

# All with one connection


In the future, one connection will be sufficient to provide households with TV, Internet, and telephony. The magic word is "Triple Play" and is to open up new business for telecommunication companies as well as for content and cable network providers.

Triple Play is a marketing term which is used for the transmission of data, voice and TV via one single network. "It describes the convergence between fixed networks, television, broadband, and mobile networks based on the IP technology", explains Jürgen Martin, Head of Business Development at Danet. "The Triple Play service will push the convergence of networks, devices, and services." Its market success depends on factors such as a well functioning technology, a sufficient number of broadband accesses, interesting offers and a selected service. Telecommunication companies as well as cable network providers should prepare for the future of multimedia – because their competitors have already started doing so.


Hence, the multimedia packages require new billing models and service offerings. "Today, the providers have difficulties to stand out from the competition with their products. Thus, price and service will be the decisive factors to win over the customer", emphasises Dan Bieler, Director Consulting European Telecommunications & Networking at IDC. For a correct billing of the new service bundles such as the Internet, fixed and mobile networks, video and data, an integration of the already existing stand-alone solutions is indispensable.

"There are also requirements of involving the mobile network, redirecting services to the mobile phone, recording call durations and managing call flows, no matter what device the customer has

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The documentation of the existing systems is the basis for a profitable IT operation.

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In September 2007, the third pay TV provider in France went live. TV Numéric manages its subscriber data by means of Danet's Subscriber Management Solution.

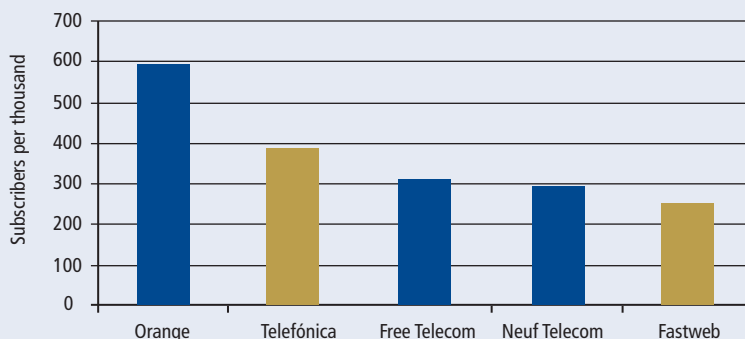


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To allow logistics companies a permanent tracking of their shipments, Traxon provides its worldwide operating customers a Web based communication solution for which Danet develops the Cargo Data Management Platform and ensures the availability of the solution in its own computer centre.

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### Top 5 IPTV Providers in Europe in 2006



Source: Screen Digest/Goldmedia 2007



## Editorial

Dear Reader,

Shaping the future calls for understanding the present. Without understanding of what is happening now, it will hardly be possible to progress. But only those who are driven by innovation can make progress. And that is what we are: Danet is an innovative company - not as an end in itself, but for the benefit of our customers. This will be illustrated amongst others in two of our success stories: You can read about the Subscriber Management used by TV Numéric. The French pay TV provider relies on the "Order to Cash" on-demand solution for its business process. The world of Traxon is at least as interesting: The logistics service provider has opted for Danet as managed service provider when it comes to the development of new products and the operation of solutions. Both companies have one advantage in common. They both benefit from a fast time-to-market and a focus on its core competencies – with manageable costs at the same time.

Enjoy reading – and best wishes for continued success!

Sincerely yours,

**Dr. Reiner Nickel**  
Chief Executive Officer  
Danet Group

used", explains Richard Schiffer, Head of Business Unit at Danet Consult.

To this aim, new solutions are partly necessary to support the process chains. Procedures based on consumption, real-time procedures as well as clearing within the value chain and during provisioning are necessary for the billing process. All information must be bundled. "After all, the customer wants to receive only one invoice at the end of the month", explains Schiffer.

## Sülzer joins Danet Supervisory Board

Werner Sülzer has been appointed new member of the Supervisory Board at Danet. With the NCR manager, Danet can add to its board an expert manager who brings in international expertise in the ICT sector. Sülzer takes over the former seat from Jürgen C. W. Schröder.

Sülzer is Chairman of the Supervisory Board of NCR GmbH, where he was Vice President and Executive Managing Director before. As a member of the global

management team, he reported directly to the President and CEO of the group, Mark Hurd, who is today's President and CEO of Hewlett Packard. In 1995, Sülzer joined the AT&T Germany Holding as its President.

