

HOW T-MOBILE MAKES PROGRESS



T-MOBILE "UPGRADES" ITS WEBSHOP, IMPROVING THE BUYING EXPERIENCE AND CONVERSION RATES WITH TIE KINETIX AND PROGRESS SOFTWARE

In between meetings a man is eager to replace his existing mobile phone with the newest smartphone he has heard so much about. Needing to accomplish this task quickly, he navigates to an online phoneshop. After finding the correct product he begins the checkout process. But as he is forced to click through a fifth screen, he realizes he won't be able to finish in time for his next meeting. Frustrated and disappointed, he closes his browser without completing the transaction. Now imagine if that man could complete the same transaction within just one or two screens. The possibility of his purchasing the smartphone before his next meeting increases exponentially.

The telecommunications industry has become one of the most competitive markets in today's economy. With so many vendor, product and service options available to customers, a Telco's ability to improve the customer experience can have a dramatic affect on conversion rates. T-Mobile understands this challenge first hand. One of the top three

**TIE KINETIX**
total integrated e-commerce

CHALLENGE

Unable to quickly and easily execute campaigns, support special offers or take advantage of immediate market opportunities with its legacy webshop

SOLUTION

Implemented MamboFive Commerce Suite SaaS solution from Progress Partner Tie Kinetix; worked with systems integrator The Online Company to enable a seamless connection to T-Mobile's back office systems

BENEFIT

Simplified customer buying experience by minimizing required steps for placing an order; offering richer content such as customer reviews, up sell opportunities, stock information and detailed product descriptions; increasing conversion rates; generating more revenue from its webshop

global wireless carriers and a subsidiary of Deutsche Telekom AG, T-Mobile serves 150 million subscribers across Europe and the United States.

Eight years ago, at the request of the Marketing department, T-Mobile's Netherlands IT group built a customized online webshop. Though state-of-the-art at the time, the system grew too inflexible to support the company's needs, making it difficult for the Internet Marketing group to quickly and easily execute campaigns, support special offers or take advantage of market opportunities. In an on-demand world that requires companies to react almost immediately to remain competitive, it was taking T-Mobile months to develop the functionality to support new initiatives. The company needed to reduce that time-to-market down to weeks, if not days.

Though the IT department was highly skilled and committed to meeting Marketing's needs, the time and effort required became cost prohibitive. Also, the Marketing department was looking to decrease its dependence on IT and increase its own ability to quickly define, customize and execute campaigns. According to Tessel Jarigsmas, Senior Vice President for Internet and New Media at T-Mobile, flexibility and cost were the primary drivers behind the company's search for a new solution.

"First and foremost, we needed a solution that offered the flexibility to quickly and easily meet the ever-changing, on-demand needs of the industry. Second, it no longer made sense for us to incur all of the development costs to customize a solution when there were excellent solutions on the market developed by vendors who knew far more about the subject than we do. We wanted to take advantage of that expertise and reap the benefits of future enhancements based on feedback and requests from other customers within our industry."

And with approximately 30% of all telecom products in the Netherlands purchased online, T-Mobile concluded that a more flexible shopping platform would be a strategic step forward in its online strategy and ability to gain market share.

FLEXIBILITY, COST, TIME-TO-MARKET AND AGILITY KEY REQUIREMENTS

Jarigsmas's department was recently established within T-Mobile with the directive to combine all e-commerce-, e-business-, and Internet-related activities into one, single entity in order to accelerate the growth of both sales and services. So as she began her search for a new solution, the list of criteria included far more than just functionality requirements.

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*Tessel Jarigsmas
Senior Vice President
Internet and New Media
T-Mobile*

“Management requirements were just as important to us, if not more so,” explains Jarigsmá. “Flexibility, cost, time-to-market, agility—those were the elements that were going to give us the business success and competitive advantage we were looking for. In most cases, you can easily add functionality, but those other elements are far more complex and dependent on the very foundation of a solution.”

According to Jarigsmá, the MamboFive Commerce Suite from Tie Kinetix offered both the functionality and management requirements the company was looking for. And in addition, T-Mobile could leverage the expertise and experience of Tie Kinetix’s business partner, The Online Company, for systems integration. “Both companies were local, which was important to us. Our three companies were culturally aligned, very results driven and truly embodied the notion of team spirit. Having this kind of working relationship—both during and after a project, is critical to long-term success.”

T-Mobile has replaced its previous solution, an Oracle-based system running on eight different machines, with Tie Kinetix’s ecommerce Software as a Service (SaaS) platform, the MamboFive Commerce Suite. By outsourcing its entire platform, T-Mobile will achieve an optimal balance between technological possibilities and the ever-changing demands of the business. Based on the Progress® OpenEdge® platform from Progress Software, the flexibility of the MamboFive system enables very fast time-to-market. Some of Tie Kinetix’s customers have reported their ability to plan and implement campaigns within just one to two days. And because the entire system is cloud-based, T-Mobile’s Marketing department now has far more freedom and agility to execute their own programs.

