

Devices under Control

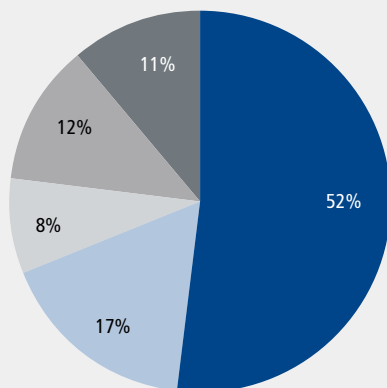
Mobiles, PDAs, NET PCs, notebooks, smart phones: The list of mobile devices is getting longer and longer. The device applications take on more and more tasks and are becoming increasingly more important in business. Thus device management and security are a challenge to the IT department.

"In Sales, Service Management or as well in Consulting, we can hardly imagine life without mobile applications", explains Prof. Christoph Wamser of the German Society for Management Research (DGMR). According to a survey he conducted, 92 percent of German companies expect quality benefits from them and the same percentage aims to speed up their business processes with mobility.

But IT departments are as well facing challenges with regard to mobile solutions: "The variety of devices and the amount of different operating systems is


a head scratcher for system administrators and security experts", explains Nicole Dufft, Analyst at Berlecon Research. She sees little hope that in the near future there will be a product on the market which is able to connect and to manage all mobile devices. Rüdiger Felger, Head of Portfolio Business Line "Infrastructure Services" at Devoteam Danet gives tips for the management of devices: Consolidating the jungle of devices, focusing on few devices and managing the device lifecycle to be able to choose the cheapest tariff. "Unfortunately, this is where the most money is wasted." ■

Battle of the Platforms: Symbian controls the Market for Operating Systems, Nokia is losing Market Shares



Source: Gartner, 2009


CONTENTS

 News 1

 Editorial 2


 Identity Management 3

The management of digital identities is gaining importance: Roles and access rights of employees are changing faster and ask for more mobility. The identity and access management (IAM) offers approaches for solution.

 EPM 5

Opel engineers and test drivers speed with their prototypes over the proving ground in the Hessian Dudenhofen driving up to ten million kilometres (six million miles) a year. An Electronic Proving Ground Management System (EPM) controls the operation and makes the test tracks safer.



 SaaS 7

The hype around Software as a Service (SaaS) is huge. On the one hand, such solutions provide the possibility of scaling the IT infrastructure on demand – and this not only before implementation, but also during operation. On the other hand, the overall costs are much lower compared to conventional on-premise solutions.



Editorial

Dear Reader,

ICT innovations today may already be outdated tomorrow. The IT of yesterday is rendered obsolete today. The world is changing ever faster, with innovations and security as constants.

Security and compliance are added value of identity management. Anyone who manages access rights and passwords by means of IT can reduce efforts and costs. Read why it is better to think big and start small.

And then head off with us to the Opel proving ground in Dudenhofen. Learn in our coverage why it is impossible to imagine vehicle testing without cutting-edge technologies such as mobile network, WLAN, GPS, and RFID, much like the Software as a Service in the IT world.

Such an innovative approach opens up much more opportunities – for example, in granular Services and their interoperability. With SaaS, the business of tomorrow will become more flexible. Promise!

Sincerely yours,

Jürgen Hatzipantelis
Managing Director
Devoteam Danet

posterXXL focuses on the Customer

The posterXXL online shop has extended its customer services. Customers can order high-quality large format prints of their own pictures on www.posterxxl.de. The company has recently used a CRM solution of RightNow, which

Devoteam Danet had implemented as a Software as a Service solution. In its Customer Services, posterXXL has about 10,000 e-mails and 5,000 calls per month. The company wanted to manage these contacts in a more efficient way. "Devoteam Danet and the RightNow CRM solution have convinced us", explains Christian Schnagl, CEO at posterXXL AG. "Since we are a young, dynamic company, Software as a Service fully meets our expectations. We wanted a CRM solution that we can start using immediately and which we can extend on demand, at low costs." Devoteam Danet's IT Consultants configured the CRM solution, integrated it into the existing system landscape and conducted the user training. ■



Source: Poster XXL

poster XXL: More efficient thanks to Devoteam Danet.