"We are very pleased that Werner Sülzer as an internationally experienced expert for economics and ICT has accepted to join our Supervisory Board", emphasises Jacques Bentz, Chairman of the Supervisory Board of Danet. "Sülzer has an extensive international management experience and enjoys an excellent reputation in the top level management of globally operating enterprises. This will definitely have a positive impact on Danet's strategic orientation."

## SoftRobot as new Brand

Danet has trademarked its SoftRobot brand. SoftRobot is a test and monitoring system by means of which e.g. mobile phones or Internet portals of telecommunication service providers can be automatically tested and monitored from the view of the end user. This procedure is a useful enhancement and extension of the already established test procedures. It helps to close the gap in the end-to-end quality monitoring of digital value-added services.

The SoftRobot brand is registered by the German Patent and Brand Office under the patent number 307 27 878. "We know that brands in the ICT sector are only at the beginning of their development. The brand idea, however, is rapidly finding its way into our business. Also in the ICT sector, brands do help companies, products, or services to strongly and steadily stand out from the crowd", explains Jürgen Martin, Head of Business Development and Central Marketing. "With SoftRobot, we have our first IT solution registered as a trademark."



### Werner Sülzer

The experienced manager will support Danet with its strategic orientation.

# Bringing Business and IT together

Enterprise Architecture Management (EAM) is the basic requirement for a profitable operation and innovative development of the information technology. Only if a company's existing IT system is clearly documented, changes can be performed quickly and easily. Especially when it comes to the creation of a service-oriented architecture (SOA), such a structural design for the IT represents the required organisational superstructure.

"Enterprise Architecture Management (EAM) will be the future key task within the IT sector", states Prof. Dr. Helmut Krcmar of the Technical University of Munich. EAM comprises the analysis of the company's entire IT landscape. Moreover, all changes evolving from the requirements of the departments are continuously documented. Based on the corporate strategy and processes, an ideal IT architecture (blueprint) is designed.

The benefit of the architecture management becomes evident when e. g. an IT system fails and a business process

does not work. Which process and, consequently, which service are affected? Which data are involved? "Until now, there is no controlled management process that can give answers to those questions; every failure is managed individually. This is where EAM applies to produce relief", explains Markus Görg, Solution Architect at Danet.

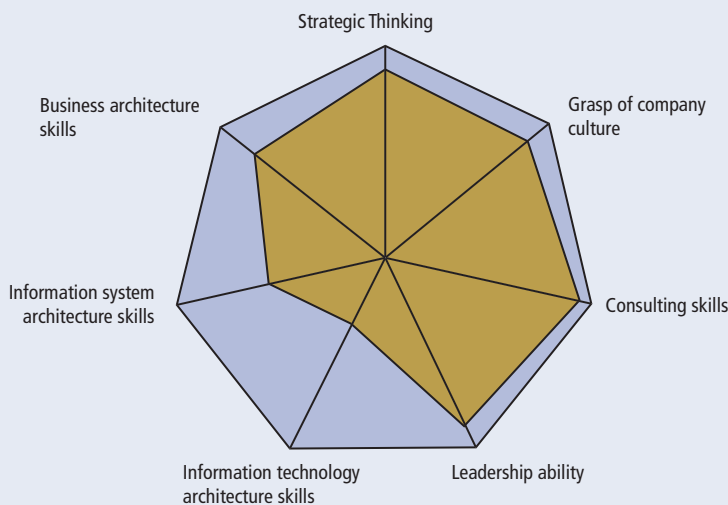
Enterprise architecture comprises different design levels, i.e. a business level, an organisational level, a level for integration and for software, as well as data and infrastructure levels. The business

## EAM – The Benefit

Measures within enterprise architecture will bring a return on investment within a period of one to three years. In the short term, savings of up to 60 percent of the required man-days for the analysis, processing, validation, and reporting are possible. These tasks accrue continuously within the scope of the Sarbanes Oxley Act, the risk management, the data protection or the evaluation of the user satisfaction – however, mostly unsystematically, inefficiently and with a high failure rate. In the long term, an increase in IT investment security of approx. 10 percent is estimated. As the experience shows, in the medium term, it is also possible to reduce the annual operating costs by approx. 10 percent.

