

Digitalization made in Germany



Projects & Consulting Offerings

**DETECON**  
CONSULTING



Digitization made in Germany

# Top Projects and Consulting Offerings





## Version #next40 // Birthday

On a specific occasion // Why this book?

Dear Friends of Detecon,

Just a little less than a year ago, I had the honor of becoming Detecon's CEO. The aspects that have continued to impress me deeply every single day since that moment concern the topics and projects that constitute our work and that we are privileged to develop in our collaboration with you, our clients. This is why it is so important for me – and, at the same time, a great joy – to be able to present to you on behalf of my colleagues this booklet containing a selection of absolutely top projects from this year.

It is an exemplary collection of our client projects that attest to the diversity of our work and the attendant enormous breadth of our skills and competence. They also demonstrate, however, that digitalization – the transformation that is changing all our personal and working lives so fundamentally and raising so many questions – has always been a part of living reality at Detecon. Beyond question, we are justified in presenting our company today as a leading management and technology consultancy “Made in Germany.”

Our guiding theme #next40 firmly sets our sights on the future, and we are determined to continue our history of success, which is inseparably tied to technological transformation and digitalization. We invite you to join us as we work together to combine the tried and proven with the new to create an even greater whole.

May I take this opportunity to thank you on behalf of Detecon for the trust that you have placed in us throughout all these years, and we look forward to continuing to provide our expertise for your guidance and support. Let us work together tomorrow as well to make a positive impact and leave our mark on the world in which we live and work through ecosystems based on partnership. We are ready!

Sincerely yours,

**Dr. Heinrich Arnold**

CEO Detecon International GmbH

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# Content

|  |    |
|--|----|
| Vorwort  | 3  |
| <b>All sectors</b>   |    |
| Artificial Intelligence Partnership Program<br>Turning our Clients into Digital Leaders with AI                            | 10 |
| Big Data@Telcos<br>Trustworthy Value Creation for Customers  | 12 |
| 360° Cloud<br>Comprehensive Consulting Portfolio for Cloud Computing   | 14 |
| Datacenter Migration<br>Detecon Model for a reliable transition  | 16 |
| Design Thinking<br>An Established Method for Innovation Management and a Disruptive Mindset<br>to Initiate Cultural Change | 18 |
| Deutsche Telekom Strategic Investments GmbH (DTSI)<br>Introduction of Microsoft Dynamics NAV                               | 20 |
| DEVK Insurances<br>Creation and implementation of a new backup concept   | 22 |
| #DigitalFinance<br>Digitalization of CFO Departments   | 24 |
| Digital Navigator: Architectures for Digital Business<br>Patterns and Maturity   | 26 |
| DIGITAL@#WORK<br>Collaboration at its Best   | 28 |
| DisruptMe Digital<br>Disruptive Digital Business Models  | 30 |
| DUDE<br>Detecon Universal Development Enabler  | 32 |
| eCompany Service<br>Guiding Customers towards Online and Self Services   | 34 |
| Edge Computing<br>Enabling the Next Wave of Applications & Use Cases   | 36 |

## All sectors

|   |    |
|---|----|
| Embracing Digital Change through Artificial Intelligence  | 38 |
| Energy@Telco<br>Contributing to Corporate Responsibility Measures   | 40 |
| #FinancialDeal<br>Management of IT Outsourcing  | 42 |
| Haier Digital Transformation<br>Smart Innovation Ecosystem  | 44 |
| HARIBO GmbH & Co. KG<br>Establishment of a highly available, scalable IT infrastructure   | 46 |
| Innogize our Work<br>Transforming Working Culture by Implementing New Work Paradigm   | 48 |
| Mobile Network Infrastructure @BMW and BASF<br>Best Network for Multinational Companies   | 50 |
| NGENA<br>Set up a new business: Next Generation Enterprise Network Alliance   | 52 |
| Personal Branding<br>Boost your Communication Skills & Get Active in Digital Media  | 54 |
| Process Automation<br>Digitization with Robotic Process Automation (RPA)  | 56 |
| Regelwerk 4.0<br>Agile Coaching & Transformation  | 58 |
| Robotics<br>When Digitalization meets Automation  | 60 |
| RTL2 Fernsehen GmbH & Co. KG<br>Enterprise Mobility Management  | 62 |
| Smart Cities Training<br>Creating the View of the Big Picture   | 64 |
| Social Media Business<br>Measuring Social Media Performance   | 66 |
| Target Operating Model Digital Division<br>Organization, Processes & Governance for Digital Business                                  | 68 |
| Team Consulting Ambidexterity<br>Leadership & Collaboration of the Future   | 70 |
| TGE Gas Engineering GmbH<br>ORBIT Navigator on the theme of Service Desk  | 72 |
| Thought Leadership in Digital Business Models<br>Enabling Companies to Innovate their Business and Create Successful Digital Services | 74 |

## All sectors

|  |    |
|--|----|
| Trend & Opportunity Radar<br>Innovation Management                                       | 76 |
| Trend Workshop Digital CRM<br>Creating Real Customer Delight                             | 78 |
| Wegen GmbH<br>Java-based database development  | 80 |
| Workboard<br>Business Velocity Platform  | 82 |
| ZEISS – ROPE<br>Global Deployment of Standardized and Secure Enterprise Network Services | 84 |

## Automotive & Manufacturing

|   |    |
|---|----|
| Digital Vehicle Sales Channel<br>Digitalization of the Online Sales Process                   | 86 |
| Innovation Empowerment<br>Enabling new Digital Services                                       | 88 |
| IT Coordination & Application Rollout<br>Leveraging Digital Collaboration for more Efficiency | 90 |
| Synced Factory Twin<br>Looped and Seamless Information  | 92 |
| Target Applications and Platforms 2025<br>Foundation for Digital Transformation               | 94 |

## Energy

|  |     |
|--|-----|
| Digital Business Models<br>Creating Future Municipal Utility Business                                | 96  |
| Digital Metering Services<br>Redesign of Utility Business Models                                     | 98  |
| OneMIS@Alpiq AG<br>An integrated Platform for Consolidation, Reporting and Planning                  | 100 |
| Ref <sup>2</sup> – Program to become Best in Class<br>Process Structure as a Base for Digitalization | 102 |
| Optimizing Big Data Usage in Asset Management<br>Better Use Cases via Design Thinking                | 104 |
| Smart Meter Rollout<br>Digitalization of the Energy Industry   | 106 |

## Financial Services

|  |     |
|--|-----|
| Deutscher Sparkassen und Giroverband<br>Digitalizing Communication and Collaboration | 108 |
| Talent Management @Shanduka<br>Winning the War for Talents!                          | 110 |

## Public

|   |     |
|---|-----|
| Deutsche Telekom Helps Refugees<br>A Highly Recognized Support Program                                    | 112 |
| VRO (Vision Realization Office) Set Up & Strategy<br>KSA Government Strategy to implement the Vision 2030 | 114 |

## Telecommunications

|   |     |
|---|-----|
| All-IP Migration<br>A Mega Transformation in Operation  | 116 |
| B2B ICT<br>Implementation of a B2B ICT Strategy   | 118 |
| Cloud Architecture Strategy@ooredoo Tunisia<br>Enabling Efficient Telco Production                            | 120 |
| Cloud Based ESS<br>Virtualization and Standardization of the ESS Ecosystem                                    | 122 |
| Country-wide FTTx Rollout<br>Foundation for a Digital Society   | 124 |
| Design-To-Cost for Mobile Sites @Telekom Deutschland<br>Cost Savings for High Competitiveness                 | 126 |
| Digital Life<br>How 5G impacts personal lifestyle   | 128 |
| Digital Procurement<br>Boosting Procurement Performance in the Digital Age                                    | 130 |
| du: 2nd Mobile Operator Launch in UAE<br>Network Audit for a High-Quality Network                             | 132 |
| eTOM based Process Design @Tunisie Telecom<br>Efficient Global Network Operations                             | 134 |
| European Aviation Network (Engineering)<br>Pioneering In-Flight Connectivity                                  | 136 |
| IP Multimedia Subsystem (IMS) Introduction<br>The Architectural Framework for Delivering Services Based on IP | 138 |

## Telecommunications

|  |     |
|--|-----|
| IPTV Services<br>Network and Distribution  | 140 |
| IT/NT Integration<br>An Organizational Transformation  | 142 |
| Living Edge Lab (LEL)<br>Bringing Low Latency Networking to Reality  | 144 |
| One.ERP<br>One Figure – One Truth.Creating One Business Backbone   | 146 |
| Open Telekom Cloud<br>The Promise for Simple, Secure, Affordable   | 148 |
| PanIP Transformation<br>Cloudification and Harmonization of Deutsche Telekom's European Service Production | 150 |
| Park and Joy<br>Open Platform for Digital Parking Services @Deutsche Telekom                               | 152 |
| Portfolio Digitalization Workshops<br>Leveraging the ICT Portfolio for Digitalization                      | 154 |
| Radio Frequency Management<br>Making Spectrum Available for Mobile Broadband                               | 156 |
| Regulatory Costing & Market Analysis<br>Revising the regulators role in ICT markets                        | 158 |
| Telco Business Transformation  | 160 |
| Telco Restructuring<br>Interim and Turnaround Management   | 162 |
| T-Systems International GmbH<br>E-Mobility Infrastructure @Deutsche Telekom AG                             | 164 |

## Travel, Transport & Logistics

|   |     |
|---|-----|
| Logistics Trend Radar<br>Scouting & Assessment of Latest Trends in the Logistics Market | 166 |
| Regelwerk 4.0<br>Digitization of Maintenance Rules                                      | 168 |

|             |     |
|-------------|-----|
| The Company | 170 |
|-------------|-----|

All sectors

# Artificial Intelligence Partnership Program

## Turning our Clients into Digital Leaders with AI

- > Deploying AI solutions to improve operational efficiency and overall performance
- > Use new insights to create new business models
- > Innovate faster and generate new business opportunities by leveraging competitive advantage achieved from advanced insights into analytics

### Why Detecon?

Detecon acts as catalyst for partners and as a facilitator for clients' AI deployments. We analyze your business challenges, identify the best AI provider for your individual needs, design a suitable business strategy, guide technical deployment as well as optimization of your AI use case to ultimately roll out the solution throughout your organization.

Your Detecon Expert



Artificial intelligence is transforming the way we think, work and live – early adopters will have an unfair advantage.

Joseph Noronha, Senior Executive, San Francisco



## Applied Detecon Expertise

### Partnering Program

Partner selection for clients' needs based on a world class pool of AI companies from Silicon Valley and Europe

### Latest Trends in AI

Trend radar to give clients insights about latest developments in data science and AI-enabled enterprise functions

### Strategy and Execution

Covering all steps from strategy design to implementation and rollout

### Collaborative Approach

Technical delivery of AI solution with partners in a fully managed approach

## Client's Benefits

- > Businesses across industries start to engage in AI activities in order to build a competitive edge
- > Finding the right enabler for the client's use case is key to boosting revenues and increase productivity
- > The client can rely on Detecon as catalyst for partners and facilitator for AI deployments
- > The technical delivery of the AI solution will be conducted with world-class partners

All sectors

# Big Data@Telcos

## Trustworthy Value Creation for Customers



- > Telcos are facing fundamental strategic challenges regarding their core business models
- > Data-driven business models appear as new strategic option and future field of operations
- > Detecon guides and supports Telcos to explore and evaluate their big data opportunities and business models since 2011

### Why Detecon?

Detecon engages with big data since its joint foundation within the Deutsche Telekom Group in 2011. Detecon has a deep knowledge of big data and its societal impact as member of BITKOM, Germany's digital association.

# BIG DATA

Your Detecon Expert



Big data can reliably create value for both customers and companies.

Dr. Frank Wisselink, Managing Consultant

### Applied Detecon Expertise

**Big Data Strategy Development**

Strategic analysis and approaches for sustainable big data applications

**Agile Approaches for UC Realization**

Development and creation of agile UC approval and implementation

**Big Data Value Creation for Telcos**

Evaluation value creation of big data use cases and business models

**Big Data in Combination with IoT**

Strategic impact of IoT-driven big data models

### Client's Benefits

Detecon enables telcos trustfully creating value with innovative, Data Driven Business models. Telcos benefit from:

- > Long standing experience with big data since its genesis at Deutsche Telekom in 2011
- > Clear focus on value creation of big data
- > Proven internal and external applications of big data
- > Deep understanding of big data and its impact on society like in smart cities
- > Understanding combining the Internet of Things with big data
- > Developing, pushing and leading the public discussion about big data and artificial intelligence with recognized partners by trainings and publications

All sectors

## 360° Cloud Comprehensive Consulting Portfolio for Cloud Computing

> Cloud computing continues to be a massive disruption in today's IT world and forces companies to take action

> Companies often decide on one of the following options:

- To either expand their service portfolio by offering innovative cloud services
- Or to leverage cloud computing for sourcing especially dynamic IT demands to increase operational efficiency

> The execution and operationalization either of these decisions poses a number of major challenges

> Detecon successfully addresses precisely these types of challenges while professionally advising and guiding customers during their journey to the cloud

### Why Detecon?

Detecon offers a holistic consulting approach on cloud computing combining strategy and business domains with hands-on technology expertise. Detecon's traditional DNA as an ICT Management Consultancy fully supports this positioning and ensures additional credibility.

Your Detecon Expert



Cloud Computing is often falsely perceived as *only* a technology trend in IT. In fact, it represents only the start of a whole new range of innovative and often disruptive business models.

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**Benedikt Gäch**, Managing Consultant

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## Applied Detecon Expertise

### Provider Enablement Perspective

E.g. business modelling, innovation management, product strategy and specification, business case development, process and governance enablement as well as business transformation

### Sourcing Perspective

For example, sourcing strategy, business-case development, cloud operating model definition, tendering

---

## Client's Benefits

- > Proven and experienced facilitator for the client's ambitions to innovate by adopting cloud computing
- > Increased competitiveness either through product innovation or IT landscape harmonization
- > Substantial bottom-line impact by either generating new revenue opportunities with cloud computing or increasing operational efficiency by executing the right sourcing strategy
- > Benefit from Detecon's holistic consulting approach and related insights into cloud providers (especially with Detecon being part of T-Systems, one of Europe's leading cloud providers)

All sectors

# Datacenter Migration

## Detecon Model for a reliable transition

- > During a datacenter migration, all company levels are affected and the business processes must be maintained
- > All dependencies between the IT infrastructure components must be known and mapped in order to avoid losses – a structured and proven migration methodology is critical for success!
- > The Detecon Datacenter Migration Model gives companies the flexibility and security for a smooth IT transition

### Why Detecon?

Detecon has a finely developed datacenter migration model proven in many projects for a diverse client base from the public, industry and financial sectors.

Your Detecon Expert



” When your IT is down –  
so is your business!

**Christof Strohark**, Client Partner

## Applied Detecon Expertise

### IT Landscape Assessment

Evaluation of as-is situation and identification of dependencies

### Migration Planning

Design and detailing of migration slots and schedule

### Concept Development

Development of detailed migration scripts and migration method

### Migration execution

Support and guidance of the migration activities from start to finish

## Client's Benefits

- > Transparency across all project phases
- > Reliable planning enabling diverse migration options and quick reaction to short term changes as well as a seamless migration
- > Reliable reporting and tracking
- > Revision proof and continuously updated documentation
- > Optimized resource planning and minimized risks

All sectors

# Design Thinking An Established Method for Innovation Management and a Disruptive Mindset to Initiate Cultural Change

- > Digitalization and consumer trends are driving the rise of disruptive business models and the need for innovation and cultural change
- > A significant number of innovation projects fail due to insufficient market and user understanding as well as complex processes
- > Design Thinking provides companies with user-centered and agile methods in order to keep up with innovation pace – and helps transform organizations into a more user-centered, open ecosystem

## Why Detecon?

Detecon's Design Thinking approach supports our customers not only in user research, idea generation and early prototyping but also with the final implementation of the newly designed products or services.



Your Detecon Expert



You can't expect to disrupt your business without transforming the way you think and do things – focusing on customers and users, you empower people to truly innovate.

---

**Maïke Küper**, Management Consultant

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## Applied Detecon Expertise

### Methodology Training

Design Thinking training for employees and executives (quick & hands-on)

### Idea Implementation

Agile implementation of successfully tested prototypes

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### Project Coaching

Coaching and support for teams with specific project challenges (deep & result-oriented)

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## Client's Benefits

- > Development and implementation of solutions that focus on true customer experience – which go beyond features or price, and instead include emotions, values and core meanings
- > Creation of new customer value that results in competitive advantage
- > Generation of new business models
- > Fostering of an innovation culture within the organization through an agile mindset and the enhancement of creative thinking
- > Development of collective wisdom and usage of teams' full potential

All sectors

# Deutsche Telekom Strategic Investments GmbH (DTSI) Introduction of Microsoft Dynamics NAV



- > ORBIT replaced the existing ERP application with a needs-oriented solution
- > Requirements specifications were created within the framework of the project.

## Why ORBIT\*?

ORBIT is the full-service provider for individual IT solutions and business-critical applications. We provide comprehensive services, systems and products that are tailored to the respective needs of the customer.

Your ORBIT\* Expert



The solution based on Microsoft Dynamics NAV measures simple, quick and efficient working in terms of DTSI.

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Sven Oelker, Consultant

## Applied Detecon Expertise

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Replacement of a Microsoft Access application with Microsoft Dynamics NAV 2013 R2

Creation & implementation of the requirements specification

Performance of workshops for the requirements analysis

Update to NAV 2015 or NAV 2016

Support for NAV

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## Client's Benefits

- > Efficient administration of data and processes
- > Simplification of the routine workday of employees
- > Individual design of reports
- > Update and support security

\* ORBIT is a Detecon subsidiary and partner offering complex IT solutions.

