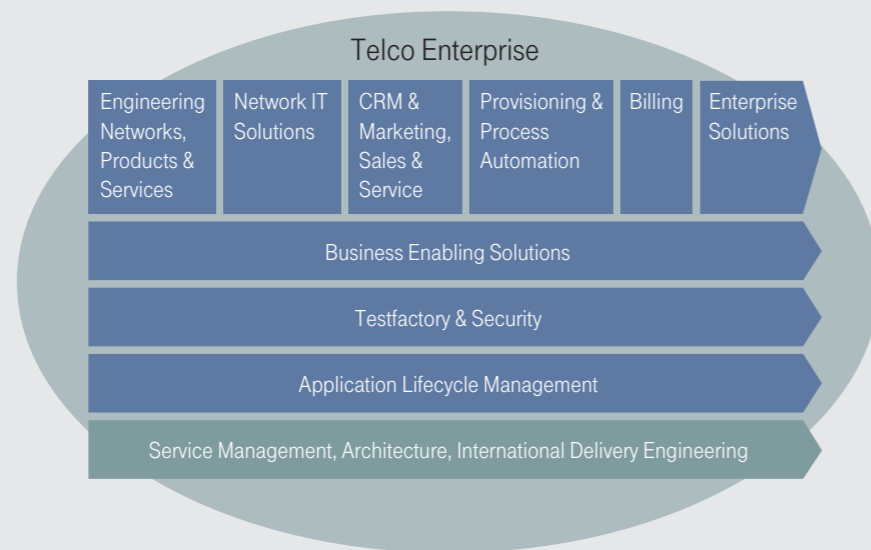
- Excellency in consulting
- Implementation of best-of-breed IT solutions
- Reliable and high-performing IT operations

Within T-Systems, more than 50,000 IT specialists worldwide – 7,000 of them with telco focus – are ready to support our customers in all IT-related areas.

Highlights of our Solution & Service Portfolio for the telecommunications industry are:

- Next Generation Networks planning and optimisation
- Next Generation services and platforms
- Customer facing processes (e.g. CRM)
- Scalable billing solutions for operators of all sizes

Numerous references from within Deutsche Telekom, as well as from other leading operators, prove that T-Systems is one of Europe's top ICT companies.



Exploit your Customers' Potential with CRM.

Your CRM system has more to offer than you are presently using.

About two-thirds of the companies using CRM applications are dissatisfied with the results. Benefits don't meet expectations and tangible results are lacking.

But it doesn't have to be like that and there is a way out: T-Systems supports you in tapping the unused reserves in your customer management and fully exploits the potential of existing resources.

T-Systems: your partner for integrated customer management.

Rely on the experience and expertise of the leading European ICT service provider T-Systems. Benefit from our extensive CRM expertise, which goes far beyond developing, implementing and operating tailored CRM solutions.

We help you to optimise your CRM concepts and all involved processes. At the same time we give your system modules a thorough check-up. Our experts take a careful look at the way

you are using CRM in the different parts of your company, they identify weaknesses and untapped potential in customer retention, campaign management and sales. Whatever you need, be it consulting services, implementation, enhancement or operation, T-Systems is the first address for tailored CRM solutions.



Marketing: Knowledge is the Start of Everything.

A lot of companies invest a considerable amount of money in expensive marketing campaigns but only achieve disappointing results. If customers don't react as expected you can't automatically blame the product or the message. Maybe the marketing was simply addressing the wrong target group or chose the wrong channels. The only way to find out is to start a methodical analysis of campaign management.

Reach the right customers – less hit-and-miss.

Our analytical CRM approach helps you get a better understanding of your customer base. We screen your customer base and create specific segments, within which customers can be addressed personally according to their needs and by their preferred contact channels. This reduces the misses and ensures that you focus your budget on reaching those who are most likely to be receptive to your campaign.

Reliable data is essential for efficient CRM. We create standardised, consistent insight into all relevant data from across all company units. At the same time, we use our expertise as a system integrator to select and, if requested, implement the ideal tools to automate these complex marketing processes – getting you closer to your customers than ever before.

Reference. Closed-loop marketing.

The online market place ElectronicScout24, an affiliate company of Deutsche Telekom AG, was looking for a better way to use customer data stored in the data warehouse for its campaign management. T-Systems developed a self-optimising CRM solution which ensures that customer-focused closed-loop marketing can be applied which continually increases accuracy. The system integrates all customer, transaction, finance, marketing, sales and Web data and makes them available for standard and ad-hoc reports. By integrating an analytical and operational campaign management solution, the collected data can be used to "feed" new and already implemented marketing campaigns. The response to the individual campaigns flows back into the system, in this way a "learning cycle" is created. As a result every campaign can be increasingly focused on the "hot buttons" of existing and potential customers.



Sales: Increasing Customer Value and Retention.

