

PrimeSys enhances customer service capabilities with IBM and Siebel Systems.

Overview

■ Challenge

Align IT infrastructure with business objectives; develop and implement a customer-centric platform that integrates systems and enables seamless communications among internal and external users

■ Solution: Enterprise Integration

A seamless, service-oriented IT architecture that aligns with and supports all internal systems, including Siebel Systems, ERP, provisioning and billing

■ Why IBM/Siebel?

Previous positive experience with Siebel eBusiness Applications for PrimeSys's parent company and confidence in IBM's ability to handle the technical requirements

■ Key Business Benefits

An integrated, customer-focused infrastructure to support the company's long-term strategic vision; enhanced customer service; a scalable, available systems platform and solid foundation to accommodate future growth



By implementing Siebel eBusiness Applications, IBM enabled PrimeSys to integrate its internal systems and communicate better with its customers.

To say that the telecommunications industry has changed since the early 1990s would be an understatement. In the midst of an uncertain economic climate, telecommunications companies must deal with an array of issues, including deregulation, consolidation, advancements in network protocols, fiercer competition and tougher customer and market demands. Not surprisingly, refining customer service capabilities is at the top of the list for these organizations who are using their IT infrastructures as a platform for reaching that goal.

“We could have made the decision to take a simpler approach, or to only make sure that the company started its operations before adopting more defined systems . . . But we decided to start the initiative with systems that could support growth.”

– Miguel Sá, CIO, PrimeSys

e-business success—accelerating the pace of business and the pace of change

Key Components

Software

- IBM AIX®
- IBM DB2® Universal Database™
- IBM Tivoli® Storage Manager
- Siebel eBusiness Applications, including: Siebel eCommunications Customer Order Management and Siebel eCommunications Call Center

Servers

- IBM @server pSeries™
- IBM TotalStorage™ Enterprise Storage Server™
- IBM LTO

Services

- IBM Global Services—Business Innovation Services
- Siebel eService

PrimeSys, a São Paulo, Brazil-based telecommunications company, is ahead of the curve: Before it opened for business in July 2001, the company had already decided to make customer service its number-one priority. PrimeSys (www.primesys.com.br) now serves large Brazilian corporations with networking, Web-based and IT services. With first-year revenues of approximately US\$14 million¹, the company is well on its way to becoming a leading full corporate provider in its market.

Aligning IT with business needs

When PrimeSys acquired the network telecommunications services for two of Brazil's largest banks, it was immediately given the responsibility of administering those networks. It wanted to be certain that the design and strategy for its information systems architecture would align with the company's customer-centric objectives, meet customers' information requirements and grow the business. PrimeSys CIO Miguel Sá was called on to fulfill that responsibility.

"Since we were starting from the beginning, our first goal was to develop an IT infrastructure that permitted us to automate processes across the company," he explains. "What we decided on was an e-business architecture that could integrate all of our internal systems, as well as make it easy to communicate with customers and external suppliers."

IBM and Siebel Systems: There from the start

Sá was especially well-equipped to lead PrimeSys in its mission to become a customer-focused organization: He helped select the customer relationship management (CRM) solution for parent company Portugal Telecom Group—Portugal's largest communications and multimedia company. The choice? Siebel Systems. "Since in Portugal I had already participated in the selection of Siebel eBusiness Applications as the solution for CRM, I didn't have to do a comparative analysis; I just had to start the project."

Having picked its CRM system, the company's next step was to choose a service provider capable of integrating the Siebel Systems solution within its IT infrastructure. PrimeSys found its ally in IBM. Remarks Sá, "The confidence and technical knowledge that IBM presented were very desirable, and there was no doubt that with IBM we could integrate the system as specified."

"I don't know if there is any solution in Latin America similar to what IBM and Siebel offer that takes such a short time to implement."

—Miguel Sá

The goal: Business as usual

The company's IT architecture would have to align with and support all of its internal applications, including Siebel Systems, enterprise resource planning (ERP), provisioning and billing. In addition, PrimeSys required a seamless, service-oriented environment that would address its pre-sales, sales and post-sales business functions.

A chief concern at the project's outset was the need to transfer network activities to PrimeSys without impacting the banks' day-to-day activities. PrimeSys was also running against the clock: It had only three months to install the system before assuming the two institutions' operations.

