

How Companies increase their Knowledge Store

The rising flow of digital content is a big challenge for companies. This is especially true when processing and providing information from Web 2.0 sites. Enterprise Search can help to cope with these tasks.

In the context of Web 2.0, a topic that no responsible person dared to address is now enjoying a renaissance: Knowledge management or enterprise intelligence.

The structured knowledge generation is a key differentiator for companies. It saves time and helps to find information of importance. Figures of the market research company Vanson Bourne prove that this has been inefficient so far. Thus, employees in European companies waste an average of 67 minutes per day on retrieving information.

„Every company should deal with the ideas of Web 2.0 and Enterprise 2.0“, explains analyst and business intelligence expert Wolfgang Martin. It is not only a matter of the public image. Web 2.0 technologies can as well be effective internally – e.g. in the Intranet. By means of the concept of „everyone participates“, a company can benefit from unexplored knowledge. The big challenge, however, is to retrieve business-critical information.

„Up to now, the attention of Web 2.0 focuses on the producer side“, points out Jürgen Wagner, Solution Manager Enterprise Intelligence at Danet. Everybody can generate information, no matter whether in a structured or unstructured


way. This data collection is only useful for companies if it allows specific browsing. „The keywording approach failed in the Eighties and Nineties“, emphasises Wagner. The decisive criteria were that it was too slow, too complex and not up-to-date. Moreover, search engines do not either lead to the desired results, because the number of entries displayed is too large and often not relevant.

According to Wagner, knowledge management must allow an easy and user-oriented approach to information. Here, Enterprise Search is the right way. By means of an in-house search engine, unstructured content is retrieved as well.

Due to the huge data volume, processing and provisioning is largely automated: Retrieving information, extracting interesting objects, and making them available via feeds or via an interactive search.

Danet successfully deploys these solution modules in its projects, thus helping companies to increase their knowledge store. According to the principle: „Searching was yesterday – Finding is the key to success now“ and the prerequisite for the next innovation step towards the Semantic Web - the Web of Data. ■

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Editorial

Dear Reader,

The third national IT summit was held recently on our doorstep in Darmstadt. As a dedicated IT service provider in the regional IT cluster, we were very happy about it. Unfortunately, the good news from the ICT sector did not get through (page 3). The financial and economic crisis was predominant. Crises lurk anywhere at anytime. When it comes to crisis prevention, AREVA T&D is definitely at the vanguard. The energy technology company has introduced a business continuity management for a better handling of potential risks and their impacts (page 5).

Another story is the Musicload internet platform of the Deutsche Telekom. It is one of the leading legal music download providers. By means of a marketing information system, Musicload is even closer to the customer and more successful (page 7).

The above examples demonstrate that even in difficult times, companies can increase productivity by means of ICT solutions. They only have to make targeted investments.

Sincerely yours

Jürgen Hatzipantelis
Chief Executive Officer
Danet Group

National IT Summit: „With Innovation to the Top“

As one of the initiators of the regional IT cluster IT4work for the Darmstadt-Rhine-Main-Neckar region, Danet participated in the third national IT summit in Darmstadt. „Danet CONTEXT“ interviewed Jürgen Hatzipantelis, CEO and Managing Director of the Danet GmbH.

Mr. Hatzipantelis, what was the atmosphere like at the third national IT summit?

There was a sense of tentative optimism. The ICT market still looks good. According to the latest BITKOM survey, 72 percent of the ICT companies still do not feel the economic crisis.

How important is the ICT sector for Germany?

With more than 800,000 employees and a turnover of 145 billion euros, the ICT sector is one of the three strongest market segments in Germany. As a horizontal industry, we benefit all market segments - even in times of a weak economic situation, because cutting-edge ICT solutions can increase the productivity of enterprises and authorities.

What were the messages of the IT summit?

Through the presence of the German Chancellor Angela Merkel and of numerous politicians, scientists, and businessmen, the summit has a strong effect, allowing the sector to increase the recognition of innovative projects. These include the nationwide single phone number for public authorities called 115, the THESEUS IT research program, or the topic of Internet security.

What insights did you gain from the IT summit for Danet and for your customers?

As an IT service provider, we are primarily geared towards the telecommunications and media sector. Of course, our customers are also affected by the current economic situation, but not as strongly as our customers in the financial sector.

Could you gain topic insights as well?

