



Automotive Industry

Ford is Driving Well with a Data Network

■ Ford intends to speed up its business processes with global networks, so T-Systems as the network provider is setting up a connection for the headquarters in the USA to the European headquarters in Cologne and is networking the London site to numerous European branches. By developing these Internet connections, T-Systems is providing the customer with a redundant, powerful and secure line system, which development and production data will be able to “whiz” across in future at speeds of up to 155 MB per second.

Key account manager Niels Pelz emphasizes the signal effect of this contract: “By winning these orders at Ford, we have now become one of the largest European suppliers for data transport services. Naturally, we intend to go on extending that lead.” The U. S. automobile group Ford is the second largest car manufacturer in the world and employs over 350,000 people in 130 countries.

The decisive factors for the award of these top-class projects to the Telekom subsidiary were its coherent integral concept, its well thought-out time schedule and ultimately the attractive price.

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New Presentation Possibilities

Rapid Modernization of 600 Telekom Outlets

■ Telekom outlets, called T-Punkte, all over Germany present and sell products from the Telekom range. In order to increase the advertising and sales power of the T-Punkt outlets even more, the existing 400 shops and around 200 new T-Systems locations are being fitted with new ICT technology.

The order primarily involves the setup of new adviser workstations. “Their appearance will harmonize seamlessly with the new shop design concept,” explains Jörg Winkhold, the responsible account manager at T-Systems. “In this way, we can create a visually appropriate overall impression in our communications with the customer.” The spotlight is also placed on new technical presentation possibilities. “All the branches will be equipped with so-called e-boards – a large flat screen that will be used as an electronic advertising space. This year, we will be working at high speed to convert around 160 existing T-Punkt shops and to set up 70 new ones,” said Mr Winkhold. So far, the team is well within its ambitious schedule – which is also confirmed by the customer: “One of the main challenges with this order is certainly the required high speed of the implementation while maintaining the same high level of quality,” said Falk Damerow, the head of Facility Management at the T-Punkt sales company. “And so far, T-Systems has completely satisfied this requirement.”

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Projects



Always totally up to date, thanks to the latest ICT technology: the advisers in the T-Punkt shops



Did you know ...

... that Deutsche Telekom has once again remained Germany's most valuable brand?

It has even increased its brand value considerably from €22.06 billion (\$26.79 billion) to €23.65 billion (\$28.72 billion)

... which companies follow in the next positions? DaimlerChrysler is in second place with €20.43 billion (\$24.5 billion)

The next positions are occupied by Allianz with €20.21 billion (\$24.54 billion), BMW with €16.77 billion (\$20.14 billion) and Deutsche Bank with €16.59 billion (\$20.37 billion). These were the results provided by the brand-value ranking of the management consultancy BBDO Consulting in Düsseldorf

... that Deutsche Telekom is one of the top ten (no. 7) even on the international, European scale?

And what's more: The brand value is calculated from several different factors such as the sales performance, the brand image, the advertising budget and the EBIT

EMC

Strong Partners – for the Benefit of the Customers

■ T-Systems and EMC, the world leader in the manufacture of information storage solutions, agreed an international strategic partnership in July. In future, both companies will offer their customers integrated ICT and information storage services as product and service packages.

The partnership with EMC suits the service structure of T-Systems, the focusing of T-Systems to large and medium-sized business customers and, above all, it suits the needs of the customers. Kamyar Niroumand, chief sales & service management officer for Major Customers at T-Systems, sums up the situation: "The solutions and products of EMC complement our product range perfectly. As the world's leading manufacturer of networked information storage solutions, EMC is a strong partner with solutions, software and services that can be applied wherever companies manage and protect data and have to distribute information within the organization." Ulrich Kemp, chief sales & service management officer for Medium-Sized Customers, stressed the significance for small and medium-sized companies: "Information storage solutions are a burning issue, especially for medium-sized companies. We can now offer our customers standardized, integral and futureproof solutions."

Of course, EMC is also aware that the use of complex ICT solutions is gaining in significance not only for global players but also for medium-sized companies. Thanks to this partnership, the storage solution manufacturer will be able to support its customers in a more comprehensive way. David Wright, executive vice president, Strategic Alliances and Global Accounts at the EMC Corporation, described the partnership as follows: "Large and medium-sized corporations are increasingly faced with the challenge of dovetailing the transport and the storage of information more closely together. This partnership will allow us to offer our customers the relevant solution approaches and services."

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Outsourcing

"Considerable Cost Savings" at Thomas Cook

■ Thomas Cook UK & Ireland has signed a five-year agreement with T-Systems for communications services. The company will update and operate the telecommunications system at the tour operator in Great Britain and Ireland. In this way, Thomas Cook intends to reduce its telephony costs in the next five years by a converted total of approximately €29 million (\$35.22 million) and to secure itself a futureproof platform for further developments. Thomas Cook plans to consolidate the various systems and end devices for voice communications at its 615 branches in Great Britain. In good time for the main vacation booking period in January and February, all the branches, the three call centers and all other sites belonging to the tour operator will be equipped with the new technology. Carl Dawson, the IT director at Thomas Cook, commented as follows: "The new communications infrastructure will give Thomas Cook a number of important advantages: It will not only lead to considerable cost savings, but will also simplify the existing systems and will provide a better service for our employees in the branches, call centers and offices – both today and in the future." Kamyar Niroumand, chief sales & service management officer for Major Customers and member of the Executive Committee T-Systems, is also delighted with the decision: "International agreements of this magnitude and complexity prove again and again that T-Systems can reliably supply ICT solutions on a global level."

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Sealing the partnership between EMC and T-Systems: David Wright (right) from the world's largest manufacturer of information storage solutions and Ulrich Kemp from T-Systems