IBM and Siebel Systems met these challenges head-on—enabling PrimeSys to directly connect the banks' existing systems to the new Siebel eCommunications Trouble Ticketing Management module from Siebel Systems. The transition went smoothly, without any interruptions in service. "The users of the bank kept working like they did before," says Sá, "I don't know if there is any solution in Latin America similar to what IBM and Siebel Systems offer that takes such a short time to implement."

Supporting business requirements over the long term

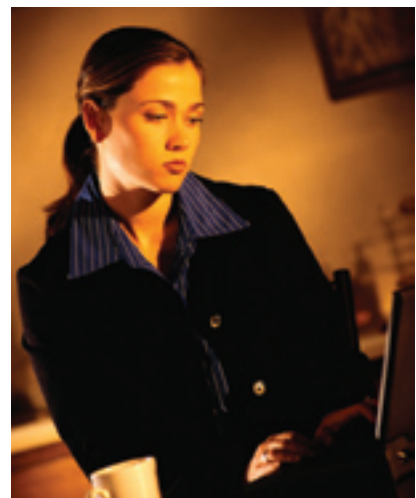
Because PrimeSys had to work under such narrow time constraints in getting its business up to speed and continuing its operations, it was initially considering a short-term solution. In the end, however, the company decided to focus on its long-term requirements.

"We could have made the decision to take a simpler approach, or to only make sure that the company started its operations before adopting more defined systems," explains Sá. "That was one of the temptations we had. But we decided that the best thing would be to start the initiative with systems that could support growth. We had to consider that the system would not only have to function within three months, but would continue to perform over the next few years."

Once the business was up and running, PrimeSys would need to communicate and collaborate easily with vendors, customers and their customers. In response, IBM customized Siebel eService and Siebel eCommunications Customer Order Management applications to comply with these requirements and enable PrimeSys to respond quickly and appropriately to customers' requests—from initiation through product delivery.

"We are very happy with the job that IBM and Siebel Systems have done, and would surely repeat the experience."

—Miguel Sá



IBM helped PrimeSys deploy a new CRM system to its bank clients without disrupting the bank's day-to-day operations with its customers.

Coordinating team efforts across functions: IBM delivers

In addition to furnishing consulting support, systems development and Business Innovation Services (BIS) from IBM Global Services, the IBM team assigned a dedicated project manager charged with the demanding task of coordinating hardware and software efforts throughout the project.

"There was great communication among all the IBM team members," says Sá. "The IBM person in front of the PrimeSys account played a big role here in Brazil, and had everything well controlled and very well coordinated.

"We are very happy with the job that IBM and Siebel Systems have done, and would surely repeat the experience. Because of the way the team conducted this whole project, we have been able to install a very large group of software modules in a short time. In only one year, we have a big part of the platform functioning."

Equipped for growth...now and in the future

The IBM and Siebel Systems solution features Siebel eBusiness Applications and IBM @server pSeries servers running AIX and DB2. Systems are connected to an IBM TotalStorage Enterprise Storage Server, and the company is employing an IBM LTO for automatic backup, which uses Tivoli Storage Manager. The systems, which are hosted offsite at an IBM data center, provide PrimeSys with a scalable, high-performing solution that will equip the company for future growth.

Future plans for PrimeSys include installing the IBM and Siebel Systems solution in 16 additional locations across Brazil. By the end of 2002, the company can look forward to reaping the benefits of Siebel Sales Force Automation, which will be installed, customized and adapted to the company's specific business needs. Sá sums up the experience of working with IBM and Siebel Systems: "Everything functions well. It's everything that signifies success in a project."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit us at:

ibm.com/e-business



© Copyright IBM Corporation 2002

IBM Corporation
Corporate Marketing
New Orchard Road
Armonk, NY 10504
U.S.A.

Produced in the United States of America
11-02
All Rights Reserved

AIX, DB2, DB2 Universal Database, the e-business logo, @server, Enterprise Storage Server, IBM, the IBM logo, pSeries, Tivoli and TotalStorage are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both.

Other company, product or service names may be trademarks or service marks of others.

This case study is an example of how one customer uses IBM products. There is no guarantee of comparable results.

¹Based on exchange rate