All sectors

## DEVK Insurances Creation and implementation of a new backup concept

**DEVK**  
VERSICHERUNGEN

- > As NetApp had already been implemented during the introduction of a document management system (DMS), the new backup environment was also to be realized with NetApp.
- > ORBIT implemented a new backup concept that could cope with the increasing data volume of the company
- > The project encompassed the conception and implementation of the new backup solution

### Why ORBIT\*?

ORBIT is the full-service provider for individual IT solutions and business-critical applications. We provide comprehensive services, systems and products that are tailored to the respective needs of the customer.

Your ORBIT\* Expert



With the backup solution, larger data volumes can be processed or several backups can be created for one system.

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**Karsten Henke**, Leiter Competence Center Infrastructure & Platform Services

## Applied Detecon Expertise

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Examination of the existing backup environment based on NetApp

Development of a concept for a corporate-wide backup-to-disk-to-tape-strategy with action recommendations

## Client's Benefits

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- > Quicker data backups
- > Simplification of the routine workday of IT administrators
- > Expertise and know-how of an independent IT consultant

\* ORBIT is a Detecon subsidiary and partner offering complex IT solutions.

All sectors

# #DigitalFinance

## Digitalization of CFO Departments

- > Digitalization brings disruption to the whole CFO organization, requiring new products and services, a new cooperation with internal and external stakeholders, a virtualized and automated process and IT landscape and a mind shift to people and culture
- > Detecon shaped the digital future together with F&C clients to respond to diverse challenges of digitalization

### Why Detecon?

Detecon applies digital technology insights and commercial expertise to the future challenges of the CFO departments.

Your Detecon Expert



If the CFO intends to stay on the road as a business driver, he has to steer and use the digitalization in his organization and beyond.

Andreas Keller, Partner

## Applied Detecon Expertise

### Digital Strategy & Scoping

Digital CFO journey and agenda setting, financial trend radars/capability mapping, digital mindset & culture

### Digital Business Partner Services

Finance for innovation business planning, digital steering models

### Insight Analytics

Financial forecasting with big data, digital process mining

### Virtualization & Automation

Automated planning and budgeting, real-time reporting, mobile dashboards robotics and virtual systems

## Client's Benefits

- > A tailor-made and co-created digital agenda based on client-specific capability mapping and the latest financial trends from our trend radars
- > Business and investment cases for new products/solutions and business models build with digitization technology expertise and proven methodologies
- > Steering solutions adapted to the requirements of digital business models
- > Automated and lean financial core processes like order-to-cash, plan-to-report record-to-report
- > Concrete use cases and scenarios for the use of big data and analytics in the financial and controlling departments
- > Optimized IT landscapes based on latest software trends from market leaders and innovative niche players
- > Solutions for the culture, organization and people dimension in finance and controlling

All sectors

# Digital Navigator: Architectures for Digital Business Patterns and Maturity



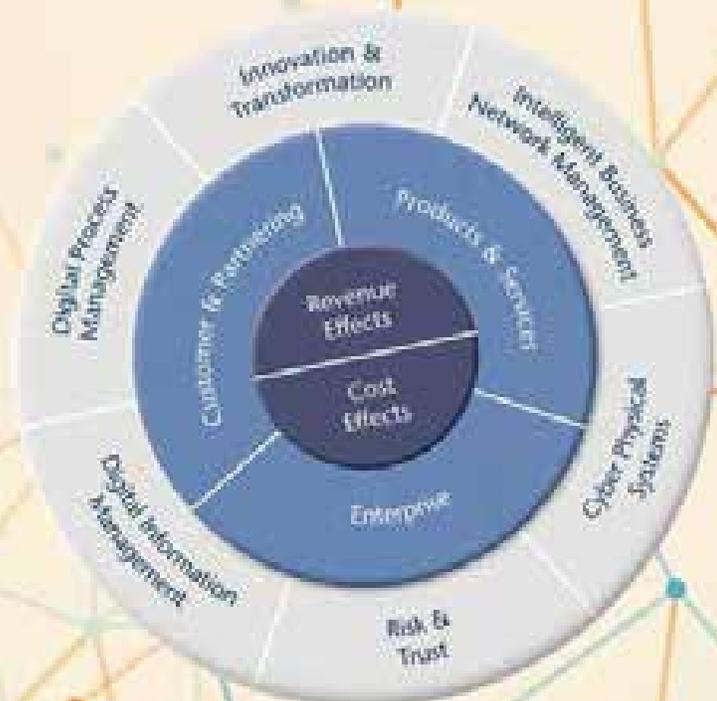
- > An enterprise architecture defines the logic of organizing business processes and technology to optimally support business models
- > When entering the digital business, companies have to check the digital readiness of their enterprise architecture and capabilities
- > The Digital Navigator, co-developed by Detecon and the CBA Lab, provides a proven common view of building blocks for digital enterprise architectures and successful digital business

## Why Detecon?

Detecon contributes with long-term experience in applying capability-based planning as a basis for a common planning approach across different industries as well as for different subject matter experts and senior management.

The logo for Digital Navigator consists of a blue circular icon with a white curved line on the left side, followed by the text 'Digital Navigator' in a blue, sans-serif font.

Digital  
Navigator



Your Detecon Expert



” Project members from various industries developed building blocks for digital architectures within this joint approach.

---

Uwe Weber, Managing Partner

---

## Applied Detecon Expertise

### Capability-Based Planning

Plan and steer transformation of a business platform in terms of people, information, processes and technology

### Empirical Study

Developing suitable materials, managing target groups and partners and finalizing results

### Coaching

Leading a heterogeneous group by means of a methodological approach

---

## Client's Benefits

- > Proven common view of building blocks for digital enterprise architectures to apply in all businesses of CBA Lab member organizations
- > Verification of these building blocks by an empirical study across various industries within the DACH region
- > Cookbook to develop digital business architectures proven by two pilot projects in the process and in the automotive industry
- > Substantiated result for public activities to underlay the association's core mission
- > Common basis for future work streams

All sectors

# DIGITAL@#WORK

## Collaboration at its Best



- > Digitalization involves a fundamental social and organizational shift
- > Digitalization drives the transformation of organization, culture and IT infrastructure
- > Detecon co-designed, set up and pushed this crucial program of Deutsche Telekom from the beginning (year 2014) and is still involved

### Why Detecon?

Detecon has proven expertise in internal digitalization out of various programs in different industries.

Your Detecon Expert



A company can only be successful in the digital age if it also digitalizes the own organization.

---

Steffen Roos, Partner

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## Applied Detecon Expertise

### Strategy Co-Development

Strategic target picture and support of IT strategy decisions

### KPI Set and Funding Model

Internal digitalization KPI definition and central funding model for digitalization measures

### Program Support

Cross-functional program organization, transformation office, bar camps, campus formats

### Cross-Functional Roadmap Process

Process to manage IT and organizational demands

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## Client's Benefits

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- > "Big Picture" to adjust the organization, culture and IT infrastructure to the digital age
- > Fostering a culture of sharing knowledge and communicating transparently unites work with a narrow and one-sided view on things
- > Sharing know-how instead of hiding knowledge as an instrument of power that justifies its own existence
- > Systematically monitoring whether other units already work on the same problem, thereby fostering joint solutions and agile methods
- > Driving innovation
- > Providing an innovative user-driven IT workplace which fits the requirements of a state-of-the art working environment (agile, collaborative, ubiquitous)

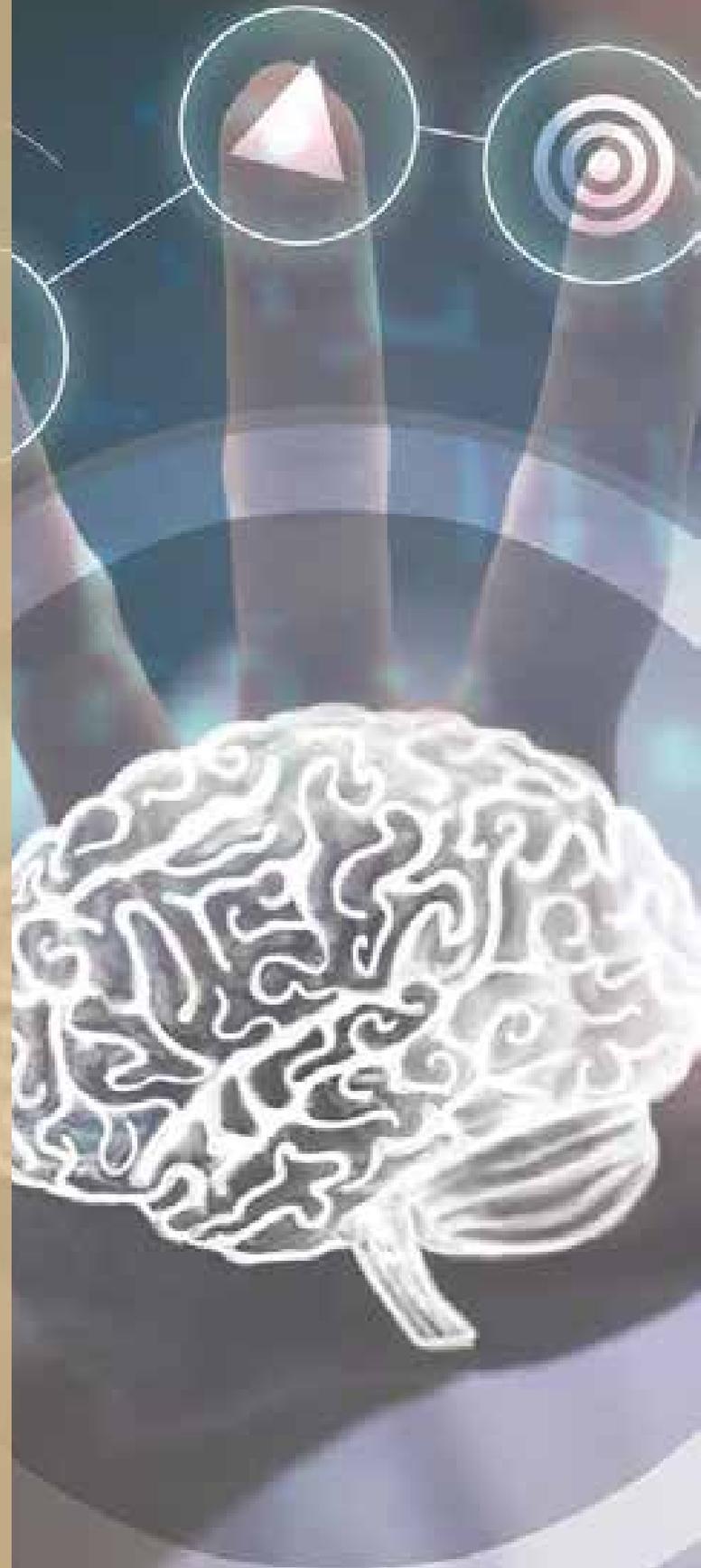
All sectors

# DisruptMe Digital Disruptive Digital Business Models

- > Companies need to understand the risks and opportunities of digitalization caused by completely new business models
- > Detecon offers a workshop series to develop disruptive strategies and digital business models – with a proven track record in the pharmaceuticals and healthcare sector
- > Using the R.A.C.E. innovation process (Recruit – Access – Consult – Execute), Detecon helps companies to compete in the digital age

## Why Detecon?

Detecon supports companies of all sectors in digital transformation and digital business models using its state of the art knowledge, communication and IT competences.



Your Detecon Expert



” If you want something new, you have to stop doing something old!

---

Dr. Andreas Amann, Partner

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## Applied Detecon Expertise

### Research on Disruptive Strategies

Research and analysis on disruptive strategies of successful disruptors

### Workshop Methods

Developing and preparing a workshop using design thinking methods

### Digital Business Models

Identifying digital business models in pharmaceuticals and healthcare

### R.A.C.E. Methodology

Agile innovation process for applying digital business models fast

---

## Client's Benefits

- > Sensitization to the digital threat and disruption that could occur in any company or industry sector
- > Gaining knowledge and expertise on digital business models, communication technologies and IT
- > Learning agile innovation methodologies to develop and apply digital business models in a fast and efficient manner
- > Gaining experience in prototyping and access to innovation labs
- > Getting access to a global cross-sector network and experience in bringing companies from different sectors together for co-innovation

All sectors

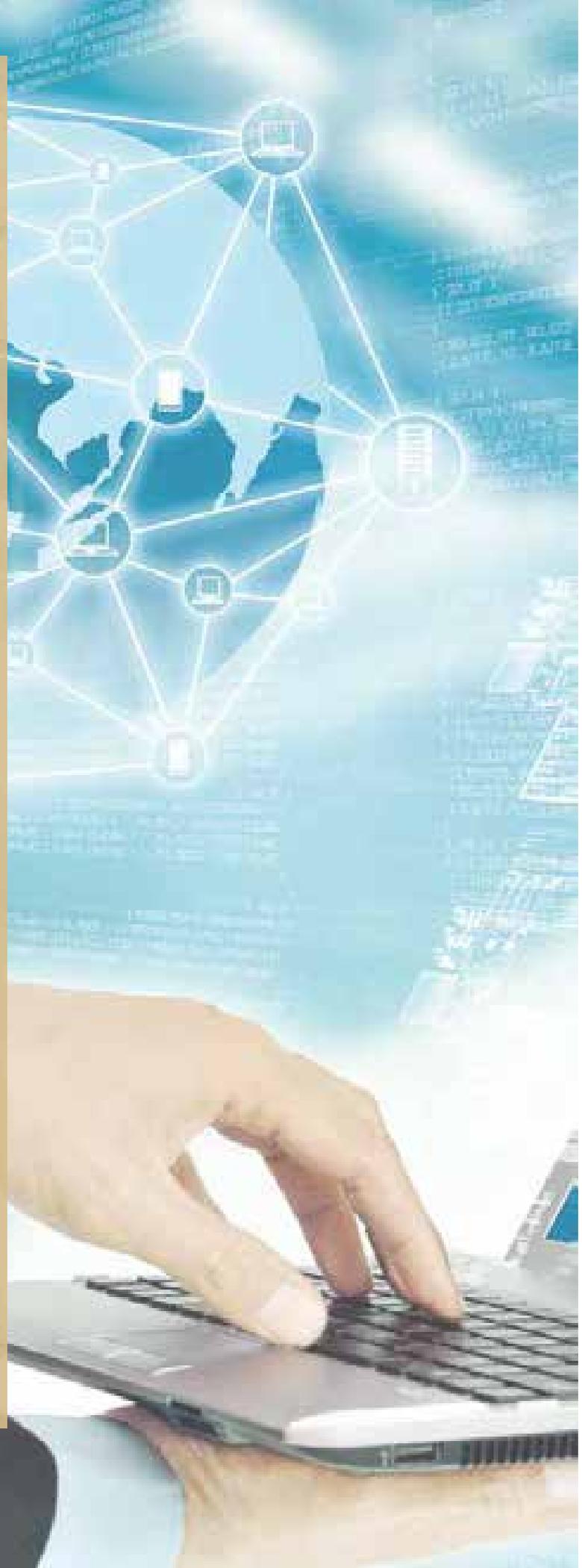
# DUDE

## Detecon Universal Development Enabler

- > Detecon's knowledge is stored in different tools and platforms and therefore not transparent or easy to access
- > Developed by Detecon consultants and ICT specialists, DUDE acts as a single point of contact to access multiple internal and external sources of data
- > DUDE makes information transparent through proactive notifications and recommendations, based on the users interests

### Why Detecon?

Detecon has been a pioneer in knowledge management in the era of web 2.0 – with DUDE, Detecon today provides leading-edge knowhow to exploit the potential of artificial intelligence for truly smart companies.



Your Detecon Expert



” Cutting edge technologies  
is what we practice and  
what we preach!

---

Ivailo Manolov, ICT Applications Expert

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## Applied Detecon Expertise

### Ideation Methods

Using Design Thinking and creativity methods to develop user-centric ideas

### Digital Leadership

We're digital pioneers and live "New Work" by applying it to the central components: people, places & tools

### Process Optimization

Improvement in efficiency through optimized restructured processes and artificial intelligence

### System Simplicity

Improvement of user friendliness: single point of contact for DTC tool landscape

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## Client's Benefits

- > Profiting from Detecon's first hand experiences with virtual personal assistants in the corporate context (incl. user perspective)
- > Support in the realization of a smart, company-wide knowledge management based on the DUDE concept that
  - simplifies employees' daily work by consolidating all information by improving information search
  - exploits the potential of artificial intelligence to increase knowledge across the whole company: DUDE helps employees to find information, they did not even know they were looking for!
- > Access to academic and business partners of the DUDE Project

All sectors

## eCompany Service Guiding Customers towards Online and Self Services



- > Increasing competition from OTT players which invest in innovative products and services based on telcos' infrastructures are a challenge for the telco industry
- > Telcos have to find new ways of communication and interaction using services as a competitive but affordable factor – digitalization and mobility are key
- > Detecon developed a strategy and approach for Telekom Deutschland to steer and educate customers to use digital service channels

### Why Detecon?

Detecon has proven expertise and thought leadership out of various digital customer excellence programs in different industries.

Your Detecon Expert



Digitalization is changing customer needs. That is why companies must, above all, shape the digital customer excellence.

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**Andreas Penkert**, Managing Consultant

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## Applied Detecon Expertise

### Strategy Analysis

SWOT analysis and strategic framework for eService transformation

### Well-Proven Methodology

“Translating” all activities and measures into tangible, quantified scenarios with an Online Maturity Model

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### Close Collaboration & Alignment

Strong alignment with all stakeholders and affected programs as well as close cooperation with the controlling unit as business partner

---

## Client's Benefits

- > Comprehensible Online Maturity Model as a basis to calculate customer education and steering effects
- > Strong customer perspective: Using the customer journey as an instrument enables the alignment of all activities and measures towards a customer experience-oriented architecture
- > Tangible and executable customer education and steering approach – covering both customers and employees
- > Multi-phase action plan and implementation roadmap for prioritized successful realization of the customer steering and education approach

All sectors

# Edge Computing Enabling the Next Wave of Applications & Use Cases

- > A completely new generation of devices is emerging coupled with new use cases and technologies
- > Industry players and operators can leverage this opportunity to capture new revenue streams and optimize internal systems
- > Detecon enables clients to innovate and deliver advanced services tailored to their B2B/B2C customer base

## Why Detecon?

Detecon has gathered first-hand experience and expertise in the edge domain working alongside the early adopters. We are deeply entrenched in the topic with a network of both industry and academic partners. This positions us to provide a customized E2E offering for our clients.