Experts estimate that 80 per cent of customers cost more than they contribute. Systematic customer relationship management changes this ratio in your favour. IT-based customer value analysis gives your sales staff the chance to spot strategically important customers at an early stage and to systematically develop them. The CRM system also helps your staff to focus on really lucrative business.

The key is to build up a complete customer history, knowing which products were bought in the past and having statistically backed forecasts about customer development at your command. You understand the wishes, demands and expectations of differentiated segments and can define your offers according to concrete parameters. Having proactive answers to customers needs at an early stage is the best base for a long-lasting business relationship. Attractively priced, customised products and services drive retention. The required tools to develop personalised offers tailored to your customers needs as well as to exploit up- and cross-selling potentials are provided by your integrated CRM management.

Retain your customers before they switch to the competition. T-Systems will help you gain the necessary know-how, deploy it at customer interfaces and boost sales efficiency.

Reference. CRM management for sales partners.

To support the partner management of the leading Swiss full service provider TDC Switzerland AG (sunrise), T-Systems developed and implemented a point-of-sale portal which retailers and call centres can use to manage their customer-related business processes.

Sales partners benefit from a number of automated CRM routines in managing new and existing customers. This includes address and creditworthiness checks as well as collecting and providing relevant contract data. Management reports generated at the strike of a key make revenue analysis easier and increase the efficiency of risk management. The multilingual CRM solution is completely Web-based and does not require any software installation at the retailer or the call centre.

Service: Excellent Customer Care.

The quality of your customer service is a critical success factor and sets you apart from the competition. But providing good service is expensive. And this is a challenge. The full integration of marketing, sales and after-sales services is the prerequisite for efficient customer management. Based on the business development forecast you can optimally deploy your service resources. The results are improved customer loyalty and increased contribution margins.

Better quality, less costs.

New technologies have radically changed buying and contact behaviour. Call centres, Internet and e-mails are increasingly replacing letters, faxes and even the trip to the store. T-Systems merges new and old communication channels in an integrated multichannel solution.

The integration of cost-saving self-service portals on the Web allows services to be provided seamlessly across all channels.

Optimised field service management.

The deeper your CRM system is integrated in the service processes of your company, the more profitable it is. This potential is highlighted by CRM-based field service management using

mobile solutions which are permanently connected to the central system and simplify order management.

Reference. Workforce management.

T-Systems created an integrated solution for the efficient management of the technical service activities of Germany's leading telecommunications company T-Com. The solution automates all service activities for about 15 million work orders annually.

The workforce management system coordinates all field service activities, ensuring that they are on time. Order data is recorded centrally, automatically sent to the next engineer and analysed on the way back.

The seamless integration of different communication channels and CRM databases allows the access to order, customer and historical data. This ensures that customer data is consistent and up-to-the-minute. By swiftly analysing the feedback data the sales team can tailor cross- or up-selling packages which match current customer needs.

Making Change manageable. CRM is far more than just IT.

As your company changes its face from day to day, your CRM system has to stay with the pace. Dealing with personnel-related, organisational and technical change processes is essential.

Value-driven potential analysis.

Would you like to assess the status of your company and its potential quickly and reliably? We analyse your current CRM processes in compact workshops. Our holistic value-based approach helps you to define the value-driving parameters and priority customer segments. This is the basis for your optimised customer management processes and solutions.

Change management.

Optimising your CRM systems affects the entire company and all members of staff. They have to give up familiar routines and apply new rules. T-Systems CRM experts support the change process and create prerequisites for a successful change management. When designing your CRM processes we focus on industry standards and best-of-breed CRM tool solutions.

Mergers and reorganisations.

Mergers or reorganisations and restructuring processes within a company as well as extensive branch structures make it difficult to retain consistent data. We keep you on the safe side. T-Systems is well versed in the gradual migration of large amounts of data into consolidated system environments. We place your CRM solution on a uniform, company-wide valid and up-to-date base.

Churn management.

Saturated markets with intense competition and highly comparable products and services require professional churn management. We will show you how to use your CRM application as an early warning system so you can take effective action well in advance.

T-Systems expertise at a glance.

- With annual sales of about EUR 400 million (2005) in CRM, T-Systems is the German market leader when it comes to designing, implementing and operating marketing, sales and service solutions.
- Our team of consultants includes 1,100 CRM experts to support you on site in planning, developing and optimising your customer management.
- With about 200 Siebel specialists we have a team of experts which implemented the world's largest Siebel installation in the telecommunications industry. Make use of this potential to develop and operate your CRM solutions.
- As a Special Expertise Partner for mySAP-CRM systems we support you with the extensive know-how of our more than 80 certified mySAP-CRM consultants.

Would you like to receive more information or speak to us in more detail? We will be happy to advise you. You will find our contact details at the back of this brochure or you can get in touch with your local contact directly.

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