



Deutsche Telekom is represented in more than 65 countries worldwide. Over the past years, its corporate culture has been given an ever more international focus. Almost one third of the 250,000 employees work outside Germany. With its four core business segments – mobile communications, Internet, fixed networks and system solutions – the group offers one-stop integrated services. Over one hundred million private and business customers around the world benefit from the innovative products and services offered by Deutsche Telekom AG.

Telekom group optimizing its e-procurement solution with Heiler Software

Shirt with company logo, continental size 48, light blue: Orders for new company outfits are sent at the touch of a button. Outfitting is child's play thanks to the eBEST system, which is installed in all four Deutsche Telekom divisions: T-Com, T-Mobile, T-Online and T-Systems.

eBEST stands for Electronic Buying and E-Commerce System Telekom, and is used to control procurement throughout the group, alongside the established ERP systems. eBEST is now supported by the catalog system from Heiler Software AG, which makes both ordering and exchanging items easy. But improved support for purchasing staff was just one of the reasons why the Telekom group decided to move eBEST to Heiler's Business Catalog. eBEST was originally installed at different times in the individual enterprise divisions and with different basic components. Telekom opted for self-service electronic procurement for employees after research showed that this type of system would reduce internal process costs by 30 percent or more. Following an extensive selection process, the first version of eBEST went live as a pilot project with 150 users – based on BuySite 5.0 from Commerce One. The system was then rolled out. Approximately 10,000 users at the Telekom umbrella organization and T-Com had access to eBEST at the end of 2000. The system started out

with office materials, stationery and garments before being extended to include more and more catalogs – for furniture, tools, communication facilities, IT hardware and software and cleaning utensils. The solution was gradually expanded to include the other divisions in the

group. However, at that point it became clear that the catalog solution was no longer coping with the demands on the system, which was used throughout Germany and accessed by users from different legal units. The company thus began the search for a new catalog solution.



All in one

One of the basic prerequisites for the new catalog software was that it had to be integrated seamlessly into the existing eBEST system and support later eBEST versions as well. T-Systems, the IT service provider of the Telekom group, took over the search for and selection of a suitable solution in collaboration with the purchasing team. After careful research, it found what it was looking for in Heiler Software AG. In parallel to the in-company eBEST project at Telekom, T-Systems built up the T-Mart marketplace, which is closely linked to eBEST, but also available to external enterprises as a procurement platform in the ASP model.

In the view of Thorsten Leiduck, head of Product Management for Business Networks at T-Systems, the Heiler Business Catalog fitted perfectly into the best-of-breed strategy of the T-Systems procurement offering. T-Systems was also won over by the fact that Heiler does not only support all of the compulsory standards and classifications, but also boasts multiple-client capability – the depiction of different user-specific catalog views is an important prerequisite for the ASP model from T-Systems. Lastly, the Stuttgart-based enterprise was able to offer T-Systems the assurance that it would not be dealing with a new business with an uncertain future: “Heiler has a solid financial foundation and offers an established product that is regarded as a reliable module, particularly in the SAP environment,” says Thorsten Leiduck. Once it had been included in the product portfolio, the

Heiler catalog was made available as a hosted application throughout the group by T-Systems.

Faster, better-value purchasing

Some 20,000 users now work with eBEST – around 8,000 of whom have access to the Heiler Business Catalog. The login data controls which employees can display which catalog views. A secretary at the T-Com branch in the south of Germany, for instance, can obtain a selection of office materials and business presents from a Munich-based supplier, while a T-Com service technician can choose tools and fastenings from regional suppliers. Since all supplier data can now be maintained in a central catalog system, fewer resources need to be invested in content management.

For Benno Haesser, Senior System Expert for Purchasing Systems and E-Procurement at the Telekom headquarters, user friendliness is what matters, along with the consolidating effect that the Heiler Business Catalog has on the number of suppliers. “Instead of ordering from hundreds of suppliers, we now order from just a few throughout Germany whose offering matches our precise demand.

The most important aspect, however, is that the staff can place orders easily without having to put themselves through complicated training courses. If the solution had been too complex, they would still have been referring to paper catalogs and our help desk would have been dealing with one query after ano-

ther.” The users who are already working with the Heiler catalog contact the help desk significantly less often – with almost 1,000 orders per day group-wide, this makes a definite difference.

The future

Benno Haesser’s current goal is to equip all of the group’s mainstays with the latest eBEST version before tackling what is the most ambitious project for him and his team: the international roll-out of the e-procurement solution.

“Heiler can support this so our path is clear, at least as far as the technology is concerned. Austria will be linked up to eBEST first, followed by the Czech Republic. This will make eBEST one of the most-used e-procurement initiatives worldwide.”