Your Detecon Expert



The world of applications and devices is only getting more advanced and diverse – some form of edge computing is inevitable.

Saif Farooqui, Senior Consultant, San Francisco



### Applied Detecon Expertise

**Business and Strategy**

Detailed analysis of client landscape and customer segments to develop fully fledged commercial models

**Partnering and Ecosystem**

Identification of key ecosystem players, partner management and onboarding

**Technology**

Develop tailored technical funnel of options and implementation plans

**Execution and Delivery**

Technical delivery of pilots/proof of concepts/solutions with partners in a fully-managed approach

### Client's Benefits

- > Profiting from Detecon as a market leader on this topic in terms of knowledge base and experts
- > Benefiting from Detecon's hands-on implementation experience and coming in contact with leaders from the industry and Silicon Valley
- > Gaining an early-mover advantage and competitive differentiation in an emerging topic
- > The client can rely on Detecon as a catalyst for partners and facilitator for E2E deployments

All sectors

# Embracing Digital Change through Artificial Intelligence



- > Telecoms
- > Cargo Fleets
- > Travel, Transport & Logistics
- > Insurances
- > Governments
- > Retail Business
- > Energy
- > Financial Service Providers

## Why Detecon?

Detecon has the established brand and proven ICT expertise to accelerate the adoption of machine learning capabilities in the international market.

Your Detecon Expert



**Krishna Chetty,**  
Managing Consultant

**Sophia Frisbie,**  
Consultant



Leading organizations employ data-driven decision making to increase their success and profitability.

## Applied Detecon & Isazi Expertise

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Simplification + Exploration = Increased ROI

- > Churn Prediction
- > Fraud Detection
- > Targeted Advertisement
- > Book Optimization
- > Social Media Monitoring
- > Customer Service Support
- > Default Risk Protection

## Client's Benefits

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- > Mining unstructured data and transforming it into structured information to draw significant insights
- > Managing and processing large data volumes eliminating human error
- > Exploring the ability to machine (re-)learning to attain improved results
- > Exploiting data correlations to ensure OPEX reduction, revenue maximization and potential new products
- > Identifying and driving process efficiencies
- > Understanding drivers of customer satisfaction and enhancing user experience
- > Driving innovation forward

All sectors

# Energy@Telco Contributing to Corporate Responsibility Measures



- > The client's corporate responsibility requires group-wide contributions to energy consumption and sustainability
- > Detecon helps to provide a solid view of group-wide energy consumption to address energy savings potentials as well as to identify and assess risks due to network densification and introduction of new technologies
- > Furthermore, Detecon helps to assess the sustainability of the Smart City service portfolio

## Why Detecon?

Deep technology knowledge combined with wide-range, cross-functional expertise and methodical skills qualifies Detecon as an expert for sustainability projects within technology driven organizations.

Your Detecon Expert



Peter Krah, Managing Consultant

” This project is an inspiring example of how to execute corporate responsibility.

## Applied Detecon Expertise

### Radio Technology

Identify and assess impact of radiation issues on advanced technologies

### Energy

Develop and apply benchmark models to ensure fair comparison of energy KPIs

### Methodology

Develop structured models to collect and analyze technology, network and impact

### Smart City

Apply Detecon's framework and blueprint architecture to specific services

## Client's Benefits

- > Ensure sustainability by optimizing the networks energy consumption
- > Support sustainable and green network operation
- > Identify and assess impact of radiation on the network
- > Decrease overall energy consumption and contribute to OPEX savings
- > Offer smart city services that help to achieve CO2 emission reduction targets
- > Improve Deutsche Telekom's image as a sustainability-aware corporation

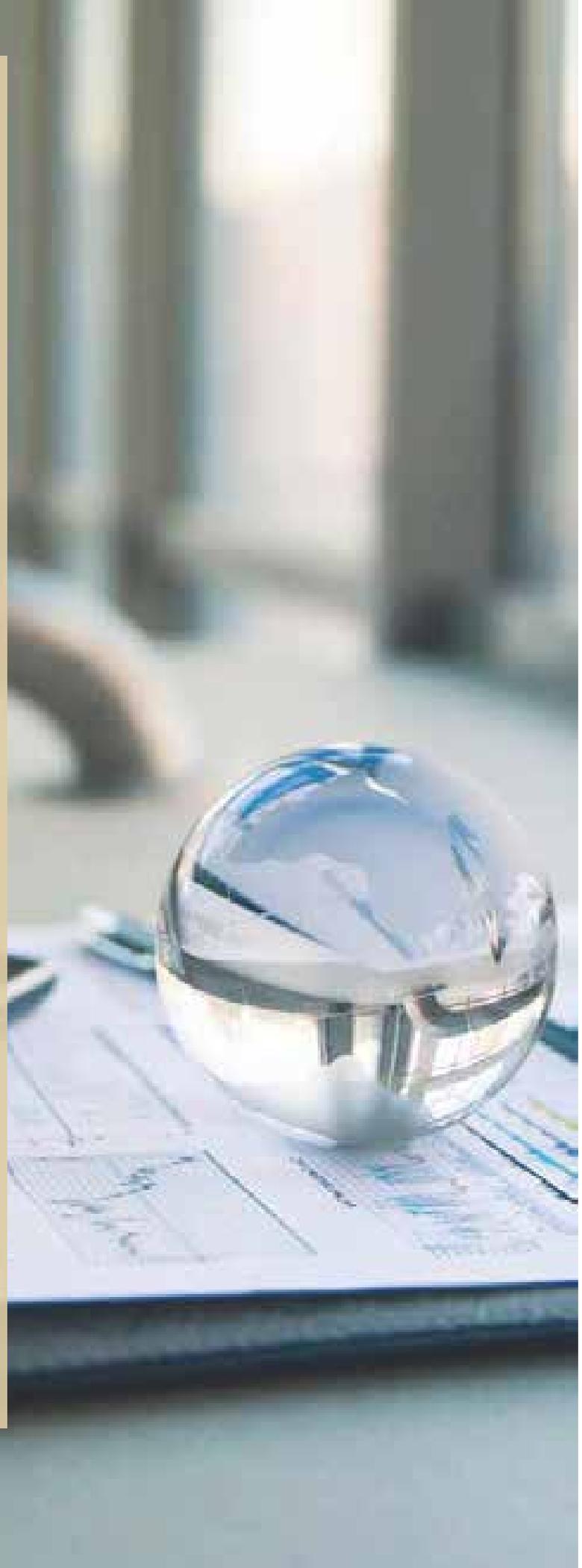
All sectors

## #FinancialDeal Management of IT Outsourcing

- > The general conditions in the market for IT outsourcing are leading to declining revenues and reduced profitability
- > If the IT operating costs cannot be lowered, the prospects for the commercial success of an IT outsourcing deal can quickly become gloomy
- > Detecon's active and transparent financial deal management framework gives clients the support they need to master the challenges during every phase of their IT outsourcing deals

### Why Detecon?

Detecon's ICT technology insights and commercial expertise proven in daily practice are key to the commercial success of outsourcing deals!



Your Detecon Expert



In times of “pay-what-you-use-contracts”, future winners and losers of the ICT industry will be determined based on their capability to manage profitability.

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**Emil Matevski**, Managing Consultant

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## Applied Detecon Expertise

### Financial Bid Management

- > BC Modeling
- > Financial Due Diligence
- > ICT Costing
- > ICT Pricing
- > Risk Assessment
- > ICT Contract Negotiation

### Financial Transition & Transformation Management

- > Project Management
- > Financial True-up
- > Request-to-Offer & Order-to-Cash
- > Financial Reporting
- > Risk Management
- > Contract & Claim Management

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## Client's Benefits

- > ICT pricing policy protected by solid contractual framework and business cases
- > Identification of contractual risks and establishment of early risk control
- > Claim management for the careful management of commitments and clauses in contracts
- > Profitability steering via financial reporting and processes
- > Request-to-offer and order-to-cash processes representing the contractual commitments and supporting customer satisfaction

All sectors

# Haier Digital Transformation Smart Innovation Ecosystem

## Haier

- > The home appliance industry competition is stepping into the era of digitalization from homogenization; new entrants are entering the market for connected life, like Xiao Mi, Alibaba and global competitors, like Samsung and Gree
- > Users cannot be satisfied only by a good price-performance ratio – the entire process of the user experience is crucial in the connected life market
- > Detecon China provides tailored consulting services helping Haier to accelerate the process of transformation in order to meet the connected life strategy

### Why Detecon?

Long-standing cooperation together with a holistic approach uniting people, technology and business through agile iteration and interaction with users, make Detecon China the trusted advisor to realize Haier's connected life strategy in the health (refrigerator), air (air conditioner) and smart home area.

Your Detecon Expert



Creating a unique user experience is crucial for a successful strategic transformation from product to platform. It can only be achieved with a holistic focus on people, business and technology.

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**Richard Zeng**, Head of High Tech Cluster, China

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## Applied Detecon Expertise

### Process Design

Designing processes that enable parallel interaction

### Customer Relationship Management

Realizing a digital customer journey

### Innovation Management

Enabling smart product and service innovation

### Partner Management

Creating a partnering and co-creation ecosystem

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## Client's Benefits

- > Zero distance: Shortening the distance to the customers, increasing customer contacts, identifying user needs, discovering business model innovation opportunities, reducing the risk of internal processes, enhancing brand experience and value
- > User experience: Improving the whole process of intelligent experience from recognition to service, especially experience sales and visual experience activities to obtain user recognition
- > Smart product innovation: Exploring digital, intelligent/artificial intelligence-based product innovation opportunities, accelerating the innovative process from ideation to go-to-market, continuing to improve the product and service experience
- > Partnering ecosystem: Creating a unique ecosystem in order to promote the listing process of intelligent modules and to find opportunities regarding products and platforms

All sectors

## **HARIBO GmbH & Co. KG**

Establishment of a highly available, scalable IT infrastructure

# **HARIBO**

- > ORBIT developed an IT infrastructure for HARIBO
- > Uppermost priority was high availability and uninterrupted working
- > To cater to the increasing needs of the specialist departments, a simple and economically optimized extendability of the new solution was enforced

### **Why ORBIT\*?**

ORBIT is the full-service provider for individual IT solutions and business-critical applications. We provide comprehensive services, systems and products that are tailored to the respective needs of the customer.

Your ORBIT\* Expert



A system such as FlexPod is a decisive factor in order to implement IT strategies in terms of high availability.

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Jessica Hüls, Consultant

## Applied Detecon Expertise

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Development of a concept for the IT infrastructure

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Implementation of a NetApp Storage System as Stretched MetroCluster

CIFS migration of the old systems

Implementation of the new server and switch to the existing architecture

Coordination of processes

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## Client's Benefits

- > The solution offers centralized, simplified management
- > Thanks to its high availability, it fits in seamlessly with the IT strategy
- > Systems can be consolidated and national structures centralized
- > The company is well-equipped for the future due to the high scalability of the IT systems and can simply extend the solution if needed
- > The solution is the decisive success factor for the implementability of the new high-availability concept

\* ORBIT is a Detecon subsidiary and partner offering complex IT solutions.

All sectors

# Innogize our Work Transforming Working Culture by Implementing New Work Paradigm



- > New dynamic energy markets require a fundamentally different culture and mindset
- > Digitalization transforms working culture and workforce (digital natives)
- > Detecon has designed and implemented a board-level transformation program based on the principles of Activity-Based Working and the dimensions People-Places-Tools

## Why Detecon?

Detecon leverages experience from New Work projects at several DAX 30 companies with thought leadership, ready-to-use tool sets and unique academic industry partnerships. Our integrative consulting style delivers results both for top management and individual workers.

Your Detecon Expert



We are turning,  
“Culture eats strategy”  
into, “Culture boosts  
strategy”.

**Dr. Volker Rieger,**  
Managing Partner

**Marc Wagner,**  
Managing Partner

## Applied Detecon Expertise

### Strategy

Defining the strategic direction of New Work program for Innogy

### Content

Developing a client-specific target picture of new working culture and its manifestation along four sub dimensions

### Implementation

Building a „working culture garage“ as an experience lab for cultural transformation, setting up an architecture for change and communication, driving adoption and rollout by conducting workshops related to the new working and leadership style

## Client's Benefits

Enabling the company to handle the challenges of digitalization by

- > fostering working culture: Implementing New Work aspects, e.g. mobile working, desk sharing, new leadership principles
- > promoting agile structures: Hosting working formats in the working culture garage; coaching of leaders and coworkers
- > incorporating industry and society best practices: Hosting a variety of discourse formats, e.g. art thinking or alternative organizational structures and linking the client to new work networks such as Acatec or Orgatec

All sectors

# Mobile Network Infrastructure @BMW and BASF Best Network for Multinational Companies



- > Telekom Deutschland targets to contract all DAX listed companies. Once contracted, Deutsche Telekom Technik has the task to implement top quality mobile coverage in no time ("Best Network")
- > Detecon positioned itself as the top partner for Telekom Deutschland to plan, steer and implement mobile infrastructures in challenging conditions
- > BMW migrated in 2014, BASF follows during 2017

## Why Detecon?

Detecon has proven to be the expert to plan and execute challenging mobile network infrastructure projects.

Your Detecon Expert



We have the expertise to design and realize complex in-house and campus networks for any large multinational company.

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**Simon Koppelman**, Managing Consultant

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## Applied Detecon Expertise

### Project Management

Overall steering of the network rollout in time and budget

### Radio Network Planning

Planning of multiple in-house and large campus networks

### Deployment Control

Tight contractor control during the build, coordination of suppliers and go-live

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## Client's Benefits

- > One roof for complex mobile network infrastructure projects
- > Faster delivery from idea to start of operations with
  - optimized quality of network
  - optimized OPEX for rollout

All sectors

# NGENA

## Set up a new business: Next Generation Enterprise Network Alliance

- > Deutsche Telekom aimed at launching a new business within a short time based on new processes, IT, network platform, organization, people as well as partnerships and sales channels
- > New paradigms (e.g. agility, digitalization) and technologies (e.g. Software Defined > Networks, Network Function Virtualization) should be leveraged
- > Detecon supports the launch with holistic technology and business expertise

### Why Detecon?

Detecon's proven capability to facilitate innovation in product, processes, technology, digitalization, organization and partnering is a crucial success factor for the setup of a completely new and worldwide unique business.



Your Detecon Expert



Starting with a business view and partnering with experts knowing your and their business, is the key to success.

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Peter Spitzner, Managing Consultant

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## Applied Detecon Expertise

### Enterprise Architecture Management

Identifying the elements of success and building the relevant capabilities

### Thinking Digitalization

Knowing the opportunities and success factors of digitalized business and developing a strategy and roadmap

### Innovation to Processes

Understanding the innovation and creating a business process architecture and IT framework for optimal leverage

### Product Modeling

Enabling product modeling for digitalized business and fostering efficiency

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## Client's Benefits

- > Fast startup of business
- > Quick design of innovation-enabling process architecture and IT framework
- > Straight focus on business success thanks to the systematic priority-driven development of supportive business capabilities
- > Agile transfer of innovation to operational business
- > Delivery to the point
- > Future-prove, strategic process architecture supported by an innovative greenfield IT
- > Integration with alliance partners: Deutsche Telekom and about 25 additional partners

All sectors

# Personal Branding

## Boost your Communication Skills & Get Active in Digital Media



> More than 60% of top executives have zero social media presence. This means that they do not appear where their clients and employees do and miss the chance to be identified as an expert

> Detecon has developed trainings and coaching skills to train our clients in how to master digital media and increase their visibility as an expert and influencer for their topic and company

### Why Detecon?

Detecon has extensive experience in coaching and training groups and individuals in how to build up their personal brand and become a visible expert in digital media. Our certified digital media buddies not only know how to master the relevant formats and channels like Twitter. They also understand how to find the right “digital stage” for any specific topic.



Your Detecon Expert



We help people to build an authentic personal branding strategy in order to communicate and position themselves successfully in social media.

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Sarah Süß, Consultant

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## Applied Detecon Expertise

### Live and Digital Trainings

Conducting trainings and workshops with teams or groups of executives based on the 4 steps to build a personal brand:

1. Define your mission
2. Build and professionalize your profile
3. Publish content
4. Build your network

### One2One Coaching Sessions

Coaching top executives on how to improve their personal brand and become an expert on all relevant social media channels.

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## Client's Benefits

The training participant/coachees learn

- > how to master the social media basics
- > to increase their visibility
- > how to publish and spread their specific know-how and knowledge
- > using helpful tools and apps

All sectors

# Process Automation Digitization with Robotic Process Automation (RPA)

- > Digitization creates new complexities in IT architectures and processes
- > With Robotic Process Automation, our clients can face these challenges
- > Detecon is a trusted partner for the realization of RPA with experience in building up competence centers, RPA environments and automated processes

## Why Detecon?

Detecon has proven expertise in Robotic Process Automation out of building up our own platform and various customer platforms.

Your Detecon Expert



Robotic Process Automation is a very fast and simple solution for every industry to jump into the digital age.