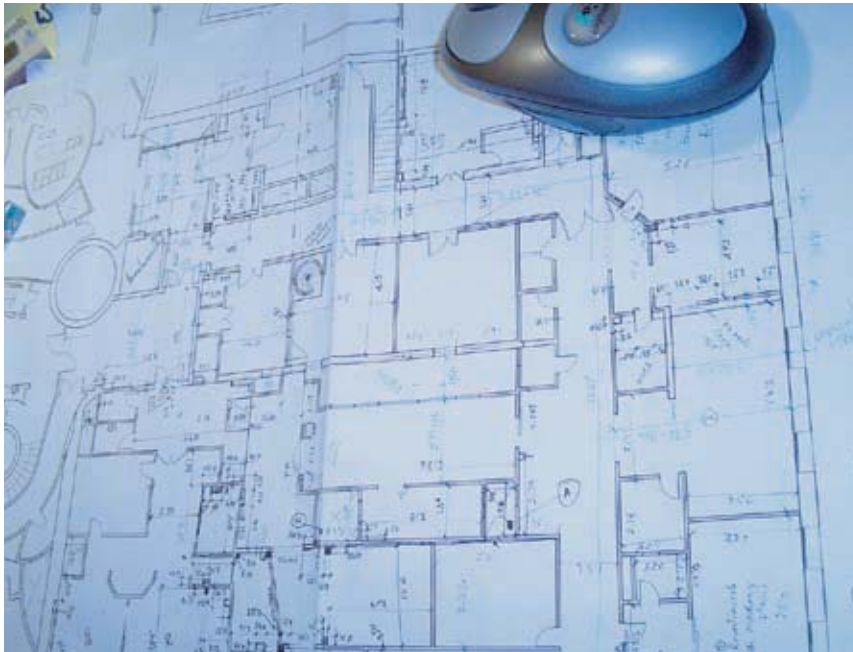
## New Architects needed

Positioning of company architects



Source: Die schweizerische Post/Post Finance

or strategy level refers to the business model and the positioning of the company within the service network. The organisational level comprises the structural and procedural organisation, i.e. in particular the process architecture. These two levels are primarily of technical nature and do not depend on the deployed IT. The integration level consolidates the technical and IT view and enables a decoupling of the processes from the stand-alone software systems, allowing thus for a flexible reorganisation of the IT systems. "The individual architecture levels are isolated, but must be carefully aligned in order to allow for a fast adoption of changes to the respec-



Structural design: Without a good as-is analysis, it is not possible to develop a reasonable blueprint of the IT architecture.

tive subordinate levels. This is the management aspect”, explains IT architect Görg.

Ideally, EAM would prove its benefits at two levels: Thus, the IT division is able to quickly react to the requirements of the technical departments. Moreover, it can reduce its budget planned for running the systems and can use the money for cutting-edge projects instead. These benefits are often discussed in relation with service-oriented architectures (SOA). EAM is the organisational superstructure as Krcmar calls it. “EAM refers to “the What”, while SOA is one possibility for creating an IT architecture – thus it is “the How”.

### ■ Continuous Task

“Many companies consider the service-oriented architecture to be the ideal state”, says Danet expert Görg. „ Dealing with SOA might be useful in many cases, but requires a consistent EAM at the same time”, suggests Görg. Architecture management is a continuous action – a planning and organisational process

that is a must. “Having a good structural design is one thing, but ensuring that within a complex organisation everybody is working on this aim, is another story.”

This consistency is what many companies are missing. They are often already afraid to analyse the current situation, as the IT analyst Dr. Wolfgang Martin observes. There are counter-arguments like “too expensive”, “too time-consuming”, and “no short-term benefit”. “But without a clear as-is analysis, you cannot develop a reasonable blueprint”, he explains.

“There is much to tidy up and it takes a lot of time”, is the credo of Prof. Robert Winter, Director at the University of St. Gallen. “Analysing the existing systems can be compared to the work of an archaeologist: One has to dig into old historically grown system landscapes.”

But the work will pay off. On the one hand, the analysis of the as-is state shows dependencies between the business processes and the respective IT systems that are used. On the other hand, the partly multi-step relations of the applications and interfaces can be illustrated by means of EAM. “EAM ensures

that modifications both in IT and in business can be consistently realised and that strategic options can be thoroughly discussed”, explains Winter.