Devoteam Danet at its best at the IT-Forum

The 2nd IT-Forum Darmstadt on June 25th, 2009 was a further step towards advancing the Rhine-Main-Neckar IT cluster and increasing its publicity. With the cluster, the cutting-edge research should be extended and companies, universities, and research institutes be linked together. True to the motto of the event: "Being regionally strong and turning potential opportunities into business values".

Devoteam Danet participated as exhibitor and presented itself at its best. The company did not only present a new stand, but was also sponsor of the Telecommunications Forum which the CEO

Jürgen Hatzipantelis opened with a short speech. Then Ralph Cramer, Head of the Order-to-Cash Portfolio Business Line, presented the latest trends in the telecommunications market and discussed them together with Hartmut Beyer, Managing Director of the call centre service provider Tectum.

Three trends became apparent: New network technologies allow for new services and paradigms in the telecommunications usage; the transformation of processes enables cutting-edge services, and the customer relationship management is developing towards customer managed relations. ■



Identity and Access Management

Stepwise Handle on the digital Lifecycle

The digital identity management is gaining importance: Roles and access privileges of employees are changing faster and more mobility is required. Moreover, strict compliance requirements need traceability. Identity and access management (IAM) provides relevant approaches.

Martin Kuppinger, Managing Director of the Kuppinger Cole analyst company knows how useful an efficient identity and access management (IAM) can be: "It is hard to estimate the amount of identity data which are distributed in companies and which are not synchronised and are incorrect."

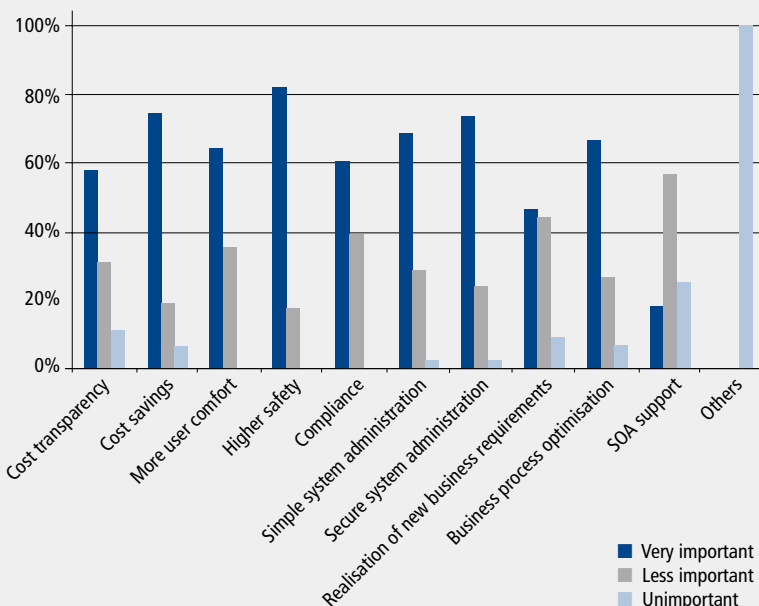
Data consistency, i.e. the reliable synchronisation of identity properties, increases profitability – from the view at the cost centres to a faster enabling

of employees. The security increases, because orphaned accounts are reduced. Authorisation processes and workflows can be structured and the user helpdesk can be released through an automated password resetting.

"With IAM, you can manage identities, privileges, rules, and the workflow by means of which the employee gets access to systems and applications", adds Wolfram Funk, Senior Advisor at Experton Group.

The benefits are: A centralised management increases transparency and traceability of the real usage of the systems and is an essential part of the IT architecture management. More than 75 percent of the IT decision makers in Europe consider IAM to be "important" or "very important" according to the "Security Survey 2008" of Forrester Research which evaluated the answers of 285 survey participants from companies with more than 1,000 employees in