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Daniel Marks, Business Analyst

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## Applied Detecon Expertise

### Strategy Development

Strategic target picture and RPA roadmap

### Process Automation

Evaluation of processes and workflows, where automation is applicable

### Competence Center

Design and tracking of business and IT architecture

### Transformation Management

Redesign of the organization and management of stakeholders

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## Client's Benefits

- > One roof for all subtopics: Setup of robotic process platforms with different vendors and a competence center (e.g. teams, processes, tools, organizational integration)
- > Fast implementation within 4-8 weeks after the implementation of the platform and competence center (depending on the process complexity)
- > Reduction of complexity: Fully functional application in complex legacy IT infrastructures
- > Higher quality: Reduction of IT complexity with lower error rates
- > Less OPEX: significant impact in FTE efficiencies

All sectors

# Regelwerk 4.0

## Agile Coaching & Transformation



- > DB Cargo is digitizing and automating its asset and maintenance processes
- > Detecon is providing support in creating the basis for this initiative – digital and modular maintenance rules
- > Detecon introduced agile methods and supports DB Cargo in developing the desired solutions incrementally and tailored to the actual business needs

### Why Detecon?

Detecon brings not only the knowledge about innovative and hands-on development methods but also the experience on how to adopt these to our clients' environment and needs.

Your Detecon Expert



Agile is about people and about a mindset open to and ready for ideas and innovation.

**Lina Sudzilovsky,**  
Consultant

**Michael Spiller,**  
Senior Consultant

## Applied Detecon Expertise

### Agile Coaching

Enabling companies by coaching them on agile methods and mindsets which will help them to adapt to fast-paced digitalization and not to be eliminated by competitive evolution

### Agile Transformation

Guiding and supporting companies on their journey during which organizational design is gradually adapted to make the entire organization more efficient, flexible and sensitive to new developments

## Client's Benefits

- > Enablement of transformation from slow-paced approaches to an agile setting in projects
- > Reduced time to market through iterative delivery/approaches/rollouts
- > High business value through self-contained, usable product components
- > Increased product quality through continuous feedback
- > Increased satisfaction of client and employee through customer involvement
- > Reduced burden on IT budget
- > Awareness of and adaptation to latest developments through continuous input
- > Definition of the as-is state and of areas in need of more development on the way to the agile approach based on Detecon's agile maturity check
- > Advisory on roadmap design for organizational transformation to agile approach and mindset

All sectors

# Robotics

## When Digitalization meets Automation

- > Businesses need to align their organizations to adjust to changing employment landscapes and to take full advantage of technological advancements in Robotics
- > The Detecon Innovation Institute (DII) (based in San Francisco and New York, USA) facilitates necessary technological and organizational changes on the clients' side
- > Combining technology and strategy knowhow with our vast partner network, we enable clients to successfully drive future growth

### Why Detecon?

DII is in the midst of latest trends and technologies involving robotics as well as the corresponding solutions. Our mission is to bring them to our clients worldwide. Taking advantage of our professional expertise and partner network, we develop client-specific strategies and execute them.



Your Detecon Expert



Robotics is here to stay. It will penetrate all industry sectors. Companies should act now and take advantage of this fast-paced technology. The time has come, at least partially, to consider integrating advancements in their portfolio, services and processes.

Dr. Eric Dulkeith, Senior Executive, San Francisco / NYC



### Applied Detecon Expertise

**Strategy and Execution**

Understanding needs, opportunities and risks, defining concept, business cases and execution approach

**Partnering facilitation**

Best-match partner selection for individual needs (robotics companies)

**Implementation**

Facilitating organizational transformation by applying lean and agile methods

**Robotics Market Dynamics (Radar)**

Timeline and impact forecasting to advise clients on what is and what will happen in and around the field of robotics

### Client's Benefits

- > Capabilities and knowledge in robotics provide the basis for the successful setup of smart manufacturing and smart factory ecosystems
- > Expertise and technical know-how in the latest trends and developments in robotics/AI/big data provide a holistic view for the client
- > Advisory services in the design of execution roadmaps based on Detecon's deep-rooted technology DNA, while focusing on learnings from lean startup and agile methods
- > Access to a US-wide (West and East Coast) as well as global network of startups, partners and thought-leaders

All sectors

# RTL2 Fernsehen GmbH & Co. KG Enterprise Mobility Management



- > Efficient and secure management of a heterogeneous infrastructure
- > Multi-platform management for cost-effective control
- > Central control for maximum security

## Why ORBIT\*?

ORBIT is the full-service provider for individual IT solutions and business-critical applications. We provide comprehensive services, systems and products that are tailored to the respective needs of the customer.

Your ORBIT\* Expert



” Mobile on the go –  
but safe please!

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Frank Dillinger, Account Manager

## Applied Detecon Expertise

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Requirements analysis

Implementation

Software Rollout

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## Client's Benefits

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- > Secure management and control of a heterogeneous device landscape via central software
- > Administration via a central web application (incl. over-the-air configuration)
- > Data security during transmission (Data in Motion) and storage (Data at Rest)
- > Theft protection with „Remote Lock and Wipe“
- > Cost control and safe use of devices

\* ORBIT is a Detecon subsidiary and partner offering complex IT solutions.

All sectors

## Smart Cities Training Creating the View of the Big Picture

- > The digital transformation into smart cities will change everything in the city – providing huge opportunities for both the public and businesses
- > Social, economic and technological developments have to be considered to create successful business cases
- > Detecon's comprehensive training covers nearly all aspects of smart cities, making this topic more tangible for all stakeholders

### Why Detecon?

With its expertise in all relevant areas, Detecon is a 1-stop shop to support the smart city evolution journey.

Your Detecon Expert



With technology as an important enabler, smart cities will change everything in a city.

**Milad Hanna-Kleigrewe,**  
Managing Consultant

**Claus Eßmann,**  
Managing Consultant

## Applied Detecon Expertise

### The Central Question

What is a smart city?

### The Business Perspective

Players, addressable market and value chain

### The Technology Perspective

Technologies, use cases and examples from Deutsche Telekom

### Setting the Scene

Overview of smart cities today

## Client's Benefits

- > Understanding the big picture of a smart city
- > Obtaining an overview of the technological perspective:
  - Access technologies
  - Platforms
  - Smart city framework and blueprint
- > Getting an overview of the business perspective:
  - Addressable market
  - Other players and potential competitors
  - Value chain classification
- > Obtaining an overview of smart cities activities world wide

All sectors

# Social Media Business Measuring Social Media Performance



- > The impact of social media (social networks, blogs, communities) as communication channel in marketing, sales and service is increasing in all service industries
- > From “push” to “pull”: The role of the customer is changing into a “collaborator” and “prosumer”
- > Detecon developed a statistical-proven reference KPI model for social-media performance in telcos

## Why Detecon?

Detecon has proven expertise and thought leadership in digital customer excellence out of various programs in different industries.

Your Detecon Expert



Social media  
flagged the end of  
business-as-usual.

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Andreas Penkert, Managing Consultant

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## Applied Detecon Expertise

### KPI Framework

KPI set and driver model for an overall social media business steering logic (program perspective)

### Financial Impact

Approach for financial assessment of social media activities (by means of defined use cases)

### Evaluation

Statistical and empirical analysis of hypothetical interdependencies

### Impact Analysis

Empirical survey in the social service accounts

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## Client's Benefits

- > Based on a relevant KPI framework and valid driver model, the client earns more transparency and better understanding of SoM performance
- > Insights into correlations and interdependencies between different indicators
- > Steering approach for social media business' overall functions (marketing, sales, service, CRM)
- > Broadened transparency of the social web experience from the customer's perspective
- > Optimized social media monitoring and performance measurement approach
- > Understanding of financial implications of social media on the business

All sectors

## Target Operating Model Digital Division Organization, Processes & Governance for Digital Business

**T · · Systems ·**

- > Two years after the launch, Detecon supported T-System's Digital Division in the radical review and revamp of the existing operating model
- > A new target operating model was developed enabling
  - the development of a more attractive, scalable product portfolio
  - more effective partnering and utilization of sales channels
  - process automation specific for digital business models
  - better utilization of existing digital talents and boosting skill transformation for digitalization

### Why Detecon?

Detecon provides strong expertise in transformation and organizational development for digitalization – especially in the ICT sector.

Your Detecon Expert



Excellent results are ensured by combining digitalization and transformation know-how in a strong team.

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**Björn Menden**, Managing Partner

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## Applied Detecon Expertise

### Organizational Design

Definition of the target organizational structure enabling digital business

### HR Management

Skill definition & gap analysis, incl. org. sizing, skill shift need, budget impact

### Business Process Management

Design of flexibility and automation of standard processes

### Transformation Support

Support reconciliation of interests with work council, staff migration

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## Client's Benefits

- > Product-oriented organizational design to ensure standardized and scalable products
- > Strong central partner management to enable E2E value creation, enhancement of synergies and cost optimization
- > Overarching markets unit to allow flexible organizational reactions on market shifts and enhance cross- and up-selling
- > Clear product-oriented P+L enabling realization of mandates for Cloud and IoT
- > Overarching product portfolio and sales channel steering
- > Reduced number of direct reports with clear targets for enhanced DD steering
- > Clear roles and responsibilities focused on PLM and G2M to deliver superior value to customers
- > Centralization and unification to reduce role and process redundancy
- > Flexible teams and agile collaboration enabled

All sectors

# Team Consulting Ambidexterity Leadership & Collaboration of the Future



- > Digitalization requires a massive change in leadership and collaboration
- > An ambidextrous mindset is pivotal for success: Leaders have to make the core business more efficient and create new growth opportunities at the same time
- > Detecon developed a brand-new workshop format for top executives and their teams to improve performance in an ambidextrous business environment

## Why Detecon?

Detecon combines comprehensive innovation expertise, digitalization know-how and a progressive leadership and culture attitude based on a holistic systemic approach.

Your Detecon Expert



” Leading the people to the Digital Age.

**Malte von Hofe,**  
Senior Consultant

**Kevin Lussu,**  
Managing Consultant

## Applied Detecon Expertise

### Innovation & Ambidexterity

Ambidextrous target model development, team res. analysis to foster innovation

### Leadership & Culture

Leadership & collaboration analysis and team-specific action plan

### Systemic Management Coaching

Development of an “ambidextrous” mindset by changing and transforming behaviors and attitudes

### Flexible Workshop Framework

Non-standardized workshop format with inspiring, gamification and „out of the comfort zone“ elements

## Client's Benefits

- > Understand the importance of Ambidexterity for digital innovation and how the leader and his team can shape and further develop the team's capabilities
- > Experience in the workshop what it means to have an ambidextrous mindset
- > Develop a leadership style that is characterized by operating efficiently in business operations (Exploit!) and flexibly responding to market opportunities and market changes (Explore!) at the same time
- > Learn who are the suitable people for exploration and how to find and encourage them
- > Foster innovation culture with a different failure culture, intentional control and demand, less hierarchy and a culture of disagreement and inconsistency
- > Get to know tailor-made and sustainable measures that can be transferred to the client's business immediately after the workshop

All sectors

# TGE Gas Engineering GmbH ORBIT Navigator on the theme of Service Desk



- > ORBIT has provided a practice-proven instrument for the objective perspective from the outside to the perception of the IT within the company
- > Employee interviews were moderated and performed
- > An „IT translator“ was established

## Why ORBIT\*?

ORBIT is the full-service provider for individual IT solutions and business-critical applications. We provide comprehensive services, systems and products that are tailored to the respective needs of the customer.

Your ORBIT\* Expert



” We strengthened the customer’s position to continue to do the right things.

Jens Zange, Consultant

## Applied Detecon Expertise

Execution of an initial workshop on the topic of Service Desk

Assessment of the interviews

Performance of interviews with employees from various areas and hierarchy levels

Inference of action recommendations

## Client's Benefits

- > New perspectives for IT
- > New viewpoint
- > The IT actual situation and IT requirements could be determined
- > Clear recommendations for action

\* ORBIT is a Detecon subsidiary and partner offering complex IT solutions.

All sectors

## Thought Leadership in Digital Business Models

### Enabling Companies to Innovate their Business and Create Successful Digital Services

- > Traditional markets are being disrupted by changing customer needs, new technologies and innovative market players
- > Clients across all industries are seeking to create and execute new digital business models
- > Detecon combines innovative methods like Design Thinking with familiar strategy tools to help corporates enter new markets

#### Why Detecon?

Detecon combines unique insights into startup-like business development with a proven track record in corporate innovation and deep technological expertise.

Your Detecon Expert



Matching customer needs and company culture and assets is key to survive in the digital age.

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Dr. Volker Rieger, Managing Partner

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## Applied Detecon Expertise

### Thought Leadership in Digital Business Models (more than 10 Years)

Large best practice pool and data base of key success factors and KPIs

### Proven Hybrid Methods and Tool Set

Expertise in traditional approach fitting corporate processes, combined with know-how in modern agile tools

### Hands-on Experience

Know-how and do-how for top management as well as product teams

### Transformation & Outside-In View

Implementing new ideas and the necessary innovation culture

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## Client's Benefits

- > Insights into best practices and experiences with digital business models from different industries
- > Clear understanding of digital customer centric business models – from concept to successful implementation and go-to-market
- > Experiencing best practice methods for business model innovation in action – tailored to individual demands of the organizational framework
- > Innovation culture which enables the support of new ideas and innovative business models within the organization
- > Access to a large network of startups from Silicon Valley, Berlin and other innovation hot spots

All sectors

# Trend & Opportunity Radar Innovation Management

**itonics**  
shaping innovation

> Clients in various industries face considerable challenges with regards to innovation: innovation processes are slow, ineffective and the information at hand is neither centralized nor tangible

> Clients require holistic and up-to-date information on trends that are most likely to impact their business and identify partnership opportunities with innovative startups

> Detecon offers a comprehensive Radar Tool (powered by iTONICS) that includes customizable information on relevant trends over the next 5+ years

## **Why Detecon?**

The Detecon Innovation Institute is rooted in Silicon Valley. We actively shape the technology trends of tomorrow and build relationships with many industry pioneers in the U.S., Europe, and Israel. Our clients receive first-hand insights on emerging trends and access to a large Silicon Valley network to build successful partnerships.

Your Detecon Expert



With our consulting expertise and our unique radar offering, we enable clients to champion every step of the innovation process: from trend scouting to establishing partnerships.

**Philipp Schett**, Managing Consultant,  
Detecon Innovation Institute (San Francisco)



## Applied Detecon Expertise

### Innovation Speed

We make innovation management quicker and more effective

### Disruption Prevention

We help you get inspired about new products so you don't miss a chance

### Global Innovation Hub Expertise

We provide valuable insights into your customers' expectations ahead of time

### Partner Management

We scout, evaluate and engage the right partners for you

## Client's Benefits

- > Inspiration for new products, trends, technologies and tools
- > Mitigation / prevention of disruption and threats
- > Centralized platform for innovation data collection and visualization
- > Continuously updated trend / opportunity information
- > Customized trend / opportunity data provision
- > Identification / assessment of potential acquisition targets or partners to secure / strengthen market position
- > Development of results-driven partnerships
- > Extended innovation reach in Silicon Valley

All sectors

# Trend Workshop Digital CRM Creating Real Customer Delight

- > The Trend Workshop Digital CRM provides a deep dive into current digital trends from Silicon Valley and other innovation hot spots
- > Participants learn how to exploit new digital opportunities for the design of customer touchpoints and digitally supported customer journeys
- > The utilization of the Design Thinking methodology helps companies to understand their customers' needs and design customer experiences that generate real delight

## Why Detecon?

Detecon Innovation Institute, located in San Francisco, is at the forefront of digital technology trends and business model innovation, helping clients around the globe to utilize digital opportunities for the design of customer experiences that create delight!

Your Detecon Expert



Digital trends offer a great variety of opportunities to delight your customers along the customer journey.

**Dr. Jürgen Padberg,**  
Managing Partner

**Dr. Ingmar Haffke,**  
Senior Consultant,  
Detecon Innovation Institute (San Francisco)

## Applied Detecon Expertise

### Trend Scouting

Collection of innovative digital trends from Silicon Valley and other innovation hot spots around the globe

### Design Thinking

Customer centricity at the core of product and customer journey design

### Customer Experience Management

Design of customer journeys and customer touchpoints using digital technologies and data-driven approaches to generate customer delight

## Client's Benefits

- > Get innovation impulses from latest digital trends
- > Provoke a shift in mindset by applying customer-centric approaches, e.g. Design Thinking and personas
- > Provide new moments of customer delight along digitalized customer journeys
- > Positively surprise your customers by exceeding their expectations towards customer interactions in a digital environment

All sectors

# Wegen GmbH Java-based database development



> The business of Wegen GmbH is very individual, there are no standard articles and price lists. Each project has to be separately coordinated and calculated

> ORBIT replaced the customized software with a modern technology

## Why ORBIT\*?

ORBIT is the full-service provider for individual IT solutions and business-critical applications. We provide comprehensive services, systems and products that are tailored to the respective needs of the customer.

Your ORBIT\* Expert



” In this case, an off-the-shelf software product was out of the question. The solution was specially customized to the processes of Wegen GmbH.

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Steffen Thorn, Consultant

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## Applied Detecon Expertise

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|  |  |
|--|--|
| One-to-one replication of the old solution               | Determination of the target situation/ evaluation of the suitable technology |
| Actual analysis of the old software & business processes | Realization of new customized software based on Java                         |

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## Client's Benefits

- > Tailor-made solution customized to fit in with the processes of the company
- > No license costs/maintenance agreements
- > Simplification of the daily work routine by automating processes
- > Security in project work
- > Software grows with the company

\* ORBIT is a Detecon subsidiary and partner offering complex IT solutions.

All sectors

# Workboard Business Velocity Platform



workboard

- > We are observing an increasing struggle of companies to align their strategy throughout the whole organization
- > Workboard's software solution gives clients the opportunity to clarify goals, align teams, and execute fast
- > In a partnership with Workboard, we help our clients to execute their strategy at a faster pace and with radical clarity on goal achievement on every level

## Why Detecon?

Detecon is an expert in digital strategy and transformation management. With our proven track record, our clients rely on us to guide them through their digital transformations and help them execute their strategies with increased velocity, greater alignment and deeper engagement.

