

# Vodafone Germany

Mobile telecom saved 20 percent with new, robust, reliable sales system



## Case Study

Vodafone Germany wanted to streamline its sales system across its German retail locations. EDS, now HP, stepped in with a customized solution that ensured faster time to market through better data quality, fewer order errors and improved employee experience. The result: about 20 percent transaction cost savings and 30 percent faster functionality integration.



### Customer Profile:

Vodafone offers a suite of products that provides customers with an easy-to-use mobile service, combined with low-cost fixed-line telephony and DSL (Digital Subscriber Line) broadband. In addition, Vodafone offers various mobile data services like mobile mail and mobile TV.

### Headquarters:

Berkshire, England

### To learn more:

visit [www.vodafone.com](http://www.vodafone.com)

**HP customer case study:** State-of-the-art retail application platform integrated multiple interfaces and automated capabilities to streamline business processes and cut costs

**Industry:** Communications, media & entertainment

### Vodafone set out to modernize mobile handheld sales and repair operation

Vodafone is one of the world's leading mobile telecommunications companies, relying on continued innovation and superior customer service to connect its 252 million proportionate customers. Today, as Vodafone moves toward integrated mobile and PC communication services, it does so by focusing on consistency and flexibility through the seamless synergy of people, processes and technologies around the world.

Vodafone wanted to bring this consistency and flexibility to its mobile handheld device retail operation, which represents an impressive 35 percent of the German mobile market. With more than 33 million subscribers, Vodafone employs more than 9,000 and generates annual revenues of €8 billion.

But as the market grew more competitive, Vodafone realized that providing a best-in-class product would be only half the battle. To build lasting subscriber



relationships and create customer loyalty, Vodafone would have to deliver quality support services from the first point of contact – Vodafone's retail environment. This meant modernizing Vodafone's primary sales and repair system with a centralized sales system that offered a modern look and feel, as well as automated capabilities to replace time-consuming paper processes.

After evaluating numerous offerings and vendors, Vodafone chose HP for its comprehensive understanding of the company's business environment and ability to ensure meticulous change management across Vodafone's expansive German presence.

*"Vodafone Retail Application for Shops (VORAS) is one of our most important projects so far and a demonstration of our successful partnership with [HP]."*  
Thomas Holtmanns, Director of Risk, Accounting & Compliance, Vodafone Germany

## HP's Usability Labs ensure acceptance

VORAS was developed according to HP's agile development methodology with clearly defined functionalities implemented in five-week iterations. To ensure user acceptance and a smooth transition to the new system, HP implemented a series of Usability Labs after each iteration. These labs provided a forum for gathering feedback and resolving issues at the earliest point in time.

By incorporating improvements into each iteration, VORAS ensured a user-friendly, easily navigable application that performs according to employee needs and expectations.

### HP Enterprise Services:

- Application Modernization Services
- Application Development Services

## HP delivered automated capabilities, flexibility and quicker integration

To not only modernize Vodafone's retail sales and cash system, but also enhance its functionality, HP proposed VORAS. VORAS would help Vodafone assure a faster time to market through the automation of manual processes, flexible, adaptable interfaces and enterprisewide integration. Built on a state-of-the-art open standards platform, VORAS employs a modular architecture with a centralized Oracle application cluster and EMC technologies working together to enable higher quality and faster product development.

Today, VORAS is Vodafone's most essential application for sales and services processes at the point of sale with more than 3,750 client installations across Germany. Here's how it works. In each shop, there is a local database server with several terminals where orders are entered, along with repair orders and inventory movement. At the end of each day, business transactions are consolidated and prepared for nightly exchange with the central server via Web services. During this exchange, the shop receives critical business data for the next day, such as price information.

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*"With VORAS, all purchase procedures, stock movements and service orders in our retail shops and partner agencies can be processed significantly faster, leaving more time to focus on customer service."*

Thomas Holtmanns, Director of Risk, Accounting & Compliance, Vodafone Germany

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The application provides greater stability and improves repair and logistical processes by automating manual processes and reducing the number of data inconsistencies. As a result, data quality has improved, virtually eliminating incorrect orders.

What's more, the solution seamlessly integrates multiple interfaces and dependencies into the centralized system on the back end, while delivering

a consistently modern, easily navigable presence on the front end. The intuitive interface means a shorter learning curve for new employees and a streamlined sales process that reduces time per transaction for customers. In addition, repair forms can now be submitted and processed in less time, expediting repairs and improving customer satisfaction. VORAS is a standardized solution that can be easily adapted to various environments around the world. Its unprecedented flexibility enables quick and easy integration with existing interfaces.

## VORAS' streamlined sales processes cut costs by about 20 percent

The VORAS solution went live across Germany on time and budget with a knowledgeable user base that could operate efficiently in the new application from day one with a minimal training investment.

A focus on the highest quality standards, coupled with rigorous testing of automated processes and interfaces, resulted in a swift, smooth rollout with fewer trouble tickets than expected, freeing Vodafone's internal resources to focus on other value-added tasks. Meanwhile, HP's iterative development approach ensured everything was in working order at launch without the need for last minute changes or delays.

Now that it is operational, the solution delivers higher availability and performance at a fraction of the cost. And upon completion, Vodafone projects a 50 percent reduction in system problems after the planned six-month stabilization phase. Streamlined processes ensure speed, accuracy and consistency throughout Vodafone's sales operation. In fact, employees can now combine multiple transactions in one step, resulting in a cost savings of about 20 percent. Furthermore, new features can be implemented 30 percent faster, helping the company take advantage of emerging technologies and continue to innovate. With the competition on its heels, Vodafone is now equipped to react faster to the fluctuating demands of the market.



## Technology for better business outcomes

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EMC<sup>2</sup> ORACLE