Evaluation of Business Drivers for the Identity and Access Management



Source: Kuppinger/Cole, 2008

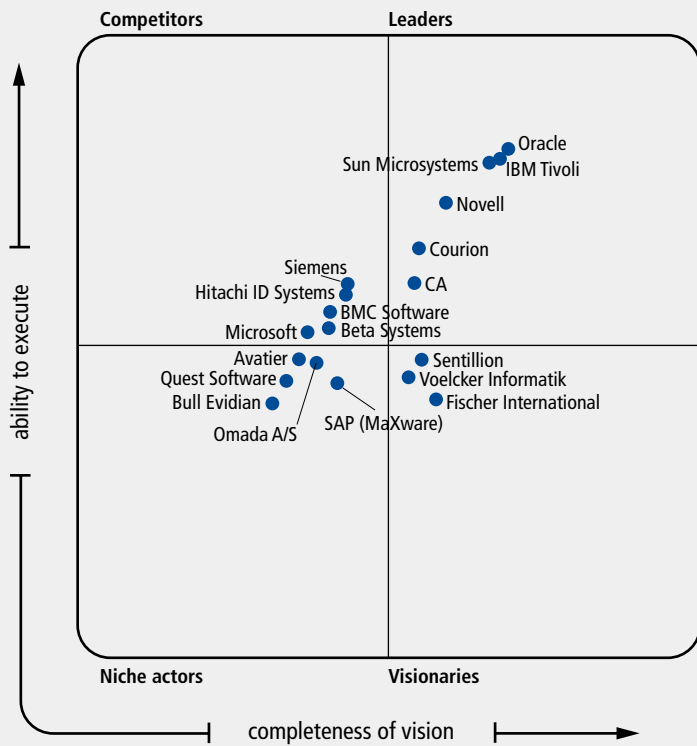
IAM type Devoteam Danet

A step-by-step approach without losing track of the blueprint – this is the mantra of success for the IAM project.

1. Gaining a sponsor at top level (project owner)
2. Involving further participants such as Security Management, IT, Technical Departments, Controlling, HR
3. Creating feasibility study and functional specification with milestones
4. Tool selection
5. Setting up pilot projects
6. Implementation
7. Organising the operations



The Market for IAM Solutions



Source: Gartner, August 2008

management, workflow or Web application: anywhere where access, roles and privileges are granted and managed. "We observe dozens of special solutions and niche suppliers in the field of IAM, because one tool is not sufficient", explains Gartner Analyst Allen.

Given this horn of plenty, Devoteam Danet Expert Knorpp warns against wanting everything at once during the implementation. "We experience again and again ambitious project launches which then go nowhere, because they do not produce economically efficient results in time. This is frustrating." His tip: think big and start small. In a first step, you should approach aspects that address urgent problems and that can be resolved within a few months.

If a step-by-step approach is still not convincing, one question might help in some cases, says Knorpp: "Show me a list of your systems – who did access it, who granted the access privileges and why?" An answer to this question is a must for the revision. "This would convince even the last sceptic to deal with IAM."

the United States, France, Germany, and the UK.

"Today, more flexible business processes, higher safety requirements as well as audit compliance are the driving forces for IAM rather than the wish to reduce administration costs", states Ant Allen, Vice President Research at Gartner. "Companies cannot preach flexible structures while at the same time holding them back through a rigid user and privilege management", adds Analyst Kuppinger. As to him, IAM is the basis for a well-functioning IT infrastructure and for business processes.

■ Triangular Complexity

Though IAM is essential, companies have manifold reasons not to approach it. "IAM is a cross-cutting issue which does not make it easier", says Rainer Knorpp,

Solution Consultant „Security Solutions“ at Devoteam Danet. The involved parties include the IT department, safety and data protection officers, business departments, HR, the work council as well as the top management which should stand behind a project as sponsor. Moreover, variety is offered by the subdisciplines of IAM, including among others access control, directory services, provisioning, single sign-on as well as the role and password management.

According to Experton Senior Advisor Funk, this patchwork is reflected in the software market for IAM solutions. "As far as we know, there is hardly any manufacturer fully covering all aspects with a single suite." What is often neglected in IAM projects is the fact that with more or less any software package, a company is bringing an integrated roles and privilege management on board. No matter whether it is SAP, Microsoft, document

Devoteam Danet IAM Partners

Devoteam Danet has partnerships with several leading providers, among them Aveksa, Entrust, Evidian, and Sun. Recently, Devoteam Danet has signed a cooperation agreement with Völcker Informatik. As to Analyst Kuppinger, the benefits of the Völcker product lie among others in a very sophisticated model for the realisation of automated processes and workflows and in an outstanding approach for the auditing and revision of provisioning rule conflicts. This way, a SoD (Segregation of Duties) is as well perfectly supported.