Your Detecon Expert



With the Workboard & Detecon partnership, clients achieve a great way to clarify goals, align teams, and execute fast.

**Philipp Schett**, Managing Consultant,  
Detecon Innovation Institute (San Francisco)



## Applied Detecon Expertise

### Making Strategies Work

Facilitating the adoption of digital technologies and organizational transformation

### Top-Level Management Workshops

Defining objectives and key results for every team, beginning at the C-Level

### Digital Strategy

We merge business and technology perspectives into a consistent strategy

### Change Management

Support and guidance through the adoption phase of a new mindset of radical clarity

## Client's Benefits

- > Detecon's expertise and support in transitioning to a faster paced and agile organization
- > Localized, aligned and transparent corporate steering through facilitating objectives and key results with Workboard's cloud based software solution
- > Ownership and engagement by teams and divisions through radical clarity of expectations, goals and achievements
- > Increased clarity and understanding of the corporate strategy throughout all levels of the organization
- > Ability to react faster to market changes and communicate strategy changes quicker and at scale

# ZEISS – ROPE

## Global Deployment of Standardized and Secure Enterprise Network Services



- > Large portions of the global network of ZEISS were managed in a semiprofessional manner. The ZEISS IT landscape was vulnerable to security hazards
- > A standardized global enterprise network, following strict security policies, sets the foundation for future digitization strategies
- > Detecon designed the global implementation approach and steered the rollout on central and regional level (APAC, EMEA , and Americas)

### Why Detecon?

Detecon has a proven expertise out of various programs in different industries and countries in assessing and designing large scale IT networks as well as in rollout management.

Your Detecon Expert



The project was successfully executed in scope, in budget and in time by a structured, professional and target-oriented support team.

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**Reto Kortas**, Senior Consultant

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## Applied Detecon Expertise

### Rollout Management

Rollout steering and controlling, wave-based planning and deployment, steering of multiple service providers

### Service Design and Management

Support in service design and KPI development

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### Program Support

Cross-functional, cross-company, international project organization, project office, regional kick-off meetings, change management and project reporting and communication

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## Client's Benefits

- > Systematic monitoring of rollout progress and costs and of suppliers performance
- > Ability to meet contractual milestones with incumbent and new service providers
- > Wave-based and flexible rollout planning to cope with moving business requirements
- > Minimal impact to customers' core businesses during migration planning and execution
- > In-time service implementation sets the stage for further service deployments depending on high-quality network services

# Digital Vehicle Sales Channel

## Digitalization of the Online Sales Process

### T · · Systems ·

- > A flexible online sales platform sets the foundation for the future vehicle sales process
- > To improve direct marketing and overcome obstacles brought by digitalization, a vehicle-to-customer sales platform is indispensable
- > Detecon supports the agile development of the client's system through comprehensive project management as well as sound business process and IT architecture know-how

#### Why Detecon?

Detecon provides profound automotive knowledge and deep experience in implementing IT systems and digitalizing business processes.

Your Detecon Expert



We are paving the way to a direct online sales channel in automotive retail.

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**Dietmar Bernreuther**, Managing Consultant

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## Applied Detecon Expertise

### Agile Project Management

Establishment and supervision of an iterative development process for the IT project

### Implementation of IT Systems

Support of the implementation by establishing the IT architecture, user training and more

### Business Proficiency

Transformation of business needs into concepts and user stories

### Automotive Knowledge

Business expertise and experience in various fields of the automotive sector

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## Client's Benefits

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- > Consistent appearance of online and direct sales in front of the end user during the selling process of vehicles
- > Improved end user satisfaction through an easier and faster selling process
- > Increase of sales and revenue by providing a new sales channel in the automotive retail process
- > Identification and expansion of potentials in CRM and sales
- > Full integration of the online sales platform into the sales concept
- > Provision of a foundation for future direct marketing by digitalizing a key business segment

# Innovation Empowerment Enabling new Digital Services

## Automotive OEM

- > The innovation team of the client, a large German Automotive OEM, is facing operational, strategic and methodological changes.
- > Detecon designed major building blocks including organizational analysis, processes and key measurements.
- > Detecon derived strategic recommendations by bringing the insights and knowledge from evaluation and analysis, cross-industry ison.



Your Detecon Expert



Digital services are key to create customer loyalty through offering convenience and obtaining usable data for data analytics.

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Torsten Oppel, Partner

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## Applied Detecon Expertise

### Market Validation

Market validation to identify the digital services with the most potential

### Innovation Processes

Innovation lab internal business processes design

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### KPI Set and Business Case Model

Internal innovation KPI definition & business case model for digital service measurement

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## Client's Benefits

- > Evaluation of as-is organization, procedures, methodologies, operation for optimized internal business processes
- > Business case model to quantify market potential of ideas
- > Efficient support from Detecon in daily work activities, ideation, scouting, planning, testing, project management (i.e. Agile and Scrum)
- > Benchmark with other innovation labs based on relevant KPIs
- > Strategic recommendations and improvements based on insights and knowledge from analysis and evaluation
- > Established tools to track and evaluate the innovation lab's success factors
- > Identified customer pain points and preferences for positioning as well as validation for a digital service

# IT Coordination & Application Rollout Leveraging Digital Collaboration for more Efficiency



- > Digitalization requires the adaptation of business models, processes and roles
- > Application rollout is a prerequisite to ensure the working capacity in Audi China
- > Detecon coordinated the digitalization efforts and the rollout of numerous applications and is still involved

## Why Detecon?

Detecon has proven expertise in digitalization strategy and strategy execution projects for different clients in the automotive industry in China.

Your Detecon Expert



Enabling employees to use digital collaboration tools improves efficiency and employee satisfaction.

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Torsten Opiel, Partner

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## Applied Detecon Expertise

### Digitalization

IT coordination, processes and methods, roles and responsibilities, data handling

### Process Design

Process identification and definition, design, implementation, evaluation

### Digital Application Rollout

Multi-application rollout to enable digitalization in research and development as well as production

### Program Support

Cross-functional, cross-company program organization, transformation office, workshops, trainings

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## Client's Benefits

- > Adapting the working environment to the digital age
- > Facilitating the system application processes and elucidating the roles and responsibilities for a clear understanding within the R&D departments
- > Enabling know-how transfer between the several departments in R&D as well as within Audi China Production to create a more open working environment
- > Creating synergies between departments for more efficient joint operations
- > Newly designed and clearly structured process landscape
- > Rollout of 90 applications enabling digitalization in R&D
- > Rollout of 85 applications to improve the production environment

# Synced Factory Twin Looped and Seamless Information



- > After start of production, availability of reliable information concerning the current state of production is really limited, though it is one of the major pain points today according to a study from ProSTEP
- > A looped and seamless information flow provides relevant and real-time information to stakeholders in engineering, planning and production
- > Together with industry partners, Detecon has implemented first scenarios for the digital twin

## Why Detecon?

With its strong experience in capability-based planning, Detecon provides the method of choice to develop information-driven solution templates that face the requirements of a large group of stakeholders.



Your Detecon Expert



In close collaboration with manufacturers, IT companies and researchers, a first scenario of a digital twin became reality.

Uwe Weber, Managing Partner

## Applied Detecon Expertise

### Industry Know-How

Profound knowledge on processes and digitalization scenarios in automotive

### Stakeholder Management

Aligning management and experts across the enterprise to establish a common view of information

### Capability-Based Planning

A comprehensive planning approach integrating people, processes and technology

### Enterprise Architecture Management

Bringing data from various sources into a business context

## Client's Benefits

- > Clear vision of a synched factory twin to face the major challenges of today's digital manufacturing
- > Identification of synergies and dependencies with existing or planned initiatives and avoidance of redundancies
- > First scenarios serving as a basis for a first implementation of this complex concept with an agile approach together with industry partners and solution providers
- > Description of a solution core for the selected scenario aligning business, IT and technology architectures from different industry production environments, so that companies can easily adapt and implement in their own environment
- > From a standardization perspective, needs for new or aligned standards are identified

# Target Applications and Platforms 2025

## Foundation for Digital Transfor- mation

### Manufacturing enterprise

- > The client, an engineering-driven global manufacturing enterprise asked for a strategic direction to overcome its heterogeneous and inflexible application landscape
- > Impact of disruptive technological innovations like Big Data, IoT and Industry 4.0 have to be assessed
- > Detecon paved the way for the client's digital transformation by deriving a target picture from the strategy as well as current IT trends and innovation

### Why Detecon?

Detecon uniquely combines profound experience in business-strategy-driven enterprise architecture management with a deep understanding of application landscapes and the impact of current technology trends.

Your Detecon Expert



The project results are the foundation of clients' digital transformation. Detecon's expertise made a difference.

Felix Theisinger, Partner

## Applied Detecon Expertise

### Enterprise Architecture Management

Building on business capabilities as reference framework for the target application landscape

### Application and ERP Advisory

Defining the key target applications and platforms for each business function

### Business Strategy and Trend Analysis

Derive key architectural requirements from business strategy and IT trends

### Strategic Technology Consulting

Drawing perspectives for current trends: Multi-speed IT, IoT, Cloud computing, iPaaS, Big Data Advanced Analytics

## Client's Benefits

- > Strategic orientation as a basis for ongoing business/IT alignment
- > Joint target picture across all divisions, regions, etc.
- > Target ERP landscape as part of the overall target application landscape
- > Advancement of enterprise architecture management (EAM)
- > High-level picture and deep dives with short-term practical benefits
- > Common understanding and perspective of technological trends, such as IoT, cloud, etc. and the expected business impact
- > Increased ability to foster innovation and improve agility
- > Foundation for the digital transformation

# Digital Business Models

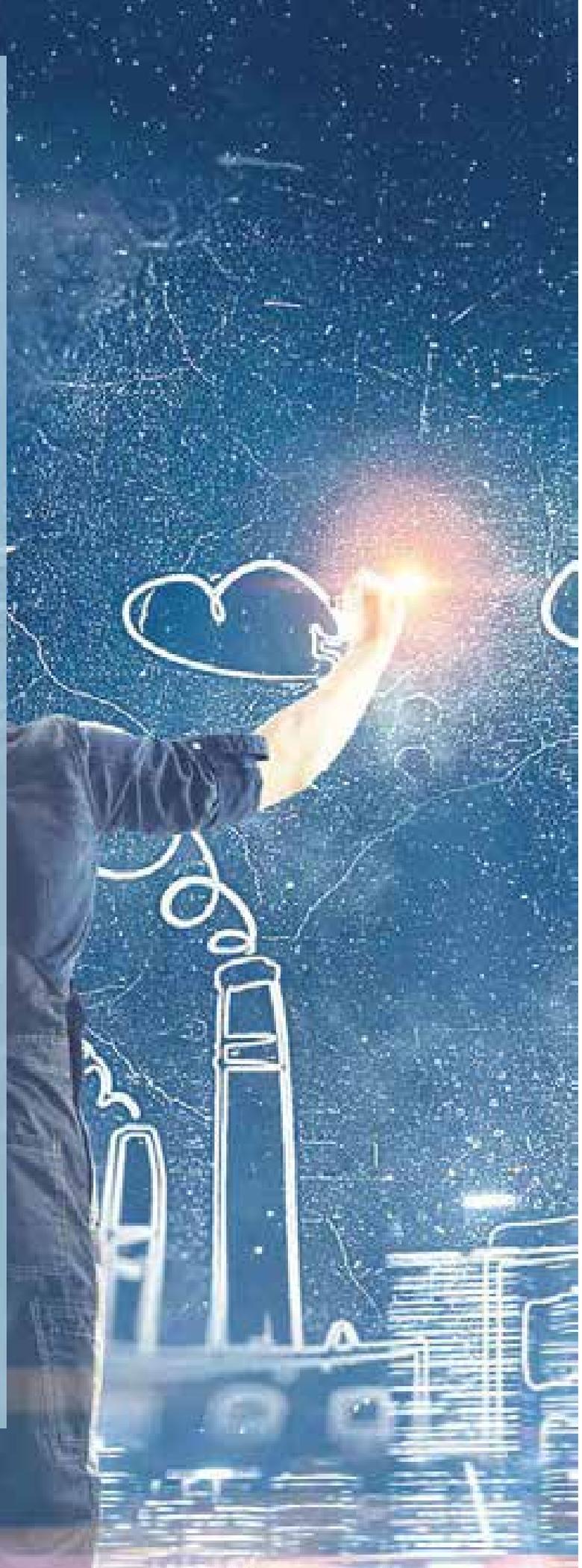
## Creating Future Municipal Utility Business



- > Business models selling not much more than commodity power or gas are under increasing pressure from digital players and “Energiewende”
- > SWM’s retail division wanted to pivot from commodity business and find an entry into digital markets
- > Detecon created C-level decisions for moving forward and supported product owners in creating a portfolio of MVPs. In addition, Detecon set up agile development projects and developed concepts for a future digital line organization

### Why Detecon?

By combining our Silicon Valley perspective with proven concepts for business model development, agile project work, KPI tracking and line organization set-ups, Detecon created initial momentum and pointed the way forward.



Your Detecon Expert



Creating digital business requires both market thought-leadership and cultural transformation leadership.

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Dr. Volker Rieger, Managing Partner

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## Applied Detecon Expertise

### Deep Insights into Digital Trends

Access to latest Silicon Valley trends and startup ecosystem

### Transformation Experience

Blueprints for setting up agile product teams and larger digital units

### Proven Experience in Digital Business

Pragmatic methods relevant for both top management as well as product teams

### Market and Product Knowhow

Deep understanding of services and energy markets from a user/customer perspective

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## Client's Benefits

- > Understanding of digital transformation and its impacts on the energy sector, especially SWM, on all hierarchy levels
- > Roughly validated ideas for digital offerings (MVPs) that augment SWM's current product/service portfolio, ready for refinement and implementation
- > Learnings on the challenges associated with internal change and recommendations for step-by-step transformation at both project and line organization level

# Digital Metering Services

## Redesign of Utility Business Models



- > The implementation of new regulatory rules for metering creates new business models and requires a fundamental redesign of current operations and IT systems at utilities
- > SWM needed external support in key areas of their metering project: process (re-)design, (IT) cost casing, identification and design of new business models, overall program setup
- > Based on our proven practical experience, we were able to significantly ramp up SWM's project, provide decision support in key areas and prepare their entry into a new market area

### Why Detecon?

With our domain and industry knowledge and a long-standing expertise in new service business models, we brought a unique set of experiences to significantly expedite SWM's metering program.

Your Detecon Expert



“ Only a with a comprehensive approach can local utilities address opportunities and risks of digital metering.

Dr. Volker Rieger, Managing Partner

### Applied Detecon Expertise

**1<sup>st</sup> Mover Project Experience**

Large best practice pool, process and IT blueprints, and KPIs for digital metering

**Holistic Industry Perspective**

Adoption of a converged model in terms of retail, network, IT

**Proven Experience in Digital Business**

Pragmatic methods to identify market segments, use cases and internal capabilities for new business

**Industry Knowledge**

Deep understanding of energy markets, utility processes and IT systems

### Client's Benefits

- > Customer-focused identification of new business opportunities for retail, network, metering and IT
- > Business model repositioning and transformation roadmap for each business area adapted to the new regulatory market model
- > Detailed and comprehensive blueprint for new SaaS/cloud business model together with software vendor
- > Enhanced process model introducing telecom blueprints (eTOM) into utility/ITIL service delivery
- > Substantiated decision support based on benchmarks and outside KPIs
- > Significant speeding up and focusing of smart meter project

# OneMIS@Alpiq AG

## An integrated Platform for Consolidation, Reporting and Planning

# ALPIQ

- > The project's objective is to create a globally integrated and flexible SAP landscape for consolidation, reporting, and planning
- > Key benefits are cost reduction, more flexible reporting generation and reduced resource needs
- > Detecon covered the functional lead for implementation, managed the Consolidation, Planning, and Reporting stream and lead to a successful changeover to the new lead system for external legal and internal management reporting

### Why Detecon?

Detecon has strong finance expertise and a proven track record in implementation projects within DTAG and across different industries.

Your Detecon Expert



Digitization provides finance with new capabilities to manage company data more efficiently and become the key partner for management!

Rüdiger Schulze, Head of Industries Telco & Energy, Switzerland

### Applied Detecon Expertise

**Project Lead**

Overarching project steering and functional support for streams, steering of vendor and technical implementation

**Training & Change Management**

Holistic steering of training concept and preparation of training documentation

**Finance excellence**

Conceptional support of functional solution design and stream management

**Testing**

Overall test design and management

### Client's Benefits

- > Reduction of reporting systems and tools for the group by de-commissioning non-SAP reporting systems and Excel solutions
- > Integration of end-to-end processes for Planning, Consolidation & Reporting
- > Functional improvements such as in the areas of validation logic, seamless drill-down, and self-service functionalities
- > Significant reduction of effort for report creation
- > Reduced license and maintenance costs >25% (SAP package)
- > Rapid integration or de-integration of company units resulting in reduced associated post-merger costs

# Ref<sup>2</sup> – Program to become Best in Class

## Process Structure as a Base for Digitalization



- > Fast business analysis based on the customer perspective in terms of end-to-end processes and delivery of insights to boost future performance
- > Adoption of a process organization and implementation of a lean organization driven by product lifecycle management methodology
- > Development of a best in class process model to provide the basis for future growth and digitalization

### Why Detecon?

Detecon has a proven expertise from digital transformation programs with different customers in the system engineering industry.

Your Detecon Expert



Digitalization requires seamless process-oriented structures.

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**Holger Hasenstab**, Managing Consultant

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## Applied Detecon Expertise

### Proven PLM Methodologies

Strict orientation towards well-established product lifecycle management methodology

### Delivering Business Performance

Development of a business performance management system based on KPIs

### Focus on Market Needs

Development of a market-orientated product and service portfolio mgmt.