### ■ Defining Requirements

EAM is too often pushed from the IT view. “Already in the early phases, there are discussions about methods and tools, without knowing the requirements of all involved parties”, explains IT architect Görg. A corporate architecture, however, considers different, partially inconsistent requirements and conditions of a large group of stakeholders such as customer orientation, sourcing, service management, business continuity planning, and security. Görg says: “Only when it is exactly known what is to be managed, the deployment of appropriate methods and tools makes sense.” Thus, IT and business should get on the same page and develop the same language and understanding. ■

### The EA Market

According to surveys of Forrester Research, the market for EA tools (EA = Enterprise Architecture) has increased in 2006 up to around 320 million US dollars worldwide. Over the past three years, the software producers have posted growth rates between 10 and 20 percent. More than 35 EA tool providers are on the market. According to analysts, this growth has continued in 2007 at the same speed. Most of the companies can expect growth rates of between 15 and 20 percent. As to Forrester, approx. 90 percent of the 500 biggest companies have already established EA methods. The acceptance in smaller companies, however, stays way behind.

# TV Numéric manages its Subscriber Data with "Order to Cash"

The international TV market is on the move. Television, no matter whether IPTV, TV on the mobile phone, mobile TV or pay TV, is trendy. This also applies to France. In September 2007, TV Numéric as third player entered the pay TV market. The company relies on efficient business processes for order management, customer relationship and billing. These are supported by Danet's "Order to Cash" on-demand solution.

"We are primarily targeting customers that are not able and do not want to pay more than fifteen Euros for pay TV per month", explains Daniel Thieriet, President and CEO at TV Numéric. So the pay TV provider has a targeted offer for the French mass market. The prospects for the number of subscribers are ambitious.

In the first year, the new pay TV provider wants to gain 400,000 new subscribers. Within five years, around 1.5 million subscribers are expected to use the offer of TV Numéric. But not only the selected program offer, the straight-forward customer approach and the planned growth are based on a sophisticated strategy.

As to the IT, TV Numéric has as well proceeded deliberately. The focus was on a so-called Subscriber Authorisation and Management System.

"From the very beginning, we were looking for an efficient IT solution. To this aim, we have decidedly defined our requirements. We wanted our business partner to develop the selected IT solution and in a next step to run it as an on-demand solution", explains Thieriet.

## ■ Efficient IT Solution wanted as On-Demand Offer

This way, the company can satisfy its corporate principles in the areas of IT: no in-house employees, maximum outsourcing, minimised risks, and the fastest possible time-to-market. Several bidders participated in the request for proposal. Finally, the "Order to Cash" on-demand solution for Danet's Subscriber Authorisation and Management System made the grade.

In the view of TV Numéric, there were several reasons to favour this decision. "Danet did immediately understand our business model. Its consultants were



TV Numéric viewers: TV offer for the entire family



able to point out the required business processes as well as to map them to the solution”, explains Thieriet. Moreover, the IT service provider could convince with the demonstration of its Subscriber

Management System, ensuring its operation as on-demand solution. The benefit is obvious: “We therefore can free ourselves to fully concentrate on our core business and need not bind resources to develop the specific know-how on our own”, adds Thieriet.

the monthly subscription fees. Moreover, it supports the customer service of TV Numéric and allows for a comprehensive reporting.

“By means of this system, we can seamlessly manage our entire customer management via our customer hotline or via the Internet self-services”, adds Thieriet.

The entire range of services of the Subscriber Management System has been tested in spring 2007. “We have provided 500 test customers with home antennas, set top boxes, and smart cards. Thus, we could put the solution through its paces”, explains Thieriet.

The set top box works as a decoder that allows the television to play back the signals received via the house antenna and – depending on the equipment – allows the viewer to use virtual interactive services. The Subscriber Management System has passed all function tests: All services have run without any problems.

