

# The Carefree Turnkey Package

B+S Card Service selects a flexible turnkey solution. Because Communications Resourcing from T-Systems lowers overall costs and permits companies to work more flexibly.

■ Integrated IT and communication solutions help customers to work more profitably. While these solutions do generate initial costs, companies should consider the overall costs instead, as T-Systems expert Thomas Grazioli advises. It quickly becomes apparent that these complete solutions save money in the long term even though they appear to be heavy investments at first glance. For B+S Card Service the numbers made sense. “We are absolutely convinced of T-Systems’ concept,” says the IT director at B+S, Benno Rach. “We are thrilled at how smoothly the design was carried out. The professional project management impressed us and the new solution works excellently.”

But let’s start at the beginning: B+S Card Service — located in Frankfurt am Main since 1989 — is one of the leading service providers for companies in industries in which cards are accepted as payment methods. B+S provides powerful card terminals as well as the appropriate software solutions together with support. As a bank-associated but neutral service provider, the company offers a complete card service from a single source.

What began as a request for the creation of a local area network (LAN) quickly expanded into a comprehensive project for T-Systems. B+S Card Service had merged with another company, moved into a modern office building and changed the structure of its sales units. Everything pointed to a new beginning: As a result, the company decided to equip its more than 400 workstations with the latest information and communications technology. Until recently, B+S operated its voice and data networks separately and suffered high maintenance and operating costs. The T-Systems answer: Communications resourcing — a concept

that offers an integrated approach. With Communications Resourcing, voice and data are unified on a single IP network. The package integrates voice communication on this platform and harmonizes local telecommunication solutions. The result is lower communication costs. At the same time, customers can access value-added, network-based services, including intelligent routing and telephone conferences, thanks to IP telephony. Finally, T-Systems provides access to a series of associated network services and applications such as Web hosting, e-mail or firewall services through the consolidated network infrastructure.

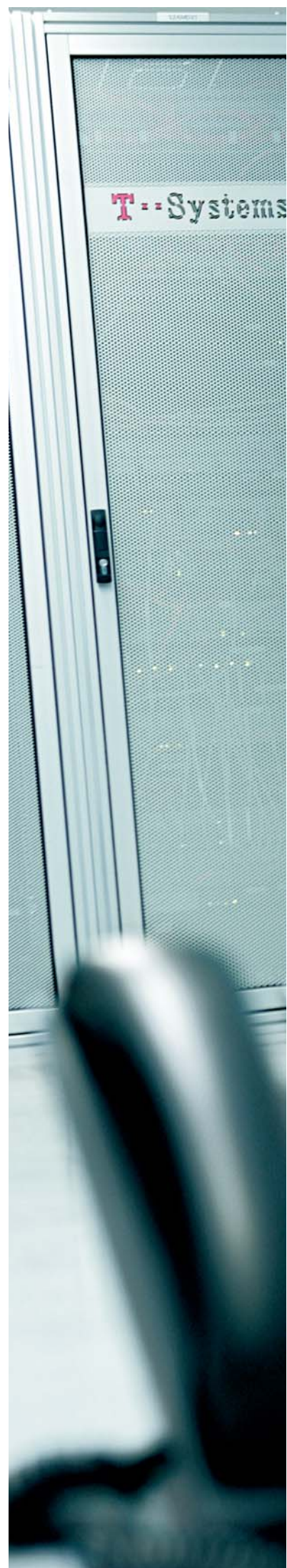
“Of course, the customer was skeptical at first and wanted to know if it made sense financially,” says Mr Grazioli. However, Communications Resourcing delivers potential savings of about 30 percent. In the demo center in Heusenstamm, near Frankfurt, the IT and communication specialists at B+S were able to convince themselves that the positive bottom line was not just limited to paper alone. “In the test center, customers can actually handle our solutions and appreciate the benefits that they offer in their daily routine,” explains Mr Grazioli.

## Smooth Project Management

B+S Card Service and its needs are representative of many customers. T-Systems created an MPLS-based (Multi Protocol Label Switching) WAN (Wide Area Network) that integrates six national branch offices as well as the potential for approximately 50 virtual-office workstations in the future. With this new platform, data congestion is a thing of the past because MPLS makes optimal use of available bandwidth. Particularly important

### LINKS

You can find further information on B+S Card Service  
[www.bs-card-service.com](http://www.bs-card-service.com)





data formats such as SAP files or voice have priority over less urgent data. This makes MPLS suitable for transferring voice and video data in real time as well.

T-Systems also takes care of network security: A firewall on the central Internet access keeps unwanted intruders out. And to ensure that this remains so in the future as well, T-Systems employees monitor the firewall around the clock and keep it up to date. With a Notes server, the Deutsche Telekom subsidiary will soon be providing B+S with another network-based application. The mail server is operated in the T-Systems computing center and is fully redundant

### Serviceable ideas

This approach is not just a theoretical construct; it pays off in daily work: The customer can now use video conferencing easily, saving considerable travel expenses. All of the company's employees are now accessible by telephone via wireless LAN at any time. Irrespective of location, the staff at B+S can log in to any telephone and have their usual profile and local telephone number with full "extension mobility." The company's large call center uses the new infrastructure as well and profits from the Voice over IP technology. Staff members are thrilled because the new IP telephony services relieve them of annoying routine tasks. For example, a speech recognition system automatically classifies customers and displays their details – via Computer Telephony Integration (CTI) – immediately on the computer screen. "This simplifies work in the call centers tremendously. And this, in turn, means that customer satisfaction is higher than ever thanks to these new features," says Mr Rach.

PHOTO: THORSTEN ZIMMERMANN

More comfort, lower costs –  
Benno Rach (left) from  
B+S Card Service and T-Systems  
expert Thomas Grazioli  
are very satisfied with their work together