### Digital Transformation

Adoption of digital business processes and IT interfaces into business operations

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## Client's Benefits

- > Redesign of internal and external activities as well as interfaces based on product lifecycle management
- > Efficiency gains by optimizing order-to-cash processes
- > Definition and implementation of a business-oriented KPI management system to deliver and increase high performance
- > Implementation of an organizational system with streamlined management and support processes with corporation-wide standardization
- > Agility of the value performance within group of companies

# Optimizing Big Data Usage in Asset Management

## Better Use Cases via Design Thinking



- > Uniper's power stations create a plethora of data useful for both local operators and central fleet managers
- > Leveraging the full potential of this data requires a better understanding of different users' needs and better process alignment between plant and headquarters users
- > Detecon designed and moderated a 3-month internal Design Thinking exercise, exploring ways to redesign the collection and consolidation of plant data and make better use of it

### Why Detecon?

By employing innovative methods originally developed for consumer product development, Detecon was able to significantly improve understanding between people from different functional areas.

Your Detecon Expert



Done right, Design Thinking is an amazing tool for almost any business problem involving humans.

**Dr. Volker Rieger**, Managing Partner

## Applied Detecon Expertise

### Design Thinking

Rigorous and customized approach tailored to the specific design challenge and Design Thinking group

### Industry Perspective

Domain knowledge combined with methodological approach

### Big Data Know-How

Technical knowledge combined with methodological approach

### Coaching and Delivery of Workshops

Client-centric engagement approach accommodating circumstances of company, team and individual members

## Client's Benefits

- > Significantly improved inter-divisional understanding between central analysts, local operators and IT staff
- > Optimized, ready-to-interrogate prototype concept
- > Getting to know and apply the innovation method Design Thinking
- > Impulses for the methodical improvement of innovation management and innovation culture

# Smart Meter Rollout Digitalization of the Energy Industry

## LEW

*Lechwerke*

- > The implementation of regulatory needs for network operators forced LEW to redesign its business model
- > The project “Smart Meter Rollout” was initiated to realize the adoption of smart technologies with a focus and target costing
- > With the support of Detecon, high automation and digitization of business processes have been realized by using machine-to-machine interaction in the growing IoT network

### Why Detecon?

Detecon has a proven expertise in transforming network operators and digitalizing business models and processes in various industries.



Your Detecon Expert



Utilities should use the „Energy Transition“ to redefine their business models and to use the digital transformation to stay competitive.

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Marcus Felsmann, Client Partner

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## Applied Detecon Expertise

### Applied Program Management

Methodical and operative support to achieve the project objective

### Technology Know-How

Adoption of a converged model in terms of network, IT and business

### Industry Know-How and Best Practice

Development of a sustainable business and process model

### Transformation

Ensuring close interaction between business and IT to meet new industry needs

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## Client's Benefits

- > Business model redesign and transformation into separated business lines to adapt the new market model (Energy Transition)
- > Defining a new process model by focusing on digitized and automated business processes using machine-to-machine interaction
- > Design and implementation of a converged network (energy/data) by integrating smart meter devices into the upcoming IoT network and smart grid infrastructure
- > Highly automated and digitized business processes to meet the target costs of the distribution service operator
- > Fostering of implementation and innovation across the company

# Deutscher Sparkassen und Giroverband Digitalizing Communication and Collaboration



- > Customers as well as employees have changing expectations regarding communication and collaboration possibilities that are based on the digital experience they enjoy in private life
- > DSGVO adapts to these changes and wants to create the same experience for its internal and external communication
- > Detecon helped to design a future-proof communication and collaboration target picture, detailed the defined use cases in functional specifications and supported the selection of a solution provider

## Why Detecon?

Based on a unique blend of business and technology expertise and a proven track record of successful projects in the banking industry, Detecon ensures the implementation of our clients' strategy.

Your Detecon Expert



Close and continuous collaboration with our customers, future stakeholders and users was key to create a target picture that is widely accepted throughout the entire organization.

Christof Strohark, Client Partner

## Applied Detecon Expertise

### Market Research

Analyzing studies and conducting interviews for best practices on "Social Enterprise"

### Target Picture Design

Definition of a future communication and collaboration approach based on actionable user scenarios

### Requirements Definition

Matching research with internal goals to derive requirements and provide guidance based on experience at Deutsche Telekom

### Vendor Evaluation for IT Provider

Analyzing service landscape and strategy, defining requirements, evaluating solutions

## Client's Benefits

- > Overview of status quo concerning internal and external communication (paths and tools)
- > Recommendations for future customer communication
- > Structured employee-centric model on future communication, collaboration and information management for the Sparkassen-Finanzgruppe (SFG) – thanks to Detecon's extensive experience in digital work programs
- > Full-blown target picture as a basis for roadmap development
- > Workable target picture that can be translated into functional requirements to support the IT service provider of SFG

# Talent Management @Shanduka Winning the War for Talents!



- > Being one of the largest investment companies in South Africa, rapid growth in business has brought miss-alignment at Shanduka between competencies and the tasks and responsibilities of personnel
- > In addition, Shanduka faced extreme competition among employers for the limited number of highly-skilled and talented experts in South Africa
- > Detecon designed a completely new approach to talent management to help Shanduka win the war for talents

## Why Detecon?

Detecon was recommended to Shanduka based on previous experience in reorganization and HR. We declined to submit according to the RfP – instead, we were bold and offered a workshop to identify root causes as a first step and bypassing competition!

Your Detecon Expert



Talent decides upon whether you win or lose in today's competition. We made a difference for an amazing client...

**Sylvia Flachowsky,**  
Managing Consultant

**Björn Menden,**  
Managing Partner

## Applied Detecon Expertise

### Talent Management

Development and implementation of a holistic talent management approach

### Digital HR/HR Applications

Translation of a concept into IT requirements and implementation

### HR Strategy

Redefinition of HR strategy based on the client's corporate strategy

### HR Organization and Processes

Redefinition of HR organization, processes and operating model for the HR function

## Client's Benefits

- > Combined best-in-class HR methodologies, tools and competencies to achieve a unique talent management concept
- > Project succeeded by fully involving and integrating management and staff into the approach
- > Facilitating and moderating out-of-scope measures for successful implementation and acceptance
- > Sustainable impact by aligning performance management with strategy and personnel development needs
- > Providing the means of digitally working everywhere with transparent information
- > Motivating staff due to transparent development opportunities and work-life-balance measures

Public

# Deutsche Telekom Helps Refugees A Highly Recognized Support Program



- > The world is facing an unprecedented displacement crisis. Today, more than 65 million people are forcibly displaced as a result of violent conflicts and natural disasters
- > 1.2 million refugees came to Germany in 2015 and 2016. The German government, NGOs and communities were overwhelmed by the sheer number of refugees
- > Deutsche Telekom and Detecon responded to the need and set up one of the most successful and recognized corporate support programs

## Why Detecon?

Having spent a lot of time in those regions the refugees come from, it was needless to say that we contributed by designing, setting up and running Deutsche Telekom's refugee support program – for more than a year! Pro-bono!

Your Detecon Expert



Our objective was pragmatic, quick and non-bureaucratic help based on our core competencies.

**Karla Blanke,**  
Consultant

**Björn Menden,**  
Managing Partner

## Applied Detecon Expertise

### Program Management

Setting up and managing the program within DT Group

### Rollout Management

Rolling out WiFi connectivity in more than 70 camps Germany-wide

### Cooperation & Partner Management

Setting up cooperations with companies like Apple and Google

### Digital Portal

Development of a portal to provide support in terms of information and guidance

## Client's Benefits

- > Deutsche Telekom (DT) operates its own open wireless LAN in initial reception camps (EAE) – free of charge for refugees; more than 70 camps (EAE) with free WiFi hotspots – more than 75,000 refugees with WiFi coverage
- > More than 100 internships offered and 10 scholarships at 'Hochschule für Telekommunikation Leipzig' intended for social integration
- > Portal refugees.telekom.de with information on the asylum procedure, living and working in Germany; Release 2.0 – 50 local sites in 8 languages, linking Google Maps, sponsorships etc., now sponsored by the Office of the German Chancellor as handbookgermany.de
- > 80 aid projects and Corporate Volunteering activities by DT employees
- > Cooperations established with companies like Apple and Google

Public

# VRO (Vision Realization Office) Set Up & Strategy KSA Government Strategy to implement the Vision 2030



- > Historically low oil prices and a new GCC geopolitical context involve fundamental social, organizational and governmental shifts at a very fast-paced rate
- > The KSA Vision 2030 governs the transformation of the whole country on all levels (social, economical and political) and Detecon is responsible for the implementation strategy
- > Detecon designed and set up the MEP (Ministry of Economy and Planning) VRO to push forward the Vision 2030 agenda

## Why Detecon?

Detecon has proven and deep expertise in the area of government strategy as well as large scale programs and transformation implementation.

Your Detecon Expert



” In today’s fast-paced environment, a country can only be sustainably successful in the long term, if it transforms and adapts to new realities.

Valentin Titica, Managing Consultant

### Applied Detecon Expertise

**Strategy Development & Management**

Strategic target picture and support of strategy development and direction

**Capacity Building**

Internal cross-ministry support for the country’s transformation

**Transformation Program Office Setup (VRO)**

Cross-functional, cross-ministry organization program for the whole KSA

**Cross-Functional Roadmap Process**

Processes to manage the new organization and thereby the country’s transformation

### Client’s Benefits

- > Development of the “Big Picture” strategy for MEP to adjust its activities in line with the Vision 2030 and the new economic and geopolitical realities
- > Creation and implementation of the Vision Implantation Office (processes, governance, procedures, strategy, etc.) that will guide the country to achieving Vision 2030 goals
- > Clearly defined strategic path for the VRO on how to achieve the Vision 2030 goals
- > Internal capacity building in terms of knowledge and human resources that can handle the national transformation challenges efficiently
- > Dashboard with all current projects and initiatives to track the progress against the set vision targets
- > Revised mandate and mode of operation for the whole ministry
- > Ad-hoc professional support for His Highness, the Minister, and His Highness, the Vice Minister

# All-IP Migration

## A Mega Transformation in Operation

### T-Systems

- > A high-performance migration of networks is on the road
- > With high commercial and technical expertise, Detecon supports the conversion of Deutsche Telekom's German IT Infrastructure to one language: All-IP
- > Detecon is pushing this crucial and ambitious program for T-Systems:
  - 2,000 contracts to be migrated
  - More than 1 million legacy connections to be transferred
  - More than 600 large enterprise customers to be made IP-ready

#### Why Detecon?

Detecon is a worldwide renowned expert for data and voice networks as well as large transformation projects with long-standing experience in supporting Deutsche Telekom's digital transformation.

Your Detecon Expert



“ Networks, which speak one language (ALL-IP), pave the road for seamless success in all digitization efforts.

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Dr. Christian Krämer, Managing Consultant

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## Applied Detecon Expertise

### Professional Migration Planning

Complex prognosis models and support of customer migration planning

### Stakeholder Management

Design of professional communication for optimal target group information

### Technical Migration Expertise

Adjust product development of substitutes (IP roadmap) and support solution as well as AGB business

### Mission-Critical Management

Support time-critical contract situations with risk-proven mitigation scenarios

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## Client's Benefits

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- > Start of migration in time, quality and at cost with major pilot customers in 2016
- > Fundamental raise of migration volumes in 2017
- > “Building IP spirit” to adjust the T-Systems organization, ramp-up additional personal/skills, support client projects and leverage client demands to the digital age
- > Digitalization knowledge to convince industry and service clients and support the transformation of their organization
- > IP product roadmap driven forward
- > Transparency of the migration progress
- > Enhancement of cost efficiency of the All-IP transformation
- > Adherence to time constraints and set-up of mitigation measures to ensure deadlines for the switch-off of legacy platforms

## B2B ICT Implementation of a B2B ICT Strategy



- > Ooredoo Qatar has developed a comprehensive B2B ICT Strategy with the objective to provide ICT solutions to business customers in Qatar and ultimately in the region
- > Due to lack of experience and knowledge, Ooredoo Qatar has faced challenges while developing and launching B2B ICT solutions
- > Since April 2016, Detecon is providing consultancy services to Ooredoo's Marketing team for implementing the B2B ICT strategy

### Why Detecon?

Detecon has in-depth expertise related to the development and the launch management of advanced B2B ICT solutions in various industries.

Your Detecon Expert



The management of the complexity and the dependencies between different B2B ICT solutions during development and launch is a key success factor.

**Christian Dietze**, Regional Director MENA

## Applied Detecon Expertise

### Product Development

Development of product propositions for Data Center, Security, Managed Services and Cloud (IaaS / SaaS)

### Vendor Selection and Management

Development of RFPs, technical and commercial vendor evaluation, and vendor selection support

### Business Case Elaboration

Elaboration of complex top-down and bottom-up business cases

### Implementation and Launch Support

Go-to-Market strategy development, product implementation & launch support

## Client's Benefits

- > Detailed concepts for B2B ICT products – ready for implementation
- > Professional product development steering and supervision
- > Extensive knowledge transfer with respect to general product development
- > Functional knowledge transfer for high-priority value propositions including Data Center, Security, Managed Services, Cloud (IaaS / SaaS), and Unified Collaboration and Communication (UCC)
- > Detailed business cases for value propositions reflecting revenues, CAPEX and OPEX
- > Alignment between marketing, sales, finance, procurement and technical departments
- > Strategy for shifting the existing value proposition driven approach to a new platform driven approach to realize synergies
- > Successful establishment of B2B ICT unit

# Cloud Architecture Strategy@ooredoo Tunisia

## Enabling Efficient Telco Production



- > Revenue and cost pressure are forcing operators to look for further revenue lines and to optimize the way of production
- > Virtualization and cloudification are becoming the center of any production factory – a coherent cloud strategy and architecture is key to achieve those goals
- > Detecon developed a holistic technical, organizational, process and financial framework for ooredoo Cloud

### Why Detecon?

With Detecon's outstanding cloud experience and best practices from Deutsche Telekom and others as well as the combination of deep technical knowledge and organization, process and finance expertise, the scene was set for a fruitful cooperation and successful project outcome.

Your Detecon Expert



Telcos are pushed to break out from their legacy business towards new arenas. The cloud is promising yet challenging!

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Riadh Marrakchi, Partner

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## Applied Detecon Expertise

### Cloud Strategy

Elaboration of a cloud benchmarking and strategic alignment

### Capability Matrix

Assessment of ooredoo's maturity and capabilities to achieve strategic targets

### Reference Architecture & Security

Technical reference architecture for telco, private and public cloud domains

### Costing Model & Profitability Analysis

Financial assessment of all cloud products with resp. recommendations

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## Client's Benefits

- > Maturity and capability assessment and respective awareness about achievements and capabilities in the cloud arena
- > Aligned cloud strategy within the company as a baseline for production
- > "Target Picture": technical reference architecture that serves as a basis for any deployments in the future in terms of telco, private and public cloud, including security and compliance implications and recommendations
- > Target organization and related cloud processes necessary to achieve the cloud strategy and build/operate the respective production engine
- > Transparency on costs and profitability of cloud services and potential tactics and strategies for the way forward in terms of pricing and cost savings

# Cloud Based ESS Virtualization and Standardization of the ESS Ecosystem

Telco company

> In order to realize higher operational excellence and efficiency gains, a large telco group wanted to harmonize its fragmented, partially manually managed inhomogeneous ESS operations

> Besides the fragmented IT landscape, different local data protection regulations were a challenge for the system design

> Detecon supported the client in the program inception, solution specification and vendor selection, promoting the future-proof singular cloud-based ESS including a complex multi-year managed service contract

## Why Detecon?

Detecon's unique DNA of combined deep network and IT expertise makes us the predestined partner for platform virtualization and digital enabled new operational excellence.

Your Detecon Expert



Bringing the enterprise support systems to the digital age is a painful, yet necessary move triggering cultural change.

**Evgeny Shibanov,**  
Managing Consultant

**Holger Daub,**  
Managing Consultant

## Applied Detecon Expertise

### Solution design

Defining the target picture and architecture design

### Business Case & Financial KPIs

Baseline cost collection (due diligence); cost and benefit case

### Vendor Selection

RFP development, Vendor solution due diligence, scope/price negotiations

### Cross-Functional Roadmap Process

Process to manage IT and non-IT demands; transformation program organization

## Client's Benefits

- > Target architecture design in alignment with a multitude of transformational programs running in the company
- > Functional expertise in ESS and IT, business processes and financial assessment
- > Key vendor platform comparison and ranking; opinionated assessment of available solutions and to be developed solutions presented by vendors
- > Know-how sharing from similar engagement in Deutsche Telekom
- > Clear understanding on tangible benefits of ESS transformation enabling the development of a (shareholder-credible) business case
- > Comprehensive and transparent program plan underlined with financial facts
- > Covering multitude of geographies
- > Seamless cooperation with client team

# Country-wide FTTx Rollout Foundation for a Digital Society



- > Key enablers for digitalization are individuals and businesses having access to broadband infrastructure
- > This in turn makes it possible to boost economic growth and have a better standing in global rankings and benchmarks
- > Detecon's assignment to analyze, design, tender and now implement a FTTx rollout covering significant parts of the State of Kuwait started in 2012 and is still on-going

## Why Detecon?

Detecon combines all skillsets required over the lifecycle of huge infrastructure programs with all knowledge it takes to make the implementation work.

Your Detecon Expert



For decades to come, fiber will be the aorta for bits and bytes reaching homes and businesses.

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**Jörg Fischer**, Regional Director Dubai (U.A.E.)

