

Software On Demand

At the end of 2006, Deutsche Telekom AG launched Softwareload – an Internet portal for the downloading of software. With this portal the Telekom Group took a leadership role in the field of digital content.



Softwareload offers legal downloads.

The progress of technology makes it possible: The development of the fast DSL connection speeds up business via the Internet. Even large data files like software packages, music, videos and films are available on demand for the customers. The downloading of a 400 megabyte file still takes about 55 minutes with a broadband connection at a speed of 1,000 Mbps. But with a bandwidth of 6,000 Mbps the downloading time is cut down to nine minutes, and with the new VDSL 25 it is a little more than two minutes.

Moreover, the amount of broadband connections has risen drastically: By the end of 2003, only twelve percent of German households were connected via DSL – by the end of 2006 there were already 37 percent. The German Association for Information Technology, Telecommunications and New Media (BITKOM) expects that in 2008 half of the households will have a fast Internet connection. A figure from the year 2005 indicates how higher bandwidths were affecting customer's buying behaviour: The German market for software downloads rose by a total of 147 percent to a market value of 49.3 million Euros.

With Softwareload at its peak in Germany

Thus this segment grew faster than the already booming online trading with private customers which at that time had expanded by 43 percent. When Softwareload

went live in November 2006, Deutsche Telekom had already launched two other platforms for downloading: Musicload, and Gamesload.

"We were looking for a partner as a prime contractor who could optimally support us in implementing this project", explains Petra Rühl, Senior Manager Hosting Services at Deutsche Telekom AG. "Finally, we awarded the contract to our preferred partner Devoteam in Weiterstadt. They had already demonstrated their abilities as an IT service company in the past."

Open Architecture allowing for Fast Action

The major challenge for Devoteam was to implement the project in the short time-frame of ten months. "We had to become acquainted with an existing system as fast as possible and set up the applications", remembers the account manager Jürgen Przygodda. Devoteam redesigned the user interface and developed additional features for the new online shop.

An important element of the download portal besides the E-Commerce shop is an integrated content management system to maintain the content and the products. An integrated delivery platform provides for a smooth delivery of the software.

In addition, a so called "Customer Care Front-end" for call centre duties and responsibilities has been installed to guarantee an optimal response to customer inquiries and provide telephone support. An optimised user interface of the customer care front-end as well as a workflow engine which supports complex processes allow for efficient customer care and support.

About Softwareload

All Internet users can download the software of their choice directly and easily to their PC or mobile device at www.softwareload.de, Deutsche Telekom's software download portal. The site offers over 29,000 titles – including full versions, demo versions, freeware and shareware – arranged according to categories. A download guarantee enables users to download products several times over a period of two years. Test reports by specialist computer magazines, an interactive software adviser, user product reviews and articles by experts on current software issues help customers make the right choices.

Customer Management

Wide Variety, Service and Information

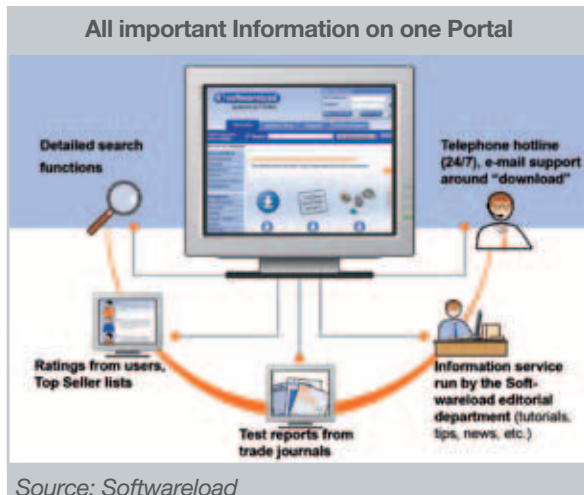
“Using a modern Java platform, Softwareload offers a clear advantage”, explains Dr. Michael Lipp from Devoteam. “The open architecture allows for a continuous improvement of the portal. Apart from its promptness and the short time to market we also profit from a significant reduction of IT costs.”

Almost all famous software suppliers participated from the very start of the download portal: Buhl, Falk, Kaspersky Lab, Nero, O&O, Pinnacle, Magix, or Ulead. “There is a wide range of software titles and editorially reworked information and customer service around the software topic”, says Thomas Mohr from Softwareload.

In addition, the portal offers a free download guarantee. Within “My Softwareload” there is an archive containing personal software which is only accessible to registered users. With it, they can re-download the software they have purchased again within a period of two years at no additional cost.

1.3 Million Downloads after 100 Days

The business model soon turned out to be a success. 350,000 registered users have already made 1.3 million downloads during the first 100 days of its live operation. Softwareload has thus been established in the market within the shortest possible time.



Source: Softwareload

About Devoteam

Devoteam is an award winning EMEA leader in Connecting Business & Technology, specializing in information system infrastructures and telecommunications. Headquartered in France with 5,000 employees in 25 countries across EMEA, it achieved a 2010 turnover of €0.5 billion. Combining consulting and technology solutions enables Devoteam to provide its customers with independent advice and effective solutions that meet their strategic objectives. Our Consulting services range from idea and high level business advice through choice of technology solutions to organisational IT centric transformation implementations and change in large & complex IT projects. Our Solutions teams have the skills, experience and methodologies to deliver large and complex IT implementations across a range of technologies. Our Expertise of IT specialists are available for hire on-demand, accessible through a consulting service, providing our clients with highly specialised subject matter experts both locally and across EMEA.

The ideal Download Portal

Softwareload offers a variety of benefits to the user. That is why customers choose this portal when buying a piece of software.

Security:

- Password-protected backup copy of the software and licence key
- Data security with SSL 2.0 encryption
- Software will be checked for viruses and Trojans

Flexibility

- Software download directly on the PC, and ready for use
- Obtain information and buy from home around the clock
- Comprehensive information on one portal
- Fast navigation with detailed search functions

Reliability

- Company owned by the market leader Deutsche Telekom AG
- Download brand of the established "Load" family
- A two year download guarantee

Options

- More than 18,000 software titles
- Full versions as well as freeware or shareware
- Multitude of test versions
- Clear division into nine categories

Convenience

- Easy payment via credit card or telephone bill (for customers of Deutsche Telekom), via T-Pay, Micro-Money, or ClickandBuy
- Test reports and reviews from other users
- Online workshops / tutorials
- Automatic e-mail notification when updates are available
- 24/7 telephone hotline and e-mail support

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