Through the conversation with many participants, we see our orientation confirmed. We focus on future-oriented topics such as security, identity & access management, next generation network, or on-demand services.



Third national IT summit in Darmstadt

Source: German Federal Ministry of Economy

Unified Communications

Efficient Processes through ICT Integration

Unified Communications (UC) has the potential to establish a closer tie between employees and information. The migration to an IP network infrastructure is a way towards it, providing the basis for further applications, among them for collaborative applications.

Everybody knows the problem: A customer call is dropped – or on hold. Even the email remains without response. Such episodes can be daily occurrences, and not only in contact with customers. Within a company, it is also often difficult to reach the person concerned. „Up to now, companies have made use of a series of communication methods, but unfortunately not very effectively“, states Kenn Walters, Executive Advisor of the Experton Group.

The range covers a spectrum from fixed to mobile telephony, including fax devices, to emails, short messages, and instant messaging to audio, video, and Web conferences. „The problem is that the end devices are isolated and serve

diverse applications via different networks.“

■ Seamless Communication

A solution for this problem is the so-called unified communications (UC). „It stands for a seamless communication by successively integrating all techniques via a company-wide platform and providing them at any place and at any time“, explains analyst Walters.

„With unified communications, technically based on the Internet Protocol (IP), IT and telecommunications grow together“, explains Nicole Dufft, Managing Director of the market research

company Berlecon Research. Two network techniques – telephony and IT – become one. „The standardisation helps to reduce costs and what is more important: It facilitates the routing between the telephone as communication channel and the IT applications“, continues Dufft. „This represents real added value.“

Her research data demonstrate that UC is an urgent need and that it is more than a trend: Thus, 93 percent of the interviewees declared that the commu-

UC Etiquette

The possibilities of UC require a new communication behaviour, explains Oliver Höß, Manager of the m-lab at the Fraunhofer IAQ. The productivity of knowledge workers can surely be improved with the „always on“ idea, but requires a communication etiquette.

„Otherwise, the life-work balance is in danger.“ From voluntary self-administration to strict company guidelines for handling UC, anything is currently possible, says Höß. The management expectations must be clearly communicated and the employees should learn that with UC, they can individually control their presence and absence. Only this would make space for more efficiency.

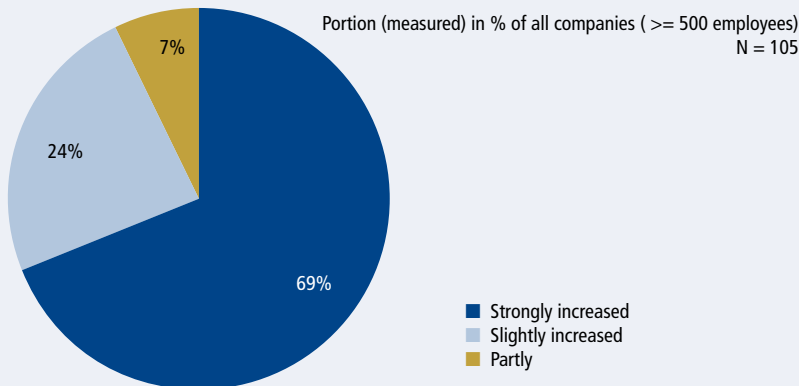
Unified Communications: More Efficient Processes through ICT Integration

Functionalities through Integration	Communications Efficiency	Efficiency of Business Processes	Cost Efficiency
<ul style="list-style-type: none"> ◆ Unified Messaging ◆ Click-to-service ◆ One Number ◆ Find-me-follow-me ◆ Presence Display ◆ Computer-Telephony-Integration 	<ul style="list-style-type: none"> ◆ Lower Communications Barriers ◆ Enhanced Availability ◆ Shorter Reaction Times ◆ On-demand Exchange 	<ul style="list-style-type: none"> ◆ Productive (mobile) Employees ◆ Customer Satisfaction ◆ Integration of external Partners and Customers ◆ Organisation Innovations ◆ Internationalisation 	<ul style="list-style-type: none"> ◆ Initial Costs ◆ Administration Costs ◆ Communication Costs

Source: „Unified Communications für den Mittelstand? – Vorteile, Umsetzung und Praxisbeispiele“, Berlecon Research GmbH 2008



Has the Communications Volume in your Business Area increased over the past Years?