EPM

Opel optimises Endurance Test

Opel engineers and test drivers speed down with their prototypes over the proving ground in Dudenhofen near Frankfurt up to ten million kilometres (six million miles) a year. An Electronic Proving Ground Management System (EPM) that among others was designed and implemented with Devoteam Danet controls the operation and makes the roads safer. Context author Bernd Seidel dared to enter the road and completed a test drive.

"You drive!", says project engineer Dietmar Terhörst and throws a kind of key to me. It is about noon. Opel's vehicles are twinkling in the sun, at the car park in the Opel test centre near the A3 motorway. "These are all models which are near series production and still not on the market", says the engineer. Since April 1966, Opel has tested its vehicles on the 2.6 million square metres huge grounds.

Twelve different test roads are available. "Only here the quality of the engineers' many years of development work becomes apparent." Terhörst smiles. What is important are a highly precise test procedure and its reproducibility. Only this way, engineers can exactly identify errors and thus keep the testing costs low.

Terhörst gave me a rectangular device with a LED display which was as big as a hand. "User Guide", he said. "The driver control system stores today's route. It exactly defines at which speed and in which gear the car should drive at the respective test track. A data logger in the cockpit collects all generated information and centralises them in the system."

The engineer opens the passenger door and sticks a RFID tag which is

smaller than a business card to the inside windscreen. The tag stores privileges as well as information on which test tracks the driver is allowed to drive within a specific period. The access to each of the track sections is secured by gates that are controlled via the RFID tag.

■ EPM takes over the Wheel

"When we launched the project at the beginning of 2004, we reached the limits of track occupancy and road safety", explains Terhörst.

"At our site, other automotive manufacturers and suppliers are as well parallelly testing vehicles and components. Moreover, the most diverse events take place at the same time. These rising requirements called for a new, state-of-the-art system which had to be developed according to Opel's specifications. Its name: Electronic Proving Ground Management System (EPM).

Opel opted among others for Devoteam Danet as implementation partner. "Crucial for this decision was their telematic expertise, the deep knowledge of business processes and the experience with technologies such as mobile network, WLAN, and RFID", remembers Ter-

Devoteam Danet as Realisation Partner

- ◆ Creation of the "Big Picture/ Target Scenario" for EPM (functional level)
- ◆ Common technology evaluation with regard to customer requirements and cost-benefit ratio (e.g. RFID for the gate control, WLAN at very high speed, exact determination of the position based on GPS)
- ◆ Deduction of the IT technical EPM architecture
- ◆ Implementation of EPM at extension stages and integration of a reliable overall system

EPM System Architecture

- ◆ On Board: EPM box with determination of the position, data logger CAN bus interface to the vehicle, WLAN interface and driver control system
- ◆ Web-based application
- ◆ Server with J2EE based standard with components and modules such as order management, vehicle recording, RFID label generation and reuse, logging of the track usage for the invoicing of services and visualisation components
- ◆ Third-generation RFID technology
- ◆ WLAN network at the entire site



Source: Opel

Opel: Test run electronically operated.

hörst. On the whole, Devoteam Danet’s master plan – the so-called “big picture” – as well as its approach proved to be very consistent.

We get in the car. I ask: “Is this a top secret vehicle?” Terhörst smiles. Of course not. Industrial espionage is a major issue at Opel. This is why a top secret vehicle – a highly confidential prototype – must be well protected. EPM can ensure this by means of appropriate access control. I steer the Insignia in the direction of the high-speed loop. The gate opens, the driver guidance system tells me to accelerate to 100 kilometres per hour (60 mph) in seven seconds. Being the son of a driving instructor, I was born with the knowledge of how to dose the throttle.

The control system displays: „Drive at track three for 30 minutes at maximum speed”. We pass an electronic gantry. Track three is open. “EPM controls this as well”, explains Terhörst. At track four, a silver-grey sports car overtakes us with such a scary coolness which makes me look at my speedometer – it displays 210 km/h (130 mph).

