

## EXIGEN<sup>®</sup> SERVICES: CASE STUDY

EDEN – A SUCCESSFUL  
eBUSINESS SOFTWARE  
PLATFORM

*“Great news! T-Mobile Retail was deployed at all stores on October 14, 2008, and it is estimated that approx. 40,000 calls to customer services will be saved per year by enabling the stores to perform these transactions in store. Sales people were providing positive feedback on the new application, and T-Mobile support services had received no calls for technical help since deployment.”*

*Vijen Patel  
Senior Delivery Manager  
for eBusiness  
T-Mobile UK*



### ABOUT T-MOBILE INTERNATIONAL

T-Mobile International, a wholly-owned subsidiary of Deutsche Telekom, was established in December 1999. Since then, it has positioned itself as one of the largest international mobile communications carriers. Today, T-Mobile ranks among the global market leaders in the mobile telecommunications industry.

### OVERVIEW

Exigen<sup>®</sup> Services cooperates with T-Mobile branches in the United Kingdom, Austria, the Czech Republic, the Netherlands, and Germany. Our collaboration started in May 2004 when, looking for a contractor to overhaul the legacy website chain across its European national companies, T-Mobile selected Exigen Services based on its strong experience in developing and implementing web-enabled and eCommerce solutions.

Exigen Services operates a dedicated Offshore Development Center (ODC) for T-Mobile with approximately 200 full-time employees.

The activities of the ODC cover many areas of business, with more than 30 projects running concurrently. Operational domains covered by this relationship include the following:

- ▶ Customer Relationship Management (CRM)
- ▶ eCommerce
- ▶ quality assurance
- ▶ SAP
- ▶ business risk management
- ▶ business intelligence
- ▶ TSS (Oracle database interaction)
- ▶ web analytics
- ▶ Rating, Billing and Payment (RBP)

### EDEN – A SUCCESSFUL EBUSINESS SOFTWARE PLATFORM PROJECT CHALLENGES

Since the company's inception in 1999, T-Mobile has relied on regionalized IT operations to handle all development requirements for their respective geographies, creating redundancies in labor, slow application rollouts and bloated budgets. This overlap was felt most in eBusiness and other customer-facing applications; whenever an application was needed in a new geography, it was developed from the ground up. The resulting disparate applications did not communicate with each other. They required local IT resources for support and provided a very different subscriber experience from region to region.



*"The deep domain expertise and technical prowess of the St. Petersburg, Russia, development team really was the deciding factor for us. Once we moved away from the planning phases into the actual project, it became clear Exigen Services was the strategic partner we needed. Their combination of the best tools, advanced methodologies, deep domain knowledge and right commercial terms sets them apart."*

*Matthias Hansen,  
Project Manager,  
T-Mobile International.*

experience and reduce operating expenditures for its global IT organization. The sheer enormity of the task could not be done internally. T-Mobile International required an experienced partner that would integrate with the operator's IT resources to meet the business challenge.

## EXIGEN SERVICES INITIATIVE

The EDEN project was launched by the Exigen Services T-Mobile Offshore Development Center (ODC) in January 2005. The goal was to convert all eBusiness applications to a unified architecture leveraging a new technology stack including Java EE, Tiles, Struts, Hibernate and Web Services. Currently, all T-Mobile UK customer-facing and internal applications operate on this basis. Among them:

- 1. eShop**, a Web-based eCommerce application for managing sales of mobile phones and accessories It includes internal application such as:
  - ▶ **Order manager**, an application for customer eShop order management
  - ▶ **eProposition Manager**, an application for managing eShop catalogues as well as data for T-Mobile Retail and My T-Mobile
  - ▶ **Set of applications** supporting communication with the T-Mobile billing system for authorized dealers
- 2. T-Mobile Retail**, a highly customized application automating the T-Mobile retail workflow.
- 3. My T-Mobile**, a self service portal for clients.

The EDEN platform considerably simplifies development, integration, support and enhancement of applications. A dedicated team within the T-Mobile ODC has been working on the EDEN server platform continually over the last three years, and their effort is estimated at more than 100 person-years.