Source: Berlecon Research 2008 for Damovo, Microsoft, Nortel

nication needs have increased or have dramatically increased. One main reason is the growing requirements of the customers that demand a faster and faster response. Moreover, the employee capacities are often limited, requiring of each individual an increase in productivity. Other major reasons for the growing communications traffic are the strongly expanding networking with external partners and the increasing mobility of employees. According to the Berlecon research, email is important or very important in daily communication.

The smart phone is indispensable for 80 percent of the interviewees, while the fixed phone is indispensable for 74 percent. Particularly mobile email will gain importance in the future.

■ Supporting New Structures

„According to our understanding, UC is perfectly suited for an efficient communication and cooperation within and across company borders – briefly speaking: E-collaboration“, says Wolfgang Bossung, Manager at Danet. In almost all companies, rigid, hierarchical structures are replaced by virtual teams. „The new forms of cooperation require mod-

ern platforms“, remarks Axel Leistner, Consultant at Danet. Here, the IP technology opens up a variety of possibilities for managing business processes via one platform from beginning to end.

■ Document Sharing and Instant Messaging

Thus, for example, the employees' availability can be managed via the presence management and a substitution rule can be defined in case an employee is not available. The so-called document sharing is, according to Leistner, another very interesting application area. Multiple employees can work on the same document, no matter where they are located and via which end device they are accessing the document. UC also helps to reduce the email flow. „Instant messaging or a short conversation via an integrated Voice-over-IP connection allow for a much more effective conversation in most of the cases“, explains Bossung.

One thing that user companies should be aware of is: „UC is not a product, but always a project during which several solutions and services must be linked with each other“, warns analyst Dufft.

Thus, an implementation concept that is oriented towards the business processes is recommended. The necessity of UC in a company finally depends on the preferred working and communication style. This is where Danet sees a huge benefit. „A convergence strategy surely reduces the operational costs for the network infrastructure, but the huge potential of UC lies in the workflow.“

■ Generating Added Value

For Bossung, it is important that prior to the realisation, a comprehensive concept is developed in order to then bring together – step by step and according to the individual needs – the different channels, networks, and applications. „This way, the costs and the risk always stay manageable, and each additional investment represents a direct added value.“

According to Bossung, creativity is required when calculating the ROI of a UC application. Starting points for this calculation are reduced travel expenses, shorter idle times during projects through seamless communication, faster rollouts due to a flexible cooperation through project rooms in the Web or a more powerful customer service, e.g. by means of virtually connected contact centres. Thus, avoiding unanswered calls from customers in the future. ■

Ready to VoIP?

No sooner has the telephone system been replaced, trouble is waiting to happen, because upon an apparently successful PBX migration, there is very often a disillusionment, because the proven data network cannot cope with the additional VoIP traffic. Danet's VoIP readiness test analysis first of all checks the old system for bottlenecks and gives targeted hints with regard to the telephone quality that can be achieved after the migration.

Successful Risk Management through Business Continuity Processes

The importance of a good working risk management has become more than obvious in the example of the financial sector over the past months. But not only credit institutions must manage complex risks these days. Risk management is a major topic in other industries as well. The example of the AREVA Energietechnik GmbH demonstrates how a comprehensive business continuity management for all business processes helps companies to identify the weak points, to develop emergency plans, and thus to be best prepared for crises.

Every year, companies undergo a thorough audit during which risk management is considered more and more as well. It is gaining importance for companies because on the one hand, the huge amount of laws and regulations becomes more complex and on the other hand, the awareness of emergencies through terrorist attacks has considerably increased.

Thus, the risk is not only evaluated in the financial sector, but also in all other

industries. Business continuity processes are developing towards an integral part of a state-of-the-art risk management.

■ Integrated System for all Business Processes

The AREVA Energietechnik GmbH has identified this market trend early and opted for the implementation of a business continuity management (BCM).

BCM is an integrated process by means of which companies can better manage their risks and the respective impacts.

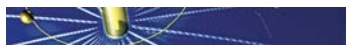
The energy technology company pursued various objectives when implementing the business continuity management: Firstly, it was necessary to define the processes and to create an operational risk plan. Secondly, a systematic handling of emergency situations should be planned. And thirdly, the employees' awareness of safety in case



Business Continuity Management

Business Continuity Management (BCM) is an integrated management process that is defined in the Good Practice Guidelines of the Business Continuity Institute. It allows identification of potential damage that can result in a survival threat to the organisation.