„The technology is good value, stable and can be extended”

Dr. Matthias Schollmaier, Head of the Opel Test Centre Rodgau/Dudenhofen, explains the benefits and the vision of the Electronic Proving Ground Management System (EPM) to Devoteam Danet Context.

Mr. Schollmaier, what were the main reasons for the implementation of EPM?

Dr. Schollmaier: The main reason is the safety: We must ensure that only allowed vehicles get to a specific track. With the RFID chip of the third generation, this is reliable and very cheap. Moreover, we want to achieve a better utilisation of the test site and explore new revenue sources. In other words: opening the test site for further customers, manufacturers, and suppliers. In addition, company and marketing events as well as driving safety trainings and motor sports should take place in a coordinated manner.

How do you benefit from the present project status?

Dr. Schollmaier: The technology is good value, stable and can be extended. In addition, the system provides all generated vehicle data in a central place and allows for exact, inexpensive and high-quality tests. What is very important is the fact that due to all existing vehicle bus and measuring data, the test drives can be exactly reproduced. This considerably facilitates and accelerates the elimination of errors and avoids replicate tests.

Is the Test Centre a standalone application?

Dr. Schollmaier: No. Devoteam Danet has integrated the technical solution into our back-end applications. Thus, an exact recording and calculation of each single order is possible, including the scheduled filling station at the proving ground.

■ Holding the Connection even at High Speed

Terhörst grins. “The Opel team is doing 300 km/h (190 mph) when testing here. The system must be able to localize the vehicles even at high speed in case of an accident where the dispatcher in the control centre must fully close the road and must call the EMS”, explains Terhörst. “At a speed of 300 kmh (190 mph), the mobile network connection could fail. With GPS and WLAN, however, we got a handle on it after extensive evaluations.”

The trip ends. At the car park, I get my invoice and the “test results”. I can clearly see how long I was driving on which track, how often I used it and how much fuel I filled up. The test results are sobering: almost always too slow. The son of a driving instructor is like a leopard that cannot change its spots. ■

SaaS

Software as a Service one Step ahead

The hype around Software as a Service (SaaS) is huge. The model by means of which customers purchase software as a service over the Internet has various benefits. On the one hand, SaaS provides the possibility of scaling the IT infrastructure on demand. On the other hand, the overall costs are considerably lower. However, SaaS offers also show one disadvantage: They can only be adjusted to the companies' requirements to a certain extent. Thus, the providers must think one step ahead and must provide granular services.

Fast and flexible companies today need a cutting-edge IT infrastructure to be able to reach their often high and short-term targets. The IT must not be a show stopper, but a business enabler. It is essential to provide the best possible business conditions with IT. Many companies are focusing on standard software.

■ Processes must fit

There are, however, business processes where standard software does not perfectly cover the companies' individual requirements. In this case, the IT should be adjusted to the business needs. Application companies, however, do not want to have to adjust standard, monolithic software. Experience has shown that such projects are mostly far too time consuming and too expensive. Software providers would help application companies much more with basic granular services from a predefined toolbox of services from which they could choose and combine standard services according to their needs. These services should be usable on demand, i.e. it should be possible to activate and deactivate them.

In a Web shop, for example, companies could activate or deactivate the self-care, product, or marketing service on their own. They must only integrate the granular services via standard interfaces (interoperability) into other services. It would be as simple with services if it was possible to establish the Simple Object Access Protocol (SOAP) and Extensible Markup Language (XML) network protocols for the Web services.

Unfortunately, these standards are still missing. But the IBMs, Microsofts, and Googles of the world which already successfully offer Internet services are pushing this standardisation. Thus, it will not take too long before they become reality. How should a concept for granular services look like?

One of the largest city development projects in Southern Germany which is at the Böblingen/Sindelfingen Airfield demonstrates with its concept for broadband services where the telecommunications market is heading. It provides triple play broadband services via fibre glass to private and business customers, which besides the Internet include telephone services and TV.

The concept is called Open Access Network. It is based on a horizontal

Example for the Realisation for SaaS

A new mobile network reseller wants to enter the market with a postpaid business model. To be able to run its business, the reseller needs certain processes, e.g. the „order management“ service.

Within this service, the reseller wants to check the subscribers' creditworthiness. Only after successful completion of this check, e.g. via the German credit bureau Schufa, the order will be forwarded.

