

## Bouygues Telecom eases corporate invoice analysis with online service.

### Overview

#### ■ Challenge

Give corporate mobile-phone fleet managers an easy way to view and analyze invoice data

#### ■ Solution

Web self-service extranet

#### ■ Why IBM?

IBM's reputation and experience as an e-business solutions provider; proven technologies; ability to commit to aggressive deadline; affordable solution

#### ■ Key Business Benefits

25% market share (projected); 30-35% increase in revenues by 2004; 10-15% reduction in the cost of customer support; improved customer service

#### ■ Software

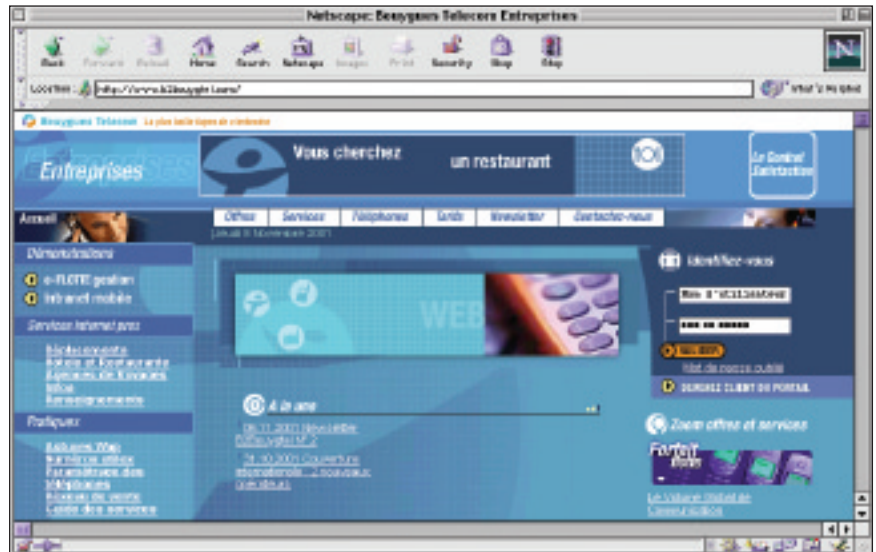
IBM WebSphere® Application Server, Enterprise Edition; Lotus® Domino™

#### ■ Servers

IBM Netfinity® 3500

#### ■ Services

IBM Global Services



Delighted with its Web self-service invoice management application, BTE is looking to partner with IBM to deliver other value-added services.

Based in Boulogne, France, Bouygues Telecom is France's third largest mobile telecom provider, with 20 percent of the €2.7 billion (US\$2.5 billion) market. Having made its debut in the consumer market in 1996, Bouygues Telecom began pursuing corporate accounts in 1999 through its corporate division, Bouygues Telecom Enterprise (BTE).

Faced with competitors that had served large corporations for nearly a decade, BTE decided to target small and medium-sized companies. To achieve its market penetration goals, BTE needed to keep its 400 sales representatives and 250 customer-care representatives focused on acquiring new customers and selling additional services. To do so, the reps would need to offload most of the routine customer-service inquiries they handled.

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*—Laurent Frappereau, GSM Applications Development Manager, Bouygues Telecom*

Many of these inquiries came from corporate mobile-phone fleet managers, who needed help in analyzing their mobile-phone service invoices. BTE sought an application that would allow fleet managers to analyze their billing information online, any-time, from a standard Web browser—without help from a BTE rep.

### From concept to clicks in three months

In early 2000, BTE submitted a request for proposal (RFP) for a Web self-service billing management application. According to Laurent Frappereau, Bouygues Telecom GSM applications development manager, IBM emerged the clear winner. "IBM is a major player in the e-business market in France, and its Lotus and WebSphere software is well proven," Frappereau says, adding, "IBM provided a clear vision of how to develop and market our site and was almost the only vendor willing to commit to the deadline—and at a reasonable price."

In just three months, IBM Global Services architected and implemented the Java™ technology-based extranet, dubbed eFlotte Gestion ("eFleet Management"). Powered by IBM WebSphere Application Server, Enterprise Edition, and Lotus Domino and hosted on two Netfinity 3500 servers, eFlotte Gestion is placing a wealth of detailed information at the disposal of BTE's customers. BTE also expects the service to generate new leads.

The extranet is part of BTE's overall plan to drive its customer-facing and internal business processes to the Web. It's a strategy the company is counting on to help reduce its cost of customer support by 10 to 15 percent, boost revenues 30 to 35 percent by 2004 and increase its market share to 25 percent.

### A simple yet critical solution

Once a month, BTE loads all its invoice information into a database residing on one of the Netfinity 3500 servers. WebSphere Application Server and Domino reside on the other server. Domino verifies the access rights of authorized mobile-phone fleet managers, who log on to eFlotte Gestion from *B2Bouygtel.com*. Once logged on, the managers can view all their line usage and billing information, group users by department or function, and sort billings by user, service type, minutes used and other parameters. All of these requests are routed through JavaBeans, which access the database through Java Database Connectivity.

While eFlotte Gestion is a relatively simple application, Frappereau notes that, given the criticality of invoice management to overall customer satisfaction, BTE wasn't about to take any chances with it. "Many other integrators could have done this," he says. "To minimize our risk, we preferred to work with IBM Global Services, which has the most intimate knowledge of the technology as well as extensive experience in applying it. Our success has opened the door to other value-added services, both within BTE and throughout the Bouygues Telecom organization."

### For more information

Please contact your IBM marketing representative or IBM Business Partner.

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