### About TV Numéric

TV Numéric is a new provider in the French pay TV market. The company uses the modern digital video broadcasting terrestrial (DVB-T) for the delivery of digital television and data services. Its TV channel bouquet includes besides the seven chargeable channels: Canal J, TF6, AB1, Paris Première, Planète, LCI and Eurosport, twelve free DVB TV channels as well as six channels available across the country. TV Numéric can therefore provide an overarching pay TV offer to reach a maximum number of viewers with specific programmes for kids and teens, and news, series as well as sports for the whole family. The price for a bouquet amounts to EUR 8 per month plus a monthly rental fee of EUR 5 for renting the set top box, plus a one-time registration fee of EUR 38 and a one-time rent deposit amounting to EUR 40. TV Numéric was founded in 2003 and has its head office in Rungis near Paris, France.

Please see <http://www.tv-numeric.com> for further information.

### ■ Controlling Pay TV via a Subscriber Management System

The Subscriber Management System integrates all processes that directly address the customer. It thus represents the central customer database of TV Numéric – ranging from the customer request to the customer care. The pay TV offer is distributed via the Internet, hotline or sales representatives. “The subscriber can quickly and easily register through our central webshop. The order data are then forwarded to our Subscriber Management System”, explains Thieriet. In a next step, the system triggers the delivery of the digital devices – set top box and smart card. At the same time, the new subscription is activated.

Subscription validation and management are performed via the Subscriber Authorisation System which continuously monitors the access to the activated set top box and initiates the billing process. The system controls the billing of the one-time registration fee as well as of

### ■ From Testing to a successful Product Launch

Hence, TV Numéric decided to launch its offer on the French market in the middle of September 2007.

“On the one hand, we offer our subscribers interesting and informative entertainment on all channels. On the other hand, they receive non-bureaucratic help and comprehensive services on all channels due to the Subscriber Management System”, describes Thieriet the benefits of TV Numéric’s pay TV offer whose market entry was promising. The number of subscribers increases every day. Thus, the “Order to Cash” on-demand service contributes to the visible success, which remains invisible to the pay TV subscriber. ■



Set top box: Decoder for signals that are received via the house antenna.

# Analysis Platform for Logistics Processes

Traxon is a global cargo communication company providing its customers a Web based communication platform that allows the access to a multitude of electronic cargo information. To this aim, Danet has developed the Cargo Data Management Platform (CDMP) and ensures the high availability of the solution in its own computer centre.

Freight forwarders and airlines aim for timeliness and service quality, which are met by means of smooth and coordinated shipping routes. Those can only be realised through IT-based solutions that allow for an efficient and fast communication and for an optimised information flow. At the same time, the costs can be reduced, because the time-consuming information exchange via phone or fax is superfluous.

This is exactly where Traxon is at home: "We offer a platform-independent communications base that maps all important logistics news and immediately displays the cargo status to all players within the supply and distribution chain", explains Felix Keck, Managing Director at Traxon.

"Today, it is not sufficient to take on transportation and logistics services with the corresponding information." A benefit of the solutions is the Web based platform that can be made available to the customer without great effort.

## ■ Communication via a bundled Channel

The communication between all the participants involved in the air cargo transportation network is considerably facilitated, because the different channels for inbound and outbound communications are bundled to form one channel, thus making multiple connections

obsolete.

The advantage is that a freight forwarder does not need to enquire at each single airline whether a specific shipment is actually in transit.

## ■ Central Data Platform for Logistics Partner

Traxon provides its customers a central database with all relevant information. With a function such as "Message statistics", the users can retrieve all electronic messages that have been sent between the air partners within a specified time frame. The lists give an overview of the messages per partner, the status history, and the status for a specific airway bill. In addition, it is possible to get a detailed view on the current location of the shipment. An alert function notifies the user in case of any delivery delays.

Traxon's customer base comprises 80 airlines and approx. 3,000 freight forwarders with more than 8,000 offices. The billing is based on two price models: Invoicing per airway bill and invoicing per message type, where different messages can have different prices.

The cooperation between Traxon and Danet started in 1988 with the Lufthansa project "Mosaik". "From the very beginning, Danet has taken on two main functions as managed service provider", explains Günter Hirschmann, respon-

sible Manager at Danet. "The development of new products, including their maintenance and upgrade as well as the 24x7 operation of the Traxon systems in Danet's computer centre."

Moreover, Danet ensures via Traxon the communication between the systems of the different logistics partners. Almost twelve million messages are processed each month. Danet ensures around-the-clock availability. "We cannot allow any downtime", adds Traxon Manager Keck.

