



Information On Demand

IBM WebSphere Information Integration

Customer Successes



ON DEMAND BUSINESS™

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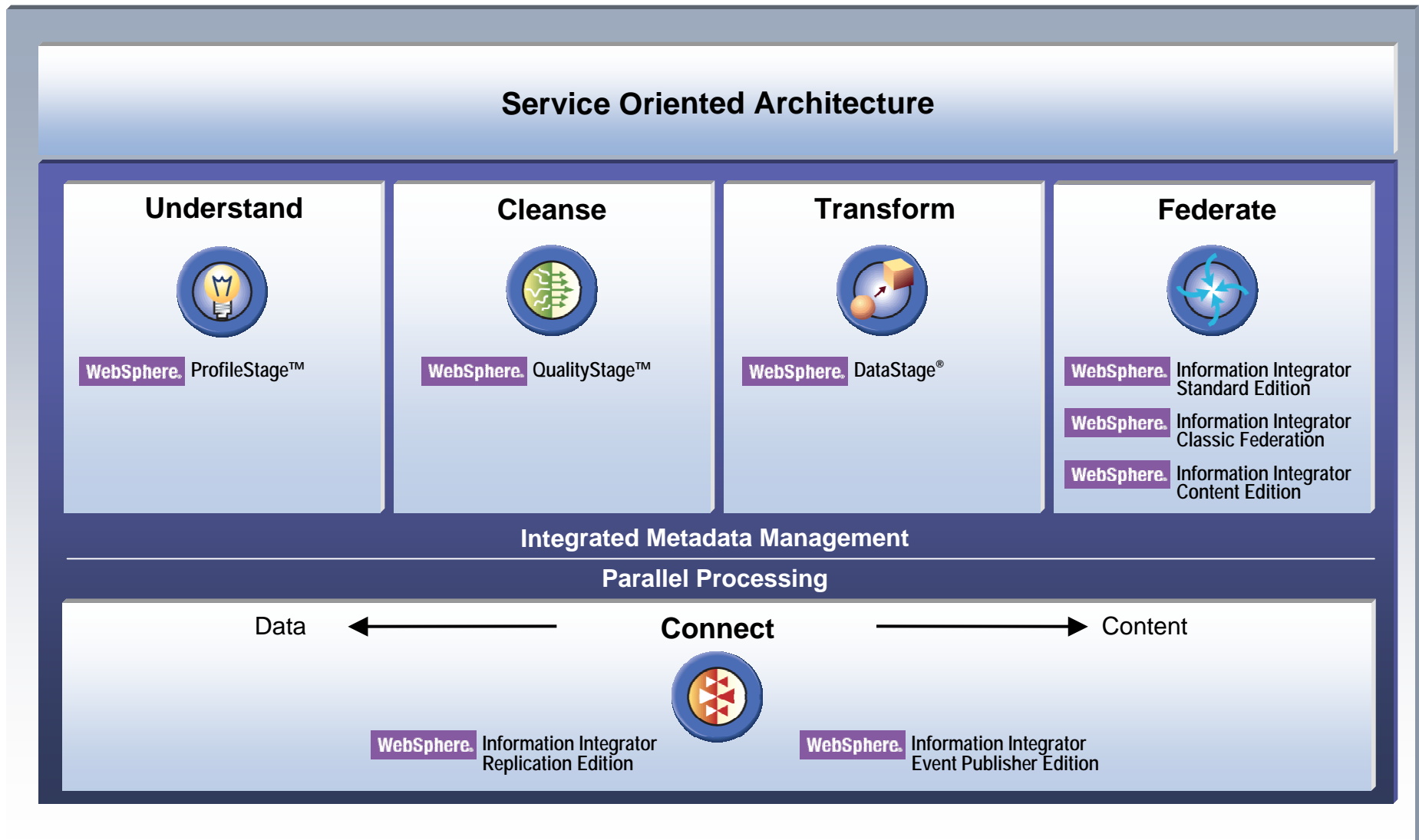
IBM Information Integration Solutions for Telecommunications

IBM Information Integration Solutions enable large organizations to meet the realities of the new Telecommunications marketplace by:

- Managing Convergence and Consolidation
- Understanding the Customer
- Introducing New Products and Services

The IBM WebSphere Information Integration Portfolio

Delivering Information You Can Trust



IBM Information Integration Solutions for Telecommunications

Manage Convergence and Consolidation

Consolidated Collection Data, Increases Collection Rate

Telecom-Italia (Credit Group)

Challenge

- Inadequate tracking of invoices and credit collections, resulting in long collection cycles, low collection rates, and lost invoices.
- Needed to consolidate data between different applications on different databases to produce harmonized data on demand.
- Hand-coding approaches had proven too slow and expensive.

