



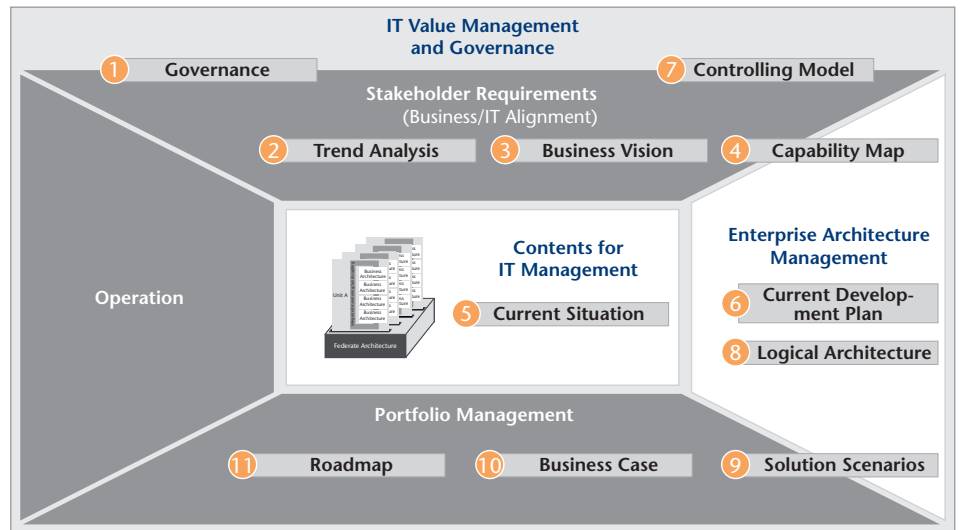
## CRM Architecture 2010

<b>Customer</b>	Deutsche Telekom AG
<b>Industry</b>	Information and communication technology (ICT)
<b>Project Duration</b>	February 2007 - July 2007
<b>Customer Benefits at a Glance</b>	<ul style="list-style-type: none"><li>• Comprehensive and corporate-wide approved vision for CRM 2010</li><li>• Transparency about the current corporate-wide CRM landscape and the associated costs</li><li>• Future-oriented target architecture and architectural principles for the subsequent implementation initiatives</li><li>• Implementation roadmap while taking into account existing CRM roadmaps in the various divisions</li></ul>
<b>The Challenge</b>	<p>Deutsche Telekom AG is pursuing the strategic goal of becoming the 'Most Highly Regarded Service Company' on the German telecommunications market. Increasing customer satisfaction is the primary goal. In terms of a uniform customer experience, the customer should encounter the same high quality during each contact with Deutsche Telekom. A corporate-wide integrated CRM system creates the prerequisite for the uniform customer care required for this. Another requirement is the responsive support of personalized campaigns in order to be able to provide customers with offers in a timely manner. This is why in February 2007 Deutsche Telekom initiated the "CRM Architecture 2010" project with the mandate of developing the future CRM landscape.</p> <p>The special challenge consisted of quickly achieving sustainable results with an interdisciplinary project team from the various operational and IT departments of T-Com, T-Online and T-Mobile divisions involved, based on a common vision, a standardized language and a set procedure.</p>
<b>The Task</b>	<p>Detecon was commissioned to design an architecture blueprint – from the business vision to the technical implementation – for a sustainable CRM landscape with a concrete implementation roadmap. In doing so, it is important to establish a balance between strategic corporate goals and the process and data requirements of the various sales and service divisions at the company.</p>
<b>The Solution</b>	<p>The initial determination of a common language and a regulation framework in the form of capabilities were important for a high degree of acceptance and the sustainability of the solution developed over the course of the project. These constitute process, resource and IT support units. In this manner, the various requirements of all those involved could ultimately be classified, consolidated and integrally worked out according to responsibility.</p> <p>In addition, a novel controlling model was established that enabled fact-based decisions to be made, especially as regards the assessment of the monolithic legacy systems with a view to the SOA-based target architecture and the migration paths.</p>

## CRM Architecture 2010

The Detecon Enterprise Architecture management framework, which is based on the open standard TOGAF, formed the foundation for the strict project approach.

The 11 phases of the project are based on the Enterprise Architecture as regards methodology



### The Approach

The key components of the approach were:

- Cross-division bundling of all CRM activities into one corporate-wide project team from the operational and IT sides
- Creation of a common corporate vision and a CRM 2010 vision based on market trends (e.g. the Detecon CRM 2010 study) and interviews with the management
- Specification of a CRM capability map as a common language and clear regulation framework for requirements, responsibilities, existing systems and costs as well as the target architecture
- Development of the architecture principles and of a sustainable CRM architecture blueprint, including evaluated solution scenarios and their migration paths
- Business case with implementation costs, savings potentials and risk analysis for the solution scenarios
- Initial implementation roadmap while taking into account existing CRM roadmaps in the various divisions

### Benefits for the customer

„The completion of the CRM architecture 2010 blueprint and the coordinated roadmap for its implementation represents a major milestone on the path to service leadership for Deutsche Telekom. Moreover, this project made an extraordinary contribution to improving mutual understanding and interaction of the various corporate units.“

Dr. Steffen Roehn (CIO T-Mobile)

In addition, Deutsche Telekom's map of CRM capabilities (capability map) permanently establishes a common language. In times of high agility, the map forms a stable bridge within IT and to business for the continuous optimization of the CRM landscape and its implementation.