



Deutsche Telekom Helps Make the Connection with Informatica

Comprehensive Informatica Platform deployment ensures that leading German telecommunications service provider meets its compliance objectives for call center data security.

FAST FACTS

BUSINESS INITIATIVES

- Meet regulatory requirements for data security
- Provide customers with products and services tailored to their requirements
- Maximize efficiency in ultra competitive telecommunications market

TECHNOLOGY STRATEGY

Use Informatica technology as part of a data security strategy and access data in any format from almost any business system, identify and integrate the data, and then make it available throughout the organization.

“In order to ensure the quality of customer service data, it must be both complete and up to date. For Deutsche Telekom, the secure handling of customer data is also paramount. Informatica not only ensures a smooth workflow for our call center employees, but also embraces all relevant aspects of data security.”

— Peter Fliessgarten, Deutsche Telekom Center for Information Technology

As one of the world’s leading service providers in the telecommunications and information technology sector, Deutsche Telekom AG is setting international benchmarks. The German company offers its customers a comprehensive range of telecommunications and IT services from a single source: mobile communications, fixed-line telephony, and broadband Internet, as well as complex information and communication technology solutions for business customers. The benefit for customers is at the heart of all the company’s telecommunications and IT activities. The aim of Deutsche Telekom is to be the industry’s most esteemed service provider. This goal can only be achieved by providing customers with products and services tailored to their requirements, along with the highest network quality and significantly enhanced efficiency. Smooth workflows and high security standards are given the highest priority by the company as a whole; and it was this drive for watertight security which made the Deutsche Telekom management choose Informatica.

BENEFITS

- Delivered comprehensive integration of company data
- Provided powerful, fully scalable platform with high level of availability
- Enabled access to data in any format from virtually all business systems
- Identified and integrated data before making it quickly available throughout the company
- Allowed the conversion of all data formats—including unstructured and semistructured data plus industry-specific data standards—into any other format
- Eliminated error-prone, manual programming

NUTS AND BOLTS

- Solution: Data integration
- Products: Informatica PowerCenter, Informatica B2B Data Exchange
- Sources: Oracle, DB2, and Informix
- Target: Call center

Managing Increased Transaction Volumes, Different Data Formats, and Unstructured/Semistructured Data

Every company must ensure a comprehensive level of business compliance—particularly in the area of data protection. Telecommunications companies face yet another hurdle in the form of increasing data volumes and the protection of personal data. To ensure that security and compliance guidelines are adhered to at all times, data must only be accessed according to specific rules and regulations. The Deutsche Telekom call center, with a team of more than 20,000 staff, is also bound by these rules and has guaranteed its compliance by appropriate technical means.

Although the primary duty of call center employees is to inform existing Deutsche Telekom customers about new services and tariffs, they also entice former customers back to the company with attractive offers and high-quality services. To do this, call center agents must be able to access all customer data, which they do according to a strictly defined procedure. The agent is first provided with a code, which grants one-time access to specific data. This data contains a one-off transaction number, which they use to authenticate themselves and log onto a Web-based front end. Only then does the employee see the complete customer data, albeit in the form of a graphic—such as a GIF or PDF file—that cannot be copied. In addition, every access is logged. This procedure ensures that customer data is protected from potential misuse. “It is important that we limit user access to the required functions and data in order to reduce the risk of potential security breaches,” explains Peter Fliessgarten from the Deutsche Telekom Center for Information Technology.

Challenged to integrate call center data from multiple different sources and formats, Deutsche Telekom deployed Informatica® PowerCenter®. Highly available, high-performance, and fully scalable, the Informatica solution manages the data warehouses and evaluates the relevant data. More recently, the deployment was extended with the introduction of Informatica B2B Data Exchange™, which provides valuable transformation and data exchange, file transfer, data visibility, and rapid onboarding of different data sources.

Focus on Features, Performance, Stability, and Long-Term Sustainability

Before choosing Informatica, Deutsche Telekom conducted comprehensive research to determine the most powerful and future-proof data integration solution. The main evaluation criteria were the scope of features, performance, stability, and long-term sustainability. Following a critical evaluation of each of the solutions on the market, the company felt Informatica was the best solution for it today and in the future. The pilot phase was underway four months later and scheduled for completion within six months. Informatica PowerCenter and Informatica B2B Data Exchange are now in production, with data imported from databases such as Oracle, DB2, and Informix.

“The Informatica data integration solution offered everything we were looking for in terms of features, performance, stability, and long-term sustainability. Together, these factors made Informatica a very easy choice,” says Fliessgarten.

Informatica PowerCenter is the key component of a comprehensive platform for the integration of Deutsche Telekom’s data. It accesses data in any format from virtually any business system; it identifies and integrates this data and then makes it available throughout the company as quickly as possible. Informatica B2B Data Exchange, meanwhile, enables the integration of semistructured data as well as the conversion of various formats across firewalls, thereby overcoming any company boundaries.

“In order to ensure the quality of customer service data, it must be both complete and up to date,” explains Fliessgarten. “For Deutsche Telekom, the secure handling of customer data is also paramount. Informatica not only ensures a smooth workflow for our call center employees, but also embraces all relevant aspects of data security.”

Advantages of the New Solution with Informatica

Following the introduction of the new solution, it was not long before significant improvements to the call center workflow became apparent. Transaction security is meeting the very highest standards. Moreover, unauthorized access to customer data is impossible and all legal requirements are being observed.

In addition, the maintenance requirements in the computer center have been greatly reduced because Informatica B2B Data Exchange features numerous preconfigured conversions with predefined rules. As a result, no detailed knowledge of the relevant standards and their modifications is required. This reduces overall complexity while negating the need for costly manual programming – a highly error-prone and elaborate process.

“Informatica has increased the security of Deutsche Telekom’s call center transactions, reduced maintenance costs, and boosted the productivity of the administrators and developers,” Fliessgarten concludes.

“The Informatica data integration solution offered everything we were looking for in terms of features, performance, stability, and long-term sustainability. Together, these factors made Informatica a very easy choice.”

– Peter Fliessgarten

Deutsche Telekom Center for
Information Technology

Learn More

Learn more about Informatica PowerCenter, Informatica B2B Data Exchange and the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,280 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud. Connect with Informatica at <http://www.facebook.com/InformaticaCorporation>, <http://www.linkedin.com/companies/3858> and <http://twitter.com/InformaticaCorp>.



Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informatica.com

© 2011 Informatica Corporation. All rights reserved. Printed in the U.S.A. Informatica, the Informatica logo, and The Data Integration Company are trademarks or registered trademarks of Informatica Corporation in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks of their respective owners. First Published: February 2011