



eShop T-Mobile Czech Republic



Mobile operator has a wider possibility to acquire new customers and sell its products and services online

Ness Technologies provided T-Mobile Czech Republic with an online solution for the sale of mobile services and devices via a web channel and through infoline operators. eShop allows the mobile operator's customers ordering services and devices without the necessity to visit a store. This innovative solution helps T-Mobile with meeting business objectives especially in the field of online sales.



Initial Situation

Original systems of online sales could not meet the objectives of the rapidly developing telecommunication technologies market sufficiently and did not respond to the trends of modern digital sales channel. Mobile operator had a vision of online sales system that will allow customers orient themselves in the T-Mobile service and product offering and enables them to order these services from the comfort of their home, or office. At the same time the system had to be flexible and reacting quickly to business requirements.

Objectives

The primary business objective of the project was sales increase in T-Mobile products and services through online channels and facilitating the purchase for customers. Requirements on the new system reflected the market situation where the mobile services offering continually increases, improves and changes in time. And the operator needs to react flexibly and have the possibility to place new products to the market quickly.

Solution Description

The delivery of online sales solution included:

- **web channel** – application integrated to portal allows ordering services directly by customer
- **channel for infoline operators** – application with functions for product order placement by an infoline operator
- **channel for external sales partners** – application for mediated product order by external sales partners

Subsequently the solution was extended in form of multisite:

- **T-Outlet** – online solution for online outlet products sales
- **EOS** – online solution for wholesale (rechargeable coupons, POS materials etc.)

Ness Technologies experts developed the solution on Oracle ATG Web Commerce platform and fully integrated it with the surrounding systems. Thus it provides all functionalities of a modern online solution.

“In a very short time we were able to prepare a new eCommerce application for our customers allowing them to order T-Mobile services simply from the comfort of their home. Ness Technologies consultants proved an excellent knowledge of eCommerce technologies throughout the delivery. With their know-how and experience in the field they are not only a reliable supplier but also a long-term business partner. The stable team working in T-Mobile can always react to our requirements flexibly and thanks to their experience and external insight they contribute to a successful operation of our online channel.”

Radek Frank, Vice President of eBusiness Management

Key System Attributes

- Within business administration the **user can react to the current sales and presentation needs immediately** – change and introduce products, set the sequence of purchase journey steps, adjust product presentation content, create personalized offerings for selected customer segments etc.
- Administrator can firstly review the implemented **changes and debug them on staging environment** before the production deployment.
- **Management of the already performed orders**
- Content management is fully integrated with the central **Content Management Solution (CMS)**.
- eShop product **offering is fully integrated** with the central product catalogue
- **Automated sending orders** to back-end systems for further processing

Ness implemented the project as a complete system delivery which contained the entire process including analysis, architecture, implementation, testing and support. Ness experts are still involved in the system development.

Ness Added Value

Ness Technologies has been cooperating with T-Mobile for many years and thus knows the environment, processes and corporate culture very well. **It also applied the experience in the field of Billing, press solution, portals and especially eCommerce.** Ness also took part in delivery of a self-care application My T-Mobile, supplied a complete delivery of a new eShop on the Oracle ATG Web Commerce platform which is henceforth developed and supported, it implemented a Single Sign-on solution for employee access to internal applications. Ness press solution helped T-Mobile becoming the first mobile operator to offer a colored invoice with the possibility of promotional messages and trans-promo elements both in printed and electronic version. **Ness also implemented an eShop for the virtual operator Kaktus and a new dynamic portal eShop frontend, both on Broadleaf Commerce platform.**

Ness has a perfect knowledge of eCommerce and online channels from successful projects in the Telco segment and other fields. Ness experts manage the project in a tailored ready-made agile interactive form. The customer had the opportunity to see the first functional applications early and debug and develop them along with Ness consultants. The final result therefore met the customer's expectations and needs entirely.

Benefits for the T-Mobile Client and its Customers

- Single **self-service online channel** for the customers of all segments, infolines, external telesales and dealers
- **Cutting time-to-market** – possibility to introduce new products and services only through business administration
- **Personalized offerings** for customers including product cross-sell and up-sell
- **Integration to backend systems**, allowing fully automated order processing
- **United central product catalogue**

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T-Mobile Czech Republic is a significant telecommunication operator on the Czech market. It belongs to the integrated operators: apart from mobile and fixed telecommunication services it also offers a wide portfolio of IT services and solutions of system integration for corporate customers and public administration. Since 2005 he has the priority in the number of active SIM cards (H1/2014 – 5.9 million SIM cards). The company is a member of the German telecommunication group Deutsche Telekom AG and on the Czech market it merges the brands T-Systems and GTS.



WORLD DOESN'T
HAVE TO BE
COMPLICATED

Ness Technologies is a global partner in the field of business processes and technologies, specializing in software products and applications development, system integration, consulting and software distribution. The provided services are built on long-established and proven competencies, including the outsourcing offering, nearshore and offshore deliveries. Ness Technologies helps customers in more than 20 countries to realize their business and technological goals. Around 5.000 experts in offices in North America, Europe and India, and almost 500 in Prague, Brno and Ostrava, combine the advantages of global know-how and local knowledge. The company belongs to the leaders in business and IT services on the Czech market. More on www.ness.com