

Treasure Hunters

Many companies are hoarding hidden treasure. T-Systems wants to help them uncover it.

The Telekom subsidiary has therefore launched the Business Intelligence Factory for its customers.

■ It's the same story in every company – employees enter data on a daily basis and store them in systems. But who can unlock this unused potential; who can channel the flow of information? The magic formula is Business Intelligence. This topic is attracting a great deal of interest in many companies and is being touted as the next big thing by many market researchers. For more than ten years, T-Systems has been working on numerous Business Intelligence projects for its customers. But the Telekom subsidiary doesn't want to stop there. It has now started an ambitious project known as the Business Intelligence Factory.

"We want to create a Business Intelligence platform for our customers," explains Michael Dietrich from Systems Integration at T-Systems. This platform will have multi-client capability and contain industry-specific analysis options. The innovative solution will be open to a huge number of clients at the same time. So is this all nothing more than a vision of the future? Perhaps so, though it will soon become a reality. For Mr

Dietrich and his T-Systems colleague Ralf Konrad from Innovation Management, the individual strands of the plan are now starting to come together and they are on the verge of a breakthrough that is unparalleled on the market.

Clearing up the data graveyard

The fact that medium-sized businesses do not use the abundance of information available in their companies and instead leave it lying dormant in a data graveyard, is, according to Mr Konrad, no accident. These companies tend to try and avoid investing in hardware and software. "This is exactly where our innovation is needed," says Mr Dietrich. With the introduction of the Business Intelligence Factory, large and medium-sized companies will be able to outsource the entire analysis process to T-Systems. Billing will be based on a "pay per analysis" model. The competent and trained employees of the Telekom subsidiary will unearth the data that is hidden on cus-

tomers' data media and find the relevant information. The Factory is due to be up and running by the first quarter of 2006 with the launch of a pilot project. The Factory will initially focus on the areas of Controlling and Customer Relationship Management (CRM), with other processes being added on a gradual basis.

Let us look at an example from the CRM environment. A T-Systems customer could, for instance, order a risk analysis of dissatisfied clients ("Churn Management"). In this case, the Business Intelligence software would identify potential "deserters" from the huge volume of client data. "This would give our customer the opportunity to hold on to valued clients by offering attractive incentives," says Mr Dietrich.

Only the best tools bearing the quality seal of analyst houses will be used for the Factory, because they meet the specific requirements of our customers. The Business Intelligence Factory aims to become the destination of choice for potential data treasure hunters.