Solution

- Implement On Demand invoice and collection tracking services using IBM® WebSphere® DataStage® SOA Edition to harmonize data and make it available on demand.



Business Benefits

- Reduction in collection cycles, elimination of lost invoices, and improvement of collection rates.
- Seamless integration with their EAI infrastructure.
- Lower total cost of ownership and faster time to market versus hand-coding.

Reduce Response Time & Improve Customer Support

Telstra

Challenge

- CRM Analytics developed organically over time, geared towards each individual business unit, creating a siloed approach to analytical modeling.
- Need to standardize and automate data aggregation and management for analytics development capability within and across business groups.
- Significant time and effort spent on data acquisition, data cleansing and data management.

Solution

- IBM WebSphere CRM Analysis project developed a standardized analytical environment for all products, identifying business dependencies.
- Implementation of DataStage EE enabled Telstra to access all analytical data in a single IT supported work-space, enabling them to create single service, account and customer views.
- Develop 50 ETL style jobs to enable data analysts to focus on determining business results.
- Manage Metadata to facilitate the transformation of data source to target mapping.



Business Benefits

- A reduction of data analysis turnaround time from 3 weeks to 6 hours provides fast and timely churn results.
- Standardized, centralized analytical environment for all products improves the quality and consistency of customer service support.
- More data flexibility to support the need for both custom and production tasks.



IBM Information Integration Solutions for Telecommunications

Understand the Customer

Establishing an Enterprise Customer View

AT&T

Challenge

- Establish an enterprise customer view across all business functions to enable differentiated servicing and business controls
 - Inconsistent view of customers across the business
 - Lack of consistent, unique, customer-level identifier across hundreds of operating support systems
 - Inadequate controls for SOX compliance
 - Difficulty providing differentiated servicing across Sales, Customer Care, and Financing

Solution

- Establish an enterprise customer view and data management platform using IBM® WebSphere® Information Integration Suite
- Integrate customer information from >70 major operational systems
- Serves >120,000 queries daily at >99.9% availability
- 7x24, complete recovery within 1 hour
- SOA services exposes >250 services using >600 standard data objects and attributes



Business Benefits

- Improved customer intimacy and understanding of their entire account enables greater customer service
- Aggregate and accurate view of customer activity and inventory enables greater flexibility and improved revenue generation opportunity at time of contract
- Reduced IT costs by promoting re-use and standards-based development efforts

Optimizing Customer Profitability

MicroCell

Challenge

- With no insight on what products a customer currently uses, product managers would inadvertently market to existing customers, leading to significant waste of dollars.
- Trouble determining profitable customers to target new services to, as well as identifying market strategies in order to retain existing customers.
- Multiple incompatible systems, making it difficult to get an

Solution

IBM® WebSphere® DataStage was implemented to provide a 360° view of their customers, allowing Microcell to segment their existing customer base

MICROCELL

PCS

Business Benefits

- With a 360° view of their customers MicroCell is now more focused on where it spends its marketing dollars, increasing profitability of existing customers and focusing on “new” customers.
- Developed targeted campaigns focused on up sell opportunities and new customers, contributing to a 44% increase in MicroCell’s customer base.

Single-Source View of Customer Data

MCI

Challenge

- Provide internal business users with a single view of corporate customers.
- As Verizon completes its merger with MCI, it is critical for MCI to be able to show a single view of its customer and business relationships in order to up-sell, cross-sell or renegotiate future contracts.

Solution

- Using a software combination including IBM® WebSphere® Data Integration Suite, IBM WebSphere RTI® and the Siebel Universal Customer Master (UCM) module, MCI is able to harmonize, cleanse and move data from 125 systems into a single system of record.
- Initial phase involved profiling 25 sources and cleansing, loading data into the UCM application.
- Moving forward, MCI will perform more real-time data cleansing as information enters the environment using IBM WebSphere QualityStage™ and Siebel products.



Business Benefits

- MCI has first single-source view of customer data from sales, service, provisioning and billing systems.
- Sales and marketing will have complete visibility into opportunities to sell other products to customers.
- Ability to more accurately track purchase frequency and volume by customer, potentially recapturing revenue that was being left on the table through questionable discounts and concessions to customers who didn't meet purchase thresholds.

Improving Customer Service and Customer Loyalty

Bell Canada

Challenge

- Identify the most profitable customers
- Improve customer service
- Provide appropriate offers to the right target market
- Reduce customer “churn” and improve customer loyalty

Solution

- Bell implemented the IBM® WebSphere® Customer Center (WCC) as their enterprise Customer Master File (CMF), delivering a consolidated and administered view of customer information across all product lines, to all residential and business customers through all channels (call center, IVR, email, web self-service, etc.)
- IBM® WebSphere® DataStage for their ETL and datawarehouse loads
- IBM® WebSphere® DataStage SOA Edition to publish their master customer information in a SOA.