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## Applied Detecon Expertise

### Implementation Management

Translating the Master Plan into implementation practice

### Network Audit

Independent view on technology and operational practices and expert advise on what to improve

### Network Planning

Fit-for-purpose utilization of technology, based on international standards, to accommodate country specific needs

### Tendering and Vendor Selection

Transparent processes as a basis for a multi-million dollar contract award

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## Client's Benefits

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- > Project Management Office composed of specialists to orchestrate all stakeholders and project activities
- > Fit-for-purpose technical specification and engineering guidelines as a basis for tendering and implementation by third parties
- > Tendering of a multi-million dollar project by a an independent and renowned party
- > Comprehensive framework of processes and procedures to steer the implementation in-line with an overarching master plan
- > Continuous supervision and reporting of critical parameters such as manpower, logistics, quality, budgets, progress, etc.
- > On-the-job training for client staff

## **Design-To-Cost for Mobile Sites @Telekom Deutschland Cost Savings for High Competitiveness**



- > As a player in a highly competitive environment, Telekom Deutschland initiated a project to ensure optimal cost for technology engineering of mobile sites
- > Detecon set up and pushed this crucial project
- > Project ideas were analyzed, validated and realized and cost savings potentials were translated into “real” cost savings

### **Why Detecon?**

Detecon has a proven expertise from various programs with mobile operators worldwide both in technology and commercial areas.

Your Detecon Expert



” Continuous cost monitoring ensures network operators’ competitiveness in the long-term.

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**Georg Kopf**, Senior Consultant

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## Applied Detecon Expertise

### Program Support

Cross-functional, cross-company project organization (Telekom Deutschland, DFMG)

### Technology & Commercial Experience

Vast expertise and experience in mobile networks both technological and commercial

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## Client’s Benefits

- > Drive cost savings forward
- > Systematic monitoring, if all stakeholders are on track, to realize savings potentials
- > Drive innovative cost methodology forward
- > Involvement of all relevant stakeholders (finance, technical, external) in order to realize the savings
- > Stable high level of network quality

# Digital Life

## How 5G impacts personal lifestyle



- > Regarding 5G, companies mostly focus on use cases such as IoT and autonomous driving as these are driving 5G
- > But how will 5G impact our personal lives? How will 5G change and drive digital lifestyles?
- > Detecon supports Deutsche Telekom to find its role in this playing field by developing technical and business concepts and by prototyping implementation

### Why Detecon?

Detecon combines technology and business know-how both from an information and network technology perspective.

Your Detecon Expert



” Adding 5G capabilities and platforms is key to providing next-generation consumer services beyond connectivity.

**Falk Schröder,**  
Managing Partner

**Andrej Budo-Marek,**  
Managing Consultant

## Applied Detecon Expertise

### Use-Case Development

Scenario selection and use-case development demonstrating identified key concepts

### Technology Expertise

Functional architecture encompassing information and network capabilities

### Business Expertise

Market analysis for selected scenarios and identification of potential DT roles

### Implementation Management

Application of agile principles for prototype implementation in close cooperation with external partners

## Client's Benefits

- > Understanding of how 5G and IT capabilities support future consumer use cases
- > Understanding which business development trajectories can be followed to enable beyond-connectivity consumer services
- > In-time delivery of the prototype despite of innovation project constraints
- > The prototype has proven helpful in internal and external business conversations

# Digital Procurement Boosting Procurement Performance in the Digital Age



- > Digitization involves substantial potential to enhance procurement efficiency and effectiveness
- > Detecon set-up and implemented demand-to-contract and advanced analytics solutions for Deutsche Telekom to capture this potential
- > Detecon is involved in the transformation process for global optimization of collaboration within procurement to ensure long-term success

## Why Detecon?

Detecon has developed and successfully implemented numerous procurement best practices and guides procurement departments through the process of digital transformation.

Your Detecon Expert



eSourcing and smart data analytics have initiated a new era of innovative, transparent, collaborative and value-boosting procurement.

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**Michael Meissner**, Partner

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## Applied Detecon Expertise

### Strategic Assessments

Definition of vendor selection process, KPI analyses and use case design

### Implementation

Comprehensive reorganization, roll out and transformation of procurement

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### Digital Transformation

Establishment of global coaching team, training concepts and platform for eSourcing strategy and operations, realization of enabling methods, e.g. user driven prototyping for analytics and optimization of strategic KPIs in steering and sourcing

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## Client's Benefits

- > Improved cost-efficiency of processes thanks to digitization, automation and standardization of procurement processes
- > Increase of data quality, transparency and compliance, e.g. transparency of spending volume, saving potentials, price developments and contract management
- > Optimization of strategic KPIs by leveraging negotiation potentials for further cost savings via transparency, live data analysis, benchmarks and dynamic reporting
- > Effective enabling of sourcing organization in digital transformation (boosting digital tool usage incl. higher user acceptance and adoption rates)
- > Harmonization of collaboration within the procurement community thanks to training and coaching concepts

## du: 2nd Mobile Operator Launch in UAE

### Network Audit for a High-Quality Network



- > du (Emirates Integrated Telecommunications Company) planned to launch its network and state-of-the-art service portfolio
- > In order to ensure a smooth launch and high network and system quality, Detecon was assigned with a network audit
- > Detecon realized improvements in network quality and technical network operations and a professional vendor management and enhanced a better management performance of du

#### Why Detecon?

Detecon has extensive experience in building up telecom operators and rolling out infrastructure as well as a unique hands-on approach.

Your Detecon Expert



Detecon's role was key in having a successful launch in 2007.

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Nizar Hneini, Managing Partner

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## Applied Detecon Expertise

### Network Operations

and enhancement of network stability with dedicated change managers for all projects within the du mobile network

### Process Introduction & Gap Analysis

of existing procedures (e.g. deployment, change management)

### Network Planning & Project Mmgt

of the Network Redundancy project for Core and VAS elements

### Network Quality

Increased network quality and implemented rollout guidelines in the radio and transmission networks

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## Client's Benefits

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- > Improved market image and customer awareness
- > Improved technical and operational skills of du's staff
- > Enhanced and stable network performance
  - Significantly reduced number of system failures and fallouts
  - Improved network quality
- > Professional vendor management
  - Consistent processes
  - Improved vendor/du relationship
- > Improved network operations
  - Efficient and consistent process landscape
- > Awareness for future technical and service developments

# eTOM based Process Design @Tunisie Telecom

## Efficient Global Network Operations



- > Network operations have been changing and adapting to major trends such as customer experience and digitalization
- > Tunisie Telecom (TT) – as an incumbent – was facing the challenge of transforming and improving its operations processes
- > With Detecon's help, TT was able to redesign operational processes at the Global Network Operations Center, get a TMFORUM certification, and implement them successfully

### Why Detecon?

Detecon has an excellent combination of operational, technical and process know-how, in addition to our collaboration with the TMFORUM, which provides us with a unique positioning.

Your Detecon Expert



Telcos need to build their operational processes around an agile and quickly adaptable process model.

Riadh Marrakchi, Partner

## Applied Detecon Expertise

### Process Development

Process framework and design of the major operational processes

### Process Governance and KPIs

Definition of a KPI and governance model to support implementation

### Operational Support

eTOM-based operations optimization and TMFORUM certification support

### Process Implementation

Workshops and training to several entities within Tunisie Telecom

## Client's Benefits

- > Awareness of the gaps and issues in terms of processes and organization hindering Tunisie Telecom for running effective and efficient operations
- > "Big Picture" in terms of a process framework for the technology arena with direct or indirect customer impact
- > Complete redesign of relevant operational processes while taking into consideration the eTOM framework and best practices, as well as digitization and automation needs
- > Implementation support of major processes at Tunisie Telecom through extensive trainings and several workshops in different regions
- > Guidance of Tunisie Telecom through the certification process with the TMFORUM, with a successful certification outcome: <https://www.tmforum.org/certifications-awarded/tunisie-telecom-global-network-operations-centre-gnoc/>



# European Aviation Network (Engineering) Pioneering In-Flight Connectivity



- > The European Aviation Network is the first LTE ground network used for in-flight communications across 30 countries in Europe
- > An international consortium under participation of Deutsche Telekom is delivering true broadband aboard of aircrafts
- > Detecon's cross-functional team is responsible for the management of the program and supports the engineering of the mobile network

## Why Detecon?

Detecon as a trusted partner of the engineering and innovation organization within Deutsche Telekom provides a unique combination of deep technical expertise and project management capabilities covering design and implementation of innovation projects in an international environment.

Your Detecon Expert



Proficient design and implementation capabilities are pivotal to take over the digital lead.

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Dr. Andreas Gerwens, Managing Consultant

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## Applied Detecon Expertise

### Technical Design & Implementation

Development of mobile network architecture; deployment and testing

### Leadership & Ownership

Leading teams and work groups and taking profit responsibility

### Project Management

Process design and implementation as well as stakeholder management; status and risk monitoring

### International Experience

Multinational stakeholder management and intercultural expertise

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## Client's Benefits

- > State-of-the-art design of a mobile network offering and an innovative service to airlines across Europe
- > Deployment of the network in line with ambitious time and budget constraints in order to secure the time-to-market target
- > Operational network performance according to contractual obligations and assurance of passengers' quality experiences
- > Smooth steering of the project across national borders, involving numerous stakeholders and suppliers
- > Transparency regarding the overall project status including proactive risk management and flexible solution finding in the event of problematic deviations

# IP Multimedia Subsystem (IMS) Introduction

## The Architectural Framework for Delivering Services Based on IP

Telco company

> The client has introduced a new platform to produce IP-based services. Detecon was the partner to master the complexity of the IMS platform:

- Consolidation: Current “zoo” of vendors was cleaned up
- Migration: transformation from legacy to IP was managed
- Convergence: number of BSS and OSS systems was reduced

> Today, the client successfully runs one the world's largest IMS installations

### Why Detecon?

Detecon's deep technology and management know-how and experience in Germany and abroad help operators worldwide to succeed with the introduction of new technology architectures.

Your Detecon Expert



“ The best way to predict the future is to create it!

**Peter Gröschke,**  
Managing Consultant

**Thorsten Wolter,**  
Managing Consultant

## Applied Detecon Expertise

### Strategy Development

Strategic target picture and support in technology strategy questions

### Program & Migration Support

Cross-functional, cross-company program organization, transformation office, bar camps, campus formats

### KPI Set & Optimization Model

Carrier grade migration and best-in-class performance

### Cross-Functional Roadmap Process

Fixed Mobile Convergence

### End User Service Offering

Innovative product development

## Client's Benefits

- > Customer delight and competitive advantage through new services using IMS capabilities
- > Reducing complexity thanks to access to globally leading experienced engineers
- > Avoiding pitfalls through lessons learned
- > Achieving efficiency by using state-of-the-art methods like design to cost
- > Overcoming operational blindness thanks to an external view and audits
- > Independence from vendors and one-sided views
- > Faster implementation by avoiding detours
- > Holistic end-to-end views from strategy, engineering and planning up to operations
- > Readiness for the future transformation of the system in data-center centric infrastructures

# IPTV Services Network and Distribution



- > Ensuring high-quality service delivery from the production to the customer
- > Reducing complexity of service production and delivery
- > Technical project management and platform engineering

## Why Detecon?

Detecon knows how to construct world-class networks from access over aggregation to transport and core to deliver best-in-class services.

Your Detecon Expert



In a world of constantly increasing demands, reducing complexity is a top priority in order to remain sustainable and efficient.

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**Bernhard Mainka**, Senior Consultant

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## Applied Detecon Expertise

### Engineering

Engineering of service production and network for a great customer experience

### Collaboration Platform

Knowledge sharing and collaboration as key element of a competitive digital organization

### Interface management

Mediation between market and technology organization

### Processes

Validation and design of efficient processes

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## Client's Benefits

- > Valuable technical project management and platform engineering
- > Enabling high-quality service production and delivery to the customer
- > Establishment of a collaboration platform to facilitate knowledge sharing and collaborated development in distributed and cross-functional teams
- > In-depth end-to-end analysis and documentation of technical processes
- > Simplification of processes and reduction of complexity

# IT/NT Integration An Organizational Transformation



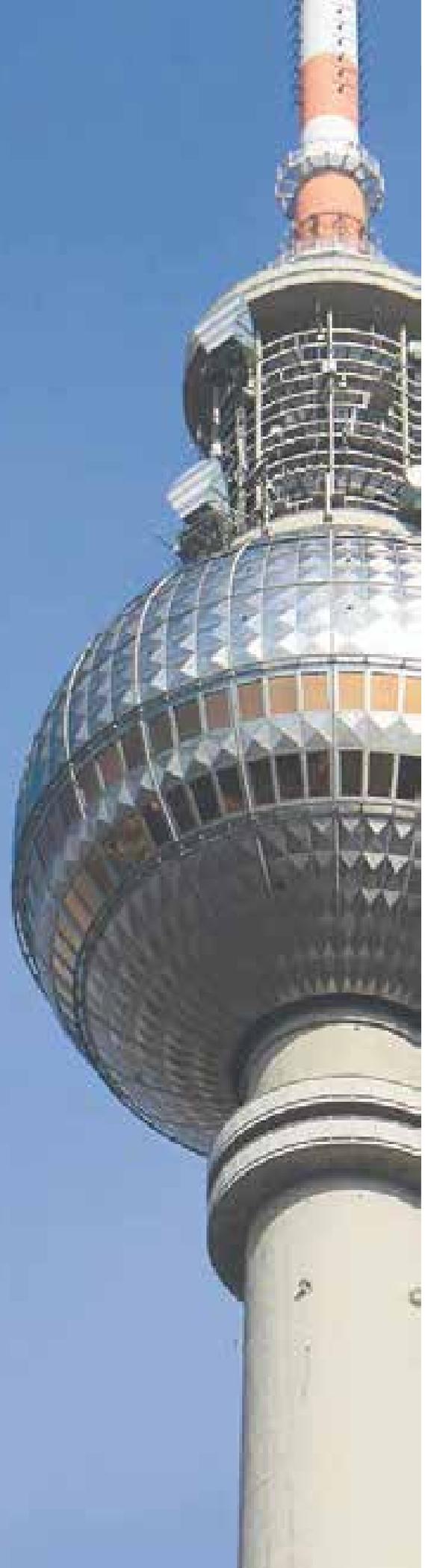
> Established Telcos often suffer from the separation of their IT and NT in different organizations and companies which leads to fatal synchronization loss regarding product delivery and quality

> We bridge the gaps by

- establishing process connections
- setting up and organizing a new combined team for validation
- building up a new common validation platform

## Why Detecon?

Detecon knows how to achieve efficiency and overcome obstacles resulting from the separation of NT and IT systems and processes.



Your Detecon Expert



The client's open and honest recognition of the achievements of our Detecon team make me proud and motivate me to go the „extra mile“ also in future.

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**Volker Zinke**, Managing Consultant

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## Applied Detecon Expertise

### **Project Management**

Leading the project backoffice and mediating between IT and NT

### **Strategy Development**

Moderating a SWOT analysis and defining strategic projects with the client's management team

### **Sharing of Experiences**

Supporting the internal strategic focus project "Change Management"

### **Validation Management**

Setting up and managing the validation for the financially and strategically important EVPL product

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## Client's Benefits

- > Reduced OPEX creating new, efficient processes
- > Fast realization bridging the different cultures and interests
- > Increased delivery quality by combining processes and teams
- > Improved operability and stability through intense involvement of field operations
- > Improved customer experience by focusing on E2E functionality

## Living Edge Lab (LEL) Bringing Low Latency Networking to Reality



- > Low latency is required for revolutionary new use cases, e.g. AR, VR or cloud robotics
- > Edge computing enables low latency and also offers operators new business opportunities
- > Detecon plans, designs and manages the implementation of multiple edge computing testbeds in Europe and the US on behalf of Deutsche Telekom (DT)

### Why Detecon?

Detecon has a proven record of network rollouts and is well established as a competent partner within Deutsche Telekom's innovation activities.



Your Detecon Expert



Taking innovation leadership requires reliable partners and agile project handling to stay on top of the game.

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Felix Kirsten, Consultant

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## Applied Detecon Expertise

### Solution Design

Alignment with multiple stakeholders and consideration of various use cases into a lean target network design

### Rollout Management

Coordination of and reporting to worldwide stakeholders and project partners on behalf of DT

### Vendor Management

Support in selection and coordination of infrastructure providers

### Open Innovation Support

Agile target picture adoption and flexible project scaling along client demand

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## Client's Benefits

- > Profiting from one single point of contact for rollout coordination in multiple countries and for communication with all involved partner companies
- > Involvement of project partners at testbed locations (e.g. Carnegie Mellon University in Pittsburgh) with design workshops and use case ideation procedures
- > Reliable and agile project coordination and documentation for future reference within DT
- > A jointly developed flexible and scalable LEL solution design which can be deployed as a template design in other testbed projects
- > Deployment of LEL testbed in Pittsburgh in accordance with time, hardware and budget constraints
- > Involvement of corresponding subject matter experts at Detecon and their related projects on a frequent and mutually beneficial basis

## One.ERP

### One Figure – One Truth. Creating One Business Backbone

- > Inconsistent data, heterogeneous processes and numerous IT systems force the client to group-wide standardization
- > Through the consolidation of finance and ERP systems it is ensured that steering and accounting are based on consistent data leading to higher quality and reliability
- > Detecon attends several crucial rollout projects of the client from the beginning of the multi-year group-wide program

#### Why Detecon?

Detecon has high proven expertise in large Process/ERP template development and multi-national rollout projects with complex program governance and steering.



Your Detecon Expert



In order to act fast, agile and proactively in today's fast changing markets, a standardized state-of-the-art ERP platform is essential.

Andreas Keller, Partner

Eugen Rötzel, Partner

## Applied Detecon Expertise

### Program Governance and Steering

Consultancy of project management from initial assessment to post-go-live phase among multi-stakeholder management

### Template Development

Conceptual and technical design for logistics, finance, controlling, procurement, etc.