“In modern E-commerce it all comes to generating traffic and the conversion to sales. The bottleneck lies in the conversion. For an optimal conversion, a high degree of flexibility is necessary. This enables you to respond directly to the competition and to launch new products instantaneously,” says Frank Van Doorn, Director of Tie Kinetix. “Our application offers T-Mobile a very short time-to-market, which is essential in today’s competitive climate. And we can also ensure 99.9% uptime of their phoneshop due to our stable Progress-based platform.”

The Online Company, an independent consultancy organization specialized in developing online distribution strategies, conversion optimization and e-shop implementations, was responsible for enabling the integration between MamboFive and the other T-Mobile applications that required an interface with the system.

“E-commerce is all about speed,” says Erik van Laar, Co-Founder and Managing Partner of The Online Company. “In order to limit the time-to-market, a high degree of flexibility is necessary. An optimal connection between back office systems and the front office is essential. MamboFive is ideal to make that link seamlessly.” With the help of Tie Kinetix and The Online Company, T-Mobile’s new phoneshop was implemented in under five months—from first draft to the actual cut over.

Today, T-Mobile’s catalog manager delivers datasets through an FTP server to MamboFive. From there, the system imports all of the information, updating order status to T-Mobile’s back office systems every five minutes. The MamboFive system also provides part of the backend processing, including filtering and checks, to ensure all orders are clean before they are sent to T-Mobile’s systems.

T-Mobile is currently using its ecommerce system for consumer acquisition, but Jarigsmas says they have plans to also leverage the system for business acquisition and consumer renewals/upgrades. “From a cost and productivity standpoint, it is to our benefit to have all of our sale segments running on the same platform. Our plan is to have these additional implementations complete in Q1 and Q2 of this year.”

EASE-OF-USE AND RICHER CONTENT INCREASE CONVERSION RATES AND REVENUE

Though T-Mobile just recently completed the implementation, the company is already realizing tremendous business benefits. T-Mobile has substantially improved the customer experience with new functionality, content and ease-of-use. For example, it has integrated social media and significantly reduced the number of steps and web pages customers are required to navigate to complete transactions. A series of processes that once required T-Mobile’s customers to navigate through five different web pages has been merged into a single page.

“Every time I give a management presentation about this topic, I always say ‘this is what we spent our money on,’ because it is such a fantastic advantage,” says Jarigsmas. T-Mobile can also offer new upgrades that it couldn’t before, which make the shopping process more attractive to the customer. “We were looking for an easy-to-use webshop for our customers. With MamboFive we have minimized the number of steps related to placing an order. In addition, we are now able to offer richer content: customer reviews, up sell opportunities, stock information and detailed product descriptions. As a result thereof, we are able to increase

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the conversion and generate more revenue from our webshop.” And T-Mobile’s marketing and management teams now have access to real-time Web statistics and traffic results, and the ability to quickly and easily change or modify promotions to increase response rates.

Jarigisma says the experience of working with Tie Kinetix and The Online Company has been very positive. “We work in a very entrepreneurial, very open and proactive way with each other. That has certainly contributed to the success of our project. And I expect that our collaborative relationship will continue to serve our needs and drive results as industry and customer requirements inevitably change.”

TIE

TIE (NYSE Euronext: TIE Holding) delivers innovative web centric, software based solutions that enable all trading partners in the supply chain to work seamlessly together on the major E-commerce processes of marketing, sales and fulfillment. With its TIE Kinetix concept, it provides a Total Integrated E-commerce process, embracing three innovative platforms for Business Integration (including e-invoicing, XML/EDI data synchronization), Content Syndication and E-commerce. The Total Integrated E-commerce solutions minimize the energy needed for a transaction lifecycle throughout the supply chain giving organizations the advantage to reduce cost and maximize revenue and profit. TIE has more than two decades of experience in developing and implementing global E-commerce standards. TIE is a listed company with offices in the United States, Australia, France and the Netherlands. www.TIEholding.com

THE ONLINE COMPANY

The Online Company masters the entire spectrum of eBusiness and has been a major force in the online world for more than a decade. Its portfolio includes large, satisfied customers in various industries, who have been helped with their online activities in a wide variety of ways. The Online Company always has one clear objective: everything that it does must lead to higher conversion and sales. Moreover, The Online Company stands for quality and the ability to relieve its customers of their (online) concerns. With its hands-on mentality and personal approach, The Online Company ensures that the customer’s objectives come within reach. www.theonlinecompany.nl

PROGRESS SOFTWARE

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WORLDWIDE HEADQUARTERS

Progress Software Corporation, 14 Oak Park, Bedford, MA 01730 USA
Tel: +1 781 280-4000 Fax: +1 781 280-4095 On the Web at: www.progress.com

For regional international office locations and contact information, please refer to the Web page below:
www.progress.com/worldwide

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Rev. 01/11| 6525- 132295