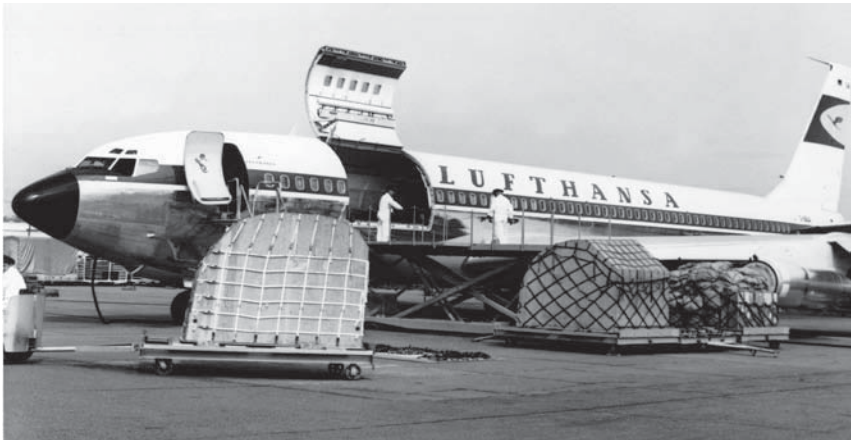
In the middle of 2005 and by order from Traxon, Danet started developing the Cargo Data Management Platform (CDMP). Since its launch end of 2006, it is continuously enhanced with new functionalities and adapted to the needs of new customers. CDMP can be compared to a tracking system like known from parcel shipping companies and thus represents an extension of the already existing Traxon Datawarehouse application.

## ■ High Availability for high Data Traffic

With CDMP, the user can exactly track its shipment and can plan the date and place of arrival in order to receive it at the destination airport and to reload it for forwarding. To retrieve this information, the user only needs the airway bill number. For each shipment, there is a number of measuring points along the planned route: E.g. when the aircraft is taking off from the departure airport, upon unloading and storage at the airport as well as during the transfer to the selected freight forwarder.

"These measuring points generate data records that are stored in the Traxon CDMP database and provide a basis for monitoring", explains Hirschmann.

Disturbances of the planned route generate status messages as well. Those can be retrieved in the system and allow the freight scheduler to react. With CDMP, the quality of the logistics services can be measured. How timely can the initial schedule be kept? The answer to this question can be very important



Freight loading: Since the Sixties (see above), the amount of freight shipped via aircraft has multiplied. Without state-of-the-art IT systems, freight flow monitoring is not possible.

when analysing the weak points of the interface between the forwarder and the airline. It represents an important marketing instrument for all companies that are involved in the transportation process.

Today, the system allows for a shipment tracking at airport level only. Together with Traxon, Danet is working on a refinement of this monitoring. In the future, a door-to-door shipment tracking and retrieval of the respective status messages is planned. In a further step, not only freight monitoring at airway bill level but also at piece level should be possible.

“A decisive factor for the successful cooperation with Danet is the common focus on the project results”, comments Keck. “Even in stressful situations, the Danet specialists never lose sight of the aim, are always flexible within a dynamic environment and complete projects on time. The close cooperation of integrated teams from both companies is a very important success factor.” ■

## About Traxon:

### Traxon Europe

Global Logistics System Europe Company for Cargo Information Services GmbH

A European company of the German Lufthansa Cargo AG and the French Air France S.A.

### Headquarters:

Frankfurt/Main, Germany

**Founded in:** 1991

### Core business:

Air Cargo Communication Provider

**Number of employees:** 27

**Total messages (2006):** 92,000,000

**Total revenue (2006):** 8.5 million Euro

**Managing Director:** Felix Keck

## EVENTS

### Digital Sport 08

15 Jan 2008 – 16 Jan 2008

Hotel Okura, Amsterdam, Netherlands

Danet participates as sponsor with a workshop and an info booth.

[www.digitalsportevent.com](http://www.digitalsportevent.com)

### Strategies for the development of virtual mobile operators

28 Jan 2008 – 30 Jan 2008

Hotel NH La Habana, Madrid, Spain

Danet participates as sponsor with a technical lecture.

[www.iqpc.com](http://www.iqpc.com)

### 2nd European Identity Conference

22 Apr 2008 – 25 Apr 2008

Forum am Deutschen Museum, Munich, Germany

Danet participates as exhibitor with an info booth.

[www.id-conf.com](http://www.id-conf.com)

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