



# Telekom

## SUCCESS STORY

### TELEKOM AND ASG OFFER AN OFFICE IN THE CLOUD

#### CHALLENGES

- Establishing an SaaS offering for SMEs
- Short time to market
- High demands on ease of use
- Integration of SaaS platform in Telekom's own processes

#### SOLUTION

- ASG Public Cloud Platform

#### BENEFITS FOR TELEKOM

- Fast and easy option of extending the portfolio to include sought-after SaaS services
- Increased value improves customer loyalty
- Staying ahead of the competition

#### BENEFITS FOR CUSTOMERS

- Free to focus on core business
- Cutting-edge IT with a transparent cost structure
- No license fees; modest investments in hardware
- Lower operating costs
- Mobile working options
- Harmonized IT landscape
- Rapid adaptation of IT services to meet ever-changing demand

#### OVERVIEW

Since 2008, Deutsche Telekom, the world's third largest telecommunication service provider, has offered Software-as-a-Service (SaaS) products for small and medium-sized enterprises (SMEs) in addition to their leading, but still classic, Telco portfolio. The SaaS service, called "IT-SoftwareService," includes business applications as well as communication services which can be ordered at [www.telekom.de/it-softwareservice.de](http://www.telekom.de/it-softwareservice.de), an innovative public Cloud platform developed by ASG.\*

"In close cooperation with our colleagues of the former T-Online organization, who were responsible for the supplier and contract management of hosting products, we surveyed the market back in 2006. We came across, and stopped at ASG," recalled Oliver Kepka, Senior Commercial Manager SaaS at Telekom. "ASG obviously did not only have enormous expertise in SaaS models, they also had gained quite some credit due to the fact that they were a Dresdner Bank spin-off. And in the course of the initial meetings, ASG impressed us with a lot of enthusiasm for a joint project."

The goal of the project was to offer more than two million target customers – including re-sellers, agencies, and other service providers – not just a Telekom broadband connection, but also software from the Cloud. Smart IT services should provide the end users with great support for their day-to-day business activities. "We discussed the planned portfolio for our IT SoftwareService with ASG because the company had strong expertise in bringing SaaS to the still unexplored SME market," said Kepka. The initial focus was on communication software (Microsoft Exchange in all its variants), collaboration tools (Microsoft Sharepoint), Microsoft Office, as well as productivity software for CRM and ERP. In a later phase of the project the portfolio was enriched with web conferencing services. "Although we originally had looked at vertical software solutions, such as a tailored software for real estate agents, we later abandoned this idea to concentrate on a consistent cross-sector approach," explained Kepka.

The jumpstart entry into the SaaS Cloud business could not have been smoother. ASG provided the entire SaaS portfolio along with the full array of provisioning and self-service functions, a high level of automation through its workflow engine, and client-capable user management through the ASG Cloud platform – today known as ASG CloudFactory. What is more, ASG guaranteed system availability of 99 percent over the year. After a pilot phase lasting 12 months, Telekom officially launched the Cloud portal [www.telekom.de/it-softwareservice.de](http://www.telekom.de/it-softwareservice.de) at CeBIT 2008, as one of its standard products throughout Germany.

\*visionapp was acquired by ASG in May, 2011.



*Oliver Kepka  
Senior Commercial Manager  
SaaS Telekom*

## IT usage and management made easy

Telekom's target group for the product are companies in which just one or two employees handle IT related tasks – sometimes this may be the company owner, or sometimes an administrator. The end users often have very little understanding of IT.

"That's why one of our key requirements for our Cloud platform was that it offered intuitive, easy-to-handle operation," said Kepka. And that's precisely what ASG provides.

Interested business owners can order the Telekom SaaS products online, via a hotline, in a local Telekom Shop, or through direct sales. The provisioning of the purchased software happens automatically, with customers receiving their access data via e-mail. This ensures immediate online access to all the applications they ordered via any Internet browser. If multiple accounts are booked, user rights can be delegated to employees. All ordered SaaS products are charged with the monthly Telekom telephone bill, making it extremely convenient and requiring no additional invoicing.

## Project Summary

### What was the Project Objective?

- A fast and easy option of extending Telekom's portfolio to include sustainable SaaS services
- Increased, value-added end customer loyalty
- Staying two steps ahead of the competition

### Challenges

- Short time to market
- High demands on ease of use
- Integration of SaaS platform in Telekom's own processes

### Benefits for Telekom's customers

- Free to focus on core business
- Cutting-edge IT with a transparent cost structure
- No license fees, and modest investments in hardware
- Lower operating costs
- Mobile working options
- Rapid adaptation of IT services to meet ever-changing demand

## ABOUT ASG

A recognized innovator in enterprise IT software solutions, ASG Software Solutions has been optimizing 85 percent of the world's most complex IT organizations for over 25 years. We create and deploy unique software solutions that reduce cost, mitigate risk and improve service delivery throughout the IT lifecycle. ASG's comprehensive solutions help you solve today's challenges, such as Cloud Computing and big data, while driving your business forward by providing insight and control across Cloud, distributed and mainframe environments.

### What did ASG deliver?

ASG used its CloudFactory to build and provide a fast, easy and proven Cloud Computing platform for Telekom's new SaaS offering with the full array of provisioning, self-service functions, and a high level of automation through its workflow engine.



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