Business Benefits

- Improved marketing campaigns as a result of updated customer account and relationship information.
- Ability to quickly identify & classify customers at the CSR level resulting in offers that accurately represent segment and customer profile
- Enhanced experience for customer leading to increased loyalty and reduced “churn”
- Reduced administrative costs through improved efficiencies



IBM Information Integration Solutions for Telecommunications

Introduce New Products and Services

Driving New Revenue Growth

Telecom-Italia (Residential Group)

Challenge

- Improve residential sales through partner channels.
- Increase visibility into consumer data to and from partners to create better up-sell and cross-sell opportunities.
- Combine Siebel and other subscriber data to produce harmonized data on demand.
- Eliminate time consuming hand-coding, reducing cost.

Solution

- Implement IBM WebSphere Enterprise Integration Suite and WebSphere RTI Services (including Starter Pack, Enablement for one WebSphere DataStage Instance and one RTI Binding).
- Use WebSphere Pack for Siebel to harmonize Siebel data with other subscriber data.



Business Benefits

- Greater customer data visibility increases residential sales opportunities through partner channels.
- Elimination of hand-coding lowers ownership cost and significantly improves time-to-market.
- Integration of Siebel data and other subscriber data producing a more harmonized data on demand.

Expand New Revenue Opportunities

Verizon Superpages

Challenge

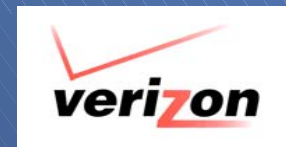
Verizon wanted a single view of customers across its directory, which meant:

- Reconciliation of multiple internal systems with customer data, as well as data from third-party sources, including Axciom, IRI, Amazon, eBay and others.
- Better infrastructure to support data integration across core operating systems.

Solution

Using IBM WebSphere Data Integration Suite SOA Edition:

- Verizon has built a metadata framework that enables the company to document and enforce standard data definitions and processes using WebSphere MetaStage.
- They're able to extract, transform and load data in real-time and in batch process on a 24x7 basis using WebSphere DataStage.
- This ensures that data changed in one application is replicated throughout the system for reporting consistency and data accuracy.



Business Benefits

- Better ROI for advertisers and partners through their new integrated bidding and publishing system, translating to improved revenues for Verizon.
- Expanded opportunities for revenues and profits as the company gains new capabilities for tracking each customer, creating targeted marketing and sales campaigns, and selling enhanced listings in the online directory.
- Loading of data into warehouse reduced from 5 hours to 60-90 minutes, resulting in cost savings relating to system and human resources.
- An estimated US\$50 million of incremental revenue in one year.
- Data-governance and industry-compliance regulations are effectively addressed.

Real-Time Queries Increase website sales

T-Mobile

Challenge

- As a result of mergers & acquisitions, T-Mobile had inherited multiple disparate database platforms and crucial-content billing systems. This led to inaccurate/overlapping data which, in turn, decreased productivity of staff.
- In order to drive sales through its website and improve customer service levels, T-Mobile needed to integrate its disparate databases.

Solution

- Using IBM® WebSphere® Information Integrator, disparate data sources were integrated. The application was used as a services layer for the ISV internet application and manages more than 60GB of raw data.
- Federation capabilities allow real-time intranet/extranet queries across DB2, Oracle and SQL databases.
- T-Mobile can also access dealer, reseller and distributor databases for product-specific information, inventory status, etc.



Business Benefits

- T-Mobile increased its Web site usage by 25 percent.
- Accurate and consistent real time information to thousands of online users and in-house T-Mobile managers.
- Immediate savings on resources, through access to standardized data by internal/external sales teams.
- Improved customer service by through real time access to dealer, reseller and distributor databases, increasing visibility of phone supplies.

New Applications in Reduced Time

KT

Challenge

- As part of their transition from a public to a private company, KT wanted to be able to speed up decision making, improve productivity, and reduce costs.
- Agility in product and marketing strategies was difficult and time consuming.
- More than 51 different sources of data, located on multiple platforms which needed to be integrated.

Solution

- IBM® WebSphere® DataStage® was implemented to improve the availability and analysis of the source data. With Parallel Processing Engine, KT now processes large amounts of data enabling a right-time data delivery to business users.

KT

"The Value Networking Company"

Business Benefits

- Availability of sales reports and customer churn statistics improved from monthly to daily views, enabling quick response to market trends.
- Increased profitability due to the ability to make informed decisions regarding customer churn more quickly.