## EDEN APPLICATIONS

### EShop

New eShop was intended to reorganize T-Mobile's web business and boost sales of services over the Internet. T-Mobile's enhanced web presence provides T-Mobile customers across different European markets with common functionality and user experience, delivered via a new unified framework that is robust, consistent, customization friendly, and features a unified look-and-feel. The primary challenge facing the Exigen team lies in the fact that the new functionality has to be built on top of the old existing web shops. It is not possible to shut down the existing sites, so the new functionality must be implemented and deployed in iterations.

The [Retail Bulletin.com](#) an online information source aimed at meeting retailers needs in its January Website Rankings of 100 Retailers has rated T-Mobile UK official web-site as one of the best telecom site for usability, performance accessibility and a range of other parameters.

### T-Mobile Retail

Among the new applications within a new software platform Exigen Services was contracted to develop a new CRM web-based solution to replace the existing Lotus Domino - based application supposed to orchestrate all activities connected to the direct sales. The new application was supposed



to match former application functionality and include some new business processes and services.

The new application supports the following procedures/processes: manage user accounts by administrator on T-Mobile web-site, supporting automatic/manual credit scoring of customers, manage content lock, create pre/post-pay, gather handsets for repairs, create return/exchange of customer's handset, manage insurance policies; perform search of required docs, generate reports (operation, sale), perform audits, update store inventory database, check network coverage on any of any given UK address.

The deployment of the T-Mobile Retail application has reduced the number of telephone inquiries to the T-Mobile customer service department by 40,000 per year. The application went into production in October 2008 as a part of the T-Mobile customer relationship management system. T-Mobile Retail is used by T-Mobile sales and service personnel at retail stores to obtain customer information. This reduces pressure on call center operators, who previously obtained this data from various sources, which were not always up-to-date.

### **My T-Mobile**

The My T-Mobile home page says: "Say goodbye to paper... and hello to your online bill."

That is a good description of My T-Mobile, a self-service portal offering the following functionality:

- ▶ billing and payment management (free itemized billing, latest usage information, support for setting up direct debit, registering credit cards, and making payments)
- ▶ account management (adding allowances, changing price plans, and updating services)
- ▶ contacts and communications (allowing the customer to send texts, maintain email contacts, and send emails to customer service)

### **IMPACT ON BUSINESS**

The redesigned system went live in early 2007 with a UK pilot, and global rollout is under way currently. Since the unveiling of the new platform, T-Mobile International has reduced developer time for localization of subscriber-facing applications from 3,100 person-hours to less than 100 person-hours. IT resources can be applied to more strategic projects, applications can be launched more quickly, and overall IT management costs are slashed.

### **TECHNOLOGIES:**

Java EE, EJB, JDBC, Hibernate, JSP, Servlets, Struts, JSTL, AJAX, JMS, JMX, Web Services, Tuxedo, CORBA, JUnit, JMock, XDoclet, ANT, Log4J, Spring, Velocity, Quartz, OScache, Ehcache, Regexp, JCE, JCA, JDOM, CGLIB



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## ABOUT EXIGEN® SERVICES

Exigen Services is the leading application outsourcing services provider, and combines world class skills, recognized expertise in development methodologies, and industry experience to reduce risks, lower costs and deliver results. Exigen Services has pioneered a new approach to global application outsourcing, Outsourcing 2.0 that includes commercial terms that optimize financial alignment between client and vendor. As a result, Exigen Services makes IT outsourcing a much easier and more beneficial undertaking for global enterprises.

Since 2000, Exigen Services has been the global leader in the use of distributed Agile methods for rapid and precise systems development throughout the banking/ insurance/ brokerage, healthcare, telecommunications, government and media industries. Exigen Services has achieved high honors in a variety of independent lists and rankings, including *Brown & Wilson Black Book of Outsourcing* in 2008, *Global Services 100* in 2009, *Inc Magazine's* 2008 Inc5000 and is a top 10 provider of both outsourced product development and human capital development.

Clients range from mid-sized growth companies to Fortune 500 organizations including Sun Microsystems, CSC, Universal Music Group, Standard & Poor's, T-Mobile, Westpac Bank and many others.

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