### Change and Rollout Management

Transformation management, e.g. migration, cutover and roadmap planning

### Business Case Modeling

Support in calculation and steering of project budget

## Client's Benefits

- > Consistent Data: Unified definitions and structures provide high data quality, reliable comparability and transparency
- > Standardized Processes: Group-wide, cross-functional, automated and cost-efficient standardized business processes, based on ERP system standards
- > Standardized IT: Improved agility and IT costs reduction through streamlined and simplified IT systems with few interfaces and procedural changes

# Open Telekom Cloud

## The Promise for Simple, Secure, Affordable



- > The Open Telekom Cloud, a European public cloud alternative based on OpenStack, is Deutsche Telekom's largest cloud offering
- > The offering comprises computing, storage & micro services via a self-service portal and a pay-as-you-go model – with Huawei as a partner
- > Detecon supported the strategy and go-to-market of Open Telekom Cloud with profound program management, marketing & sales as well as process know-how

### Why Detecon?

Detecon's core competencies in IT and a deep network understanding help to push cloud business as an enabler of digitalization.

Your Detecon Expert



Our new European public cloud is convincing with competitive prices and high performance.

*Andreas Falkner  
Vice President Open Telekom Cloud  
T-Systems International GmbH*

**Torsten D. Hauptmann,**  
Managing Consultant

**Jens Linnow,**  
Partner

## Applied Detecon Expertise

### Strategy & Program Management

Sparring partner, internationalization in 33 countries, support and stand-in PMO, communication and controlling

### Marketing & Sales

G2M planning, marketing and communication, use-case development, sales and startup push

### Product & Business Development

Product portfolio development, road-map planning, network engineering

### Processes & Tools

JIRA implementation, offline and online customer journey, release management

## Client's Benefits

Detecon provided high value for the client in terms of:

- > Strategic development, innovative power, digitalization and intercultural experience
- > Continuous product support as a sparring partner for business decisions and strategic focus on the European market
- > Project support and assistance to ensure a professional market launch and to bridge a shortage of staff
- > Accelerating internal and external processes and setup helpful tools with simultaneous consideration of Deutsche Telekom internal process environment
- > Exploitation of internal know-how and use of networks within Deutsche Telekom for cloud and revenue push measures

# PanIP Transformation Cloudification and Harmonization of Deutsche Telekom's European Service Production



- > OTTs challenge telecommunications companies with highly scalable and cost effective production of mass market global services
- > Deutsche Telekom is building an integrated and cloudified production platform serving customers across all its European markets
- > Modular production based on the latest technologies meets local customer demand and significantly improves cost efficiency

## Why Detecon?

Detecon is the expert for design and implementation of technology-driven transformation programs, coupled with cloud & virtualization expertise and intimate knowledge of the global telecommunications industry.

Your Detecon Expert



Pan IP is paving the way as a global market leader, by digitally transforming service production.

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**Samir Anand**, Managing Consultant

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## Applied Detecon Expertise

### Strategic Guidance

Strategy definition and implementation including development of business model

### Multicultural Collaborations

Managing project complexity by applying e.g. "War Room" concept

### Transformation towards Digitalization

Telecommunications production on the basis of cloud, service & network function virtualization

### European-wide Operating Model

Design and implementation of new entities and governance models in a program and start-up setup

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## Client's Benefits

- > Comprehensive integration and modernization strategy for service production translated into operational plans for implementation
- > Program and project steering of multinational NatCo teams towards common target picture (e.g. via dual citizenship, local and central colleagues working together)
- > Decision making support on top management level facilitating buy-in on critical strategic and operational decisions
- > Service production based on innovative design using the latest available technologies (e.g. virtualization, cloud, open source)
- > Significant efficiency gains in the medium to long term
- > Improved customer experience thanks to a focus on European markets, increased service quality and faster time-to-market

# Park and Joy Open Platform for Digital Parking Services @Deutsche Telekom



- > Connected mobility is a strategic focus of Deutsche Telekom (DT). In this context, digital parking services are regarded as a long-term market opportunity
- > The challenge was to initiate a business model innovation in a corporate environment opening revenue streams in a new market
- > Detecon developed a consumer-centric target picture and a business case for digital parking services based on profound market and technology expertise

## Why Detecon?

Detecon plays in the top league of connected mobility: We support clients throughout the entire process from strategy to implementation combining strategic, technical and business know-how as well as experience from smart city projects at Deutsche Telekom and leading (transport) companies worldwide.



Your Detecon Expert



“Park and Joy” is the optimal starting point for cities that want to shape the digital transportation landscape of tomorrow.

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Niels Huppertz, Consultant

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## Applied Detecon Expertise

### Business Model and Business Case

Redefinition of strategic target: shift from car-centric to consumer-centric focus

### Product Management

Requirement and wireframe definition for scrum-based implementation

### Competitor Analysis

Market screening: analysis of smart parking environment and competitors

### Data Analytics and Partner Selection

Data analytics and partner selection for implementation of target picture

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## Client's Benefits

- > T-Systems Connected Mobility gains customer centricity: A target picture that aligns strategy strictly to consumer needs
  - The complete parking process with FIND-BOOK-PARK-PAY and a complete offering with on- and off-street parking easy to use with state-of-the-art apps
  - No need to tender for cities due to investment of Deutsche Telekom
- > Overview of smart parking market and definition of strategic gaps and market opportunities in the field of smart parking
- > Very early validation of target picture and strategy with business model and business case calculation by two groups of customers: municipalities and consumers
- > Management of service implementation and alignment of stakeholders in a complex corporate environment on board level

# Portfolio Digitalization Workshops Leveraging the ICT Portfolio for Digitalization



- > Deutsche Telekom's B2B unit (TDG) aimed at positioning key ICT portfolio growth drivers in the context of digitalization
- > Strategy execution know-how paired with industry insights has been a major challenge for the Sales team of TDG
- > Detecon embedded the key portfolio elements through value argumentation in a digitalization storyline matched with industry expertise

## Why Detecon?

Detecon's profound industry knowledge paired with digitalization implementation experience is a success factor for portfolio optimization.

Your Detecon Expert



Digitization strategy execution know-how is essential for medium-sized businesses – Detecon’s and Telekom’s combined expertise provides it.

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Jochen Dinger, Managing Partner

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## Applied Detecon Expertise

### Industry Know-How

Speaking the customer’s language in key industry segments based on project implementation experience

### Consultative Selling

Problem solving methods and value argumentation skills

### Digitalization Expertise

From cultural change to connecting business strategies with Digital Agendas

### Tendering and Vendor Selection

Deep Telekom portfolio insights – from strategy and marketing to technology and servicing

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## Client’s Benefits

- > New Business leads
- > Re-shape TDG’s value propositions & messaging for key portfolio elements
- > Re-usable proven methodology for portfolio-enabled digitalization workshops
- > Positioning of key portfolio growth drivers within the customer domain along their digitalization efforts
- > Positioning as a trusted advisor in digitalization topics

# Radio Frequency Management Making Spectrum Available for Mobile Broadband



- > The client, a telecommunications authority, needed to update spectrum management
- > Detecon has successfully supported the client in managing the use of the radio spectrum and drafting a series of regulations

## Why Detecon?

Based on profound experience in spectrum strategy and management in numerous projects worldwide, Detecon was able to pave the way to make spectrum available for mobile broadband.

Your Detecon Expert



It's all about expertise,  
systematic planning,  
teamwork and attention  
to detail.

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**Roger Blackshaw**, Managing Consultant

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## Applied Detecon Expertise

### Radio Frequency Spectrum Fees

New model for South Africa

### Radio Frequency Spectrum Regul.

Updated and comprehensive regulations

### Frequency Migration Plan

Migration plans for all bands

### IMT Road Map

Making spectrum available for mobile broadband

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## Client's Benefits

- > New administrative spectrum pricing model that is technologically neutral can be applied to all bands and gives incentives for spectrum efficiency
- > New regulations that consolidate and update all regulations and introduce a systematic framework for spectrum planning
- > A Frequency Migration Plan that identifies all frequency bands subject to change and plans the migration of existing users to allow for more efficient use of the radio spectrum
- > An IMT Road map that sets the technical parameters for the use of IMT bands and makes more spectrum available for mobile broadband in line with international (ITU) practice

# Regulatory Costing & Market Analysis

## Revising the regulators role in ICT markets



Regulatory Authority, EU Accession Country

- > The regulator for ICT markets in Turkey needed a complete review of all relevant markets in order to assign appropriate remedies for promoting competition
- > Detecon elaborated state-of-the art cost modeling techniques for NGN and NGA
- > Detecon also helped to determine to what extent NGN and NGA wholesale offerings should be offered

### Why Detecon?

Detecon provides an unmatched combination of engineering, regulatory and commercial know-how that ensures best-in-class results.

Your Detecon Expert



Maintaining competition with minimum regulatory intervention promotes investment in broadband infrastructure.

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**Dr. Markus Steingröver**, Managing Consultant

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## Applied Detecon Expertise

### Market Analysis and SMP Assessment

Reviewing different ICT markets and conducting tests to determine market failures and dominance of players

### Broadband Strategy

Strategic options for national broadband policy to increase broadband coverage

### Cost Modeling

Developing state-of-the-art regulatory cost models that cover NGN and NGA, reflect all existing mobile and fixed networks and are in line with all relevant European regulations and recommendations

Full market modeling with enterprise value differences

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## Client's Benefits

- > Clear view of state of competition in all relevant ICT markets
- > Clear view of minimum necessary regulatory intervention
- > Clear recommendation on how to promote infrastructure rollout and what to avoid
- > State-of-the-art cost models reflecting all technologies including NGN and NGA
- > Clearly designed wholesale products to promote and enable healthy competition
- > Cost-based rates for essential services

# Telco Business Transformation



> The client, a telco company in Africa, is a key stakeholder in its country's development agenda promoting the national development towards a 2035 vision

> In this context, the telco business transformation is of significant importance to the country and Detecon is the trusted advisor on this journey

## Why Detecon?

Detecon has a 26-year history supporting telcos in over 90% of Sub-Saharan African countries and has strong network rollout and PMO experience.

Your Detecon Expert



Telecom infrastructure plays a fundamental role in a country's economic growth and development.

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**Neysan Teckie**, Managing Consultant

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## Applied Detecon Expertise

### Strategy Development

Strategic target picture development for wholesale and retail business

### Program Management

Assisting with the management of vendors during the implementation phase to ensure quality delivery

### Tender Support

Support of subject-matter experts to define requirements, evaluate vendor submissions and assist with negotiation

### Commercial Management

Strengthening commercial competencies (relating to products, distribution, pricing)

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## Client's Benefits

- > Strategic direction for the overall transformation of the organization in a coherent manner to become a leading player in the region
- > Ensuring that the business strategy contributes to the overarching development goals of the country
- > Definition of network and system requirements according to best practice
- > Support in the evaluation of vendor offerings to ensure that high-quality solutions meet technical and commercial requirements in a cost-effective manner
- > Management of the modernization effort of the core and access networks including network rollout and system integration
- > Assistance to the commercial team to deliver advanced next-generation and existing services in a more flexible and cost-optimized manner

## Telco Restructuring Interim and Turn- around Management



- > The client is a state-owned company and incumbent in Africa, offering fixed and wireless voice and data services
- > Despite previous massive investments in infrastructure, the company was not delivering services and close to insolvency
- > Detecon took over the management of the company, refocused the company on broadband business, relaunched the network and implemented new organization and financial control

### Why Detecon?

Detecon was able to adopt the requirements of the political and cultural environment in the country not compromising on the scope and quality of deliverables. The Detecon team was leading by example, guided by universal values, which allowed to be successful in the restructuring program.

Your Detecon Expert



For all of us not only a project but three years of our lives that we committed to bridging the digital divide in Africa.

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**Dr. Steffen Oehler**, Managing Partner

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## Applied Detecon Expertise

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### Program Management

Execution of complex multidisciplinary transformation project

### Network Planning and Operations

Redesign of existing network platforms, relaunch of network and operations

### Interim Management

Executive management of the entire company, implementing restructuring plan

### Financial Management

Implementation of fully fledged financial functions including revenue collection and financial KPI reporting

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## Client's Benefits

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- > Protection of shareholder investments in the network by relaunching the network and provision of telecommunication services
- > Nationwide network and service availability after 24 months
- > Launch of fixed and wireless broadband services and related marketing campaigns
- > Implementation of efficient company-wide organization and related processes
- > Increasing the revenue collection rate from 25% to 95%
- > Training on the job and up-skilling of the employees
- > Capacity building, implementation of leadership principles and programs, active change management of corporate culture
- > Active support of governmental programs to deliver broadband Internet in rural areas

**T-Systems  
International GmbH  
E-Mobility  
Infrastructure  
@Deutsche  
Telekom AG**

**T · Systems ·**

> Due to its given assets and capabilities, Deutsche Telekom sees the field of e-mobility infrastructure as a potential opportunity to extend its business

> Detecon supported Deutsche Telekom in analyzing overall market developments, evaluating given capabilities and assets as well as developing potential go-to-market strategies, business models and corresponding business cases including scenarios and sensitivities

**Why Detecon?**

Detecon is able to combine technology skills with strategic business development know-how and the ability to coordinate complex projects.

Your Detecon Expert



Telcos should play a significant role in the digital mobility & energy business.

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Jörg Borowski, Managing Partner

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## Applied Detecon Expertise

### Market Analysis

Ensuring a clear overview of the current market situation as well as potential developments

### Business Model Development

Developing various potential business models for market entry

### Internal Analysis

Exposing group wide capabilities and assets that may be leveraged

### Business Case Development

Calculating top-down and bottom-up business cases including scenarios and sensitivities

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## Client's Benefits

- > In-depth study about the current market situation including technologies and competitors as well as potential developments in the electric mobility sector
- > Thorough understanding of group wide capabilities and assets that may be leveraged to position the client as a strong player in the electric mobility market
- > Gaining a clear picture of viable business models for a go-to-market decision
- > Transparent business cases for all business models including forecasts of potential profits based on integrated scenarios and flexibilities
- > Smooth project operation in a highly complex and dynamic environment

# Logistics Trend Radar

## Scouting & Assessment of Latest Trends in the Logistics Market



- > Changing customer needs, new technologies and innovative market players drive tremendous changes in the logistics market
- > In a joint effort, DHL and Detecon pooled their insights and experience to create a comprehensive picture of the future logistics market
- > A regularly published report helps DHL and its customers to prepare for tomorrow's challenges and opportunities and to shape logistics of the future

### Why Detecon?

Detecon has proven expertise in trend scouting as well insights into latest technology developments and global startup ecosystems.

Your Detecon Expert



Automation and digitalization redefine logistics, especially the last mile will undergo disruptive changes in the next years.

Dr. Philipp Bodenbenner, Managing Consultant

## Applied Detecon Expertise

### Trend & Startup Scouting

Market research to identify latest mega trends, developments and startups

### Market Insights

Broad expertise and insights into logistics and adjacent markets

### Trend Assessment & Profiling

Workshops to discuss and evaluate trends regarding their relevance; editing of trends in systematic profiles

### Start-up Ecosystem

Insights and contact network in startup ecosystems in Germany and Silicon Valley

## Client's Benefits

- > Broad overview and deep insights into latest developments (technologies, customer needs, business models) within the logistics industry and adjacent markets
- > Clear understanding of challenges and opportunities resulting from the market trends as well as their impact on future logistics processes and business models
- > Aligned assessment of relevance of identified trends for DHL (regarding time and customer segments)
- > Systematic editing and summary of results in a high-gloss trend brochure for company-internal and external publication
- > High visibility of DHL's vision of future logistics through the wide reach of the trend radar (several thousand downloads) and its frequent use in workshops with DHL customers

# Regelwerk 4.0

## Digitization of Maintenance Rules



- > DB Cargo set up the strategic program “Asset & Maintenance Digitization” to automate its business transactions
- > The modularization and digitization of maintenance rules for rolling stock attributes (many thousands of pages of paper) is a basic pillar of this program
- > After developing a feasibility study and the business case, Detecon is now supporting requirement management and the implementation of a digital solution.

### Why Detecon?

Detecon has a proven expertise out of various digitalization programs in different industries and is able to use agile project management successfully.

Your Detecon Expert



Dr. Roland Keil, Managing Partner



Asset and maintenance digitization will help our client to enhance its competitiveness.

## Applied Detecon Expertise

### Business Case Development

Clear target picture and support of the draft resolution

### Requirement Engineering

Practical experiences with scrum and vendor management

### Agile Project Management

Cross-industry experience with agile tools and methods

### Process & Tool Implementation

Usage of practice-proven frameworks on digitization

## Client's Benefits

- > Set-up and support of an agile project team
- > Conception and management of process and IT development
- > Gradual development of a system to administrate and utilize individual disposition of maintenance rules
- > Documentation of requirements in terms of user stories using the agile tool ‚JIRA‘
- > Agile project management supporting the product owner and providing a scrum master
- > Validation, test and release management producing close-to-reality results

## The Company

Detecon International is one of the world's leading management consulting companies, one which combines classic management consulting with outstanding technological expertise. This approach of thinking in terms of these two areas simultaneously will determine the future performance of every company.

Our business is consulting, our strengths are digital technologies and networks. For more than 40 years, we have been supporting companies and telecommunications providers around the globe, helping them to improve the sustainability of their competitiveness and performance capabilities along the entire value chain with the aid of innovative technologies. Moreover, we offer our clients solutions in all fields of classic corporate consulting: strategy, organization, processes, and HR management.

Digitalization has advanced to become today the overriding challenge of a globalized economy cutting across the boundaries of industries and sectors. Digital technologies are in our world no longer the vicarious agents for the business side – IT is becoming the core of products, business models, and processes. Broadband networks create the fundamental platform for a networked world. The consultants at Detecon help their clients to rethink business models, to digitalize procedures and processes, to network customers with companies, and to build the platforms for customers, companies, and products. Our unique selling proposition is the combination of technological expertise, business know-how, and transformation experience acquired by our consultants during more than 20,000 successful projects in Germany and abroad, from San Francisco to Beijing. We understand the processes and business models of our clients and know how they can exploit technology to gain a decisive and sustained lead over their competition. We build the bridge between the business and the ICT perspectives. These are the skills which enable us to guide our clients through digital transformation. Detecon is a subsidiary of T-Systems International, the key account brand of Deutsche Telekom.

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