The mobile network reseller decides to extend his business model with a prepaid offer. For this, the reseller needs a service for the order management which he purchases. In this case, the subscribers' creditworthiness must not be checked anymore, because they pay in advance. He can immediately register the subscribers. For the prepaid business model, he must deactivate the creditworthiness which is stored in the library.

The mobile network reseller subscribed online to the services, including data storage. The granularity of the services allows performing the postpaid process as before and the prepaid process without a check. If the mobile network reseller should decide not to use the creditworthiness function for the postpaid process anymore, because, for example, the credit bureau costs are higher than the risk of a non-payment, he can as well deactivate the service.

architecture with four levels. The first level is the infrastructure, which is the basis of the Open Access Network.

Local infrastructure providers – in this case the municipal utilities – design and build the fibre optics network whose operation is assumed by a network operator. At the Böblingen/Sindelfingen



Book Recommendation: SaaS – Strategies, Concepts, Solutions

The book gives an insight into the world of SaaS and demonstrates the practicality of these solutions by means of examples. It illustrates procedures, pros and cons, discusses technological issues and explains the legal framework.



Software as a Service: SaaS:
Strategies, Concepts, Solutions and Legal Framework

Publisher: Christiana Köhler-Schute
Hardcover, 159 pages
Publishing House: Ks-Energy-Verlag (May 15, 2009)
Language: German
ISBN-10: 3000257659
ISBN-13: 978-3000257650

Airfield, it is, for example, an alternative telecommunications provider.

The active network operator makes the second level. Apart from the network operation, its tasks consist in ensuring the service availability and guaranteeing the access to end-user platforms.

What's new is the separation: While the municipal utilities lay the cables and own them, the telecommunications provider develops and bundles the speech, Internet, and TV services. The third level are the service providers such as facility managers. Several service providers can develop their services and provide them to end-users within the same fibre optics network. The fourth level are the private and business subscribers. They benefit an optimised infrastructure, different telecommunications services and the possibility of using those on demand.

The analogy to a SaaS model that is one step ahead becomes obvious if we consider the prerequisites for an Open Access Network. Thus, firstly, the passive infrastructure and the active network are separated. In practice, there is a volume and quality oriented IP infrastructure and an open platform for the active applications running on it. Secondly, in the example of the Open Access Network,

the standard interfaces must be suitable for the mass market, which in the world of SaaS is a necessary condition for combining additional services with each other. And thirdly, several competitive service providers must provide transparent access for the consumer. This is as well valid for the new world of SaaS. The distribution of tasks between the involved parties as well as the appropriate and simple combination of services are the key to success for the Open Access Network and the Software as a Service.

■ Becoming more agile with SaaS

As already illustrated, state-of-the-art SaaS solutions require granular ser-

vices and interoperability between the services. Since these services are developed from the back-end libraries of the providers, those software providers must provide an open access via open interfaces.

Thus, service providers are able to design themselves services from the libraries by means of workflow engines.

■ Conclusion

The Open Access Network concept from the telecommunications market shows the rising demand of the application companies for more flexible and more modular technologies. The tasks must be respectively distributed among the involved parties.

All levels – from the creation of the infrastructure to the active operation of the infrastructure and the service providers to the end users – closely interact, but each level is independent. On an open platform, competitive service providers can develop different granular services which must be connected via standard interfaces to be suitable for the mass market. In the course of this market tendency, it is as well important that the system integrators develop towards a business process integrator. They must understand the business processes and realise them by means of their technology competency. With this new SaaS approach, consumers can map their business processes according to their current needs and thus keep their operational costs low. This way, they could become more versatile and more agile. It is the Software as a Service model one step ahead in the sense of application companies. ■

Impressum

Publisher: Devoteam Danet GmbH
Gutenbergstrasse 10, 64331 Weiterstadt, Germany
Chief Editor:
Jürgen Martin, Phone: +49 61 51/8 68-643
Editorial:
Bernd Seidel, Peter Verclas, Markus Reppner

E-mail: Presse@devoteam.de
Concept and Realisation: CO.IN. MEDIEN GmbH
Publishing house for corporate communication,
Wiesbaden