BCM on the one hand provides a basic structure for more stability. On the other hand, it empowers organisations to react more efficiently when it comes to protecting the interests of the major shareholders, the reputation, the brand name, and the added value activities.



of risks should be raised. Moreover, the economic survival should be secured.

Since all sites of the energy technology company act autonomously, AREVA T&D decided to perform a test run of the business continuity program.

The experience gained in Regensburg should work to the benefit of other sites and plants in Germany.

AREVA T&D opted for Danet as external service provider. In the request for proposal, the IT consulting company made the grade among various other competitors. The reasons for this decision were manifold. "From the very beginning, Danet impressed by its expertise", explains Stephan Bruse, Head of the IT Service Centre in Regensburg. The BCM certified and experienced consultants

Short Description of the AREVA Energietechnik GmbH

The AREVA Energietechnik GmbH, Sachsenwerk Mittelspannung Regensburg, provides technologically sophisticated substations and switch devices for medium voltage of up to 52 kilovolts as well as the corresponding protection and automation technology.

The portfolio ranges from acquisition and proposal management to planning, development, project planning, production, testing, and mounting of the products to their commissioning as well as maintenance and servicing.

The Regensburg location is a competency centre for power switches and power substations of up to 52 kilovolts, being the largest medium voltage manufacturer worldwide in the Transmission & Distribution (T&D) industry.

AREVA T&D provides technological solutions for the CO₂-free power generation as well as for the power transmission and distribution.

Headquartered in Paris, the AREVA group has about 65,000 employees worldwide and had a revenue of 11,9 billion euros in the fiscal year 2007.

convincingly presented the standards and methods and determined how the possible results for AREVA T&D might look. Bruse continues: „The business processes in Regensburg are very specific. This is why we paid attention to an integrated business continuity program that suits our needs“.

■ Established Method accelerates the Project

The project lead from the very beginning relied on the Good Practice Guide of the Business Continuity Institute (BCI). Having decided to use an established method, the project could be launched very quickly. In a first step, the business continuity management program was aligned with the expectations and requirements of the AREVA T&D management. The Danet consultants focused thereby on the first part of the lifecycle of a BCM program: "Understanding the Organisation". They first identified the products and services and then extensively and at the same time deeply analysed AREVA T&D. In a next step, they studied the documentation of the existing business processes. Based on this, the consultants developed an individual questionnaire for the as-is situation and the risk assessment.

■ Interviews for a detailed Analysis

In a next step, the process owners received the detailed questionnaire and thus could systematically prepare themselves for the interviews.

"I could gather the information and data from our monthly reporting and the marketing analyses", explains Thomas Semmelmann, Head Service of AREVA T&D in Regensburg. "In a targeted interview, we elaborated the incidents and interruptions that can arise and how fast they can get threatening for our existence. Thus, it is essential to be prepared for any risks." The Danet consultants

interviewed a total of ten process owners and then collected all information for a detailed analysis. Apart from the interviews, the collected data were incorporated in a business impact analysis and a risk assessment. In the business impact analysis, the business-critical processes were evaluated and determined. The Danet consultants filtered them according to the importance within the value chain. In a next step, they performed within the scope of a risk assessment a risk analysis for these processes. Risks in the fields of business processes, processes related to information technology, behavioural risks, locations, traffic routes, neighbourhood as well as natural disasters were examined. For each risk, an occurrence probability and the business impacts were predicted and first recommendations for prevention measures were announced.

"Through the business impact analysis and the risk assessment, we know the potential risks and how they can impact our business", explains Thierry Tricot, Head of Site in Regensburg. The company now knows the weak points and thus can systematically prepare for emergency situations.

■ Sustainable Benefit

This way, AREVA T&D can also better attend to our corporate due diligence. "It is important as well to increase our resilience and to become more robust. Our employees, customers, and business partners can rely on us even in adverse conditions", describes Tricot the benefit and the advantages of the business continuity management program for AREVA T&D.

Moreover, the business impact analysis has demonstrated to AREVA T&D how the temporary course of a damage event can impact the financial situation or the reputation of a company. In addition, it illustrated how strong the dependency of the individual processes and the common resources such as the information technology (IT) really is.

Thanks to the business impact analysis and the risk assessment, it will be possible to deploy the IT budgets more targetedly than in the past in order to secure the vital business processes. Last but not least, the results of the business impact analysis and the risk assessment report - by applying internationally recognised standards (Good Practice Guideline, BS25999) - are as well fully accepted for internal audits and annual audits performed by external companies.

■ High Security or low Risk

With the first project milestone, AREVA T&D has paved the way for a continuous business continuity management. At its site in Regensburg, the company is now able to adequately protect against manifold risks. In the business impact analysis, first recommendations were already given. Moreover, the business impact analysis and the risk assessment should be spread throughout Germany in the near future. In addition, it is planned to continue the path towards a comprehensive BCM program.

Within this scope, the already existing emergency plans at AREVA T&D are extended with the insights gained in the BCM, thus allowing a more determined and faster reaction to crises. By integrating the project into the existing quality management, AREVA T&D makes sure that the practised crisis intervention is deployed as a continuous process, thus adapting to quickly changing conditions as well. ■

Musicload Following the Customers

The Musicload Internet download site of Deutsche Telekom AG is one of the most famous online services for music, videos, and audio books in Germany. Its success is not least the result of „Markis“ - the marketing information system of the operator. By means of „Markis“, Deutsche Telekom AG receives valuable information for a customer-oriented development of their portfolio.



Source: Musicload

Five years ago, the emerging legal online music services changed the purchase behaviour in the world of music.

The favourite song or the latest album of the favourite band is now for the end consumer only one mouse-click away. Payment can be easily made, e.g. via the telephone bill or credit card. An Internet access with the appropriate broadband provides the desired product within minutes – in marketing slang: Entertainment on demand.

In October 2003, Deutsche Telekom AG launched the Musicload Internet platform which has become the most popular music download platform in Germany, with more than 3.7 million registered customers. Danet was from

About Musicload

Musicload was launched on October 10, 2003. With more than 3.7 million registered customers and an aided awareness of 79 percent, the music platform is one of the leading providers for legal music download in Germany. Since June 2008, Musicload is also represented in Austria and Switzerland. The portfolio comprises music, music videos, and audio books. With about 6.5 million songs, Musicload is especially successful in the area of top-ten single charts. The download shop cooperates with all major record labels as well as with independent labels.



Deployment of Markis

With Markis, download figures can be determined. Moreover, it is possible to gather information on how to scale the system in order to guarantee a good download performance for each user. The main focus of the application is the marketing. Markis allows for a flexible customer segmentation, thus enabling the development of appropriate marketing campaigns that are geared towards those registered users that agreed to the email communication by means of which they are notified via email about new offers, current charts or about music that matches their preferences.



Source: Musicload

the very beginning significantly involved in the realisation of the project. "Danet advised us on the development of the technology for the Content Delivery Platform (CDP) and facilitated its implementation", says Joachim Franz, Vice President of Musicload. Moreover, Danet provided consulting services for the system architecture and requirement specifications for Musicload.

pliers. The Oracle database, the ETL Tool Informatica, and the Business Objects tool already existed. „It was necessary to align the different processes and tools, thus allowing a smooth process“, remembers Przygodda.

„Its success demonstrates that this task was accomplished. Danet facilitated Markis during its entire lifecycle – from

the design to the system integration, the creation of a data security concept and its further development to the operation and maintenance of the system“, summarises Joachim Franz, Head of Musicload. „Markis sustainably contributes to a volume increase per basket“. With Markis, cross and up-selling potential could be explored. ■

■ Deploying Customer Knowledge

Upon the successful launch of the music download platform, it should be marketed more efficiently through targeted CRM and promotion measures. "Markis" – a marketing information system – was chosen as tool for launching selected marketing campaigns, tailored to the different customer groups.

"The speciality of this software is its high flexibility", explains Jürgen Przygodda, Account Manager at Danet. It allows, for example, setting the sales figures in the pop genre in relation to the customer segmentation into age classes.

When developing the marketing information system, the challenge was the organisation of the components, because the database and the analysis tools were delivered by different sup-

EVENTS

CxO Dialog 9 Information Risk Management

Conference topics are:
Integrated Information Security Governance, Risk and Compliance Management
11/12 Feb 2009
Hotel Palace Berlin

February 19, 2009
Steigenberger Hotel, Stuttgart

Trusted Advisor Survey
12 Mar – 13 Mar 2009
University St. Gallen, Switzerland
Final Conference

Danet / Fast – Round Table Customer Event „Meeting the Needs of Tomorrow’s Automotive Industry“

konaktiva – The Company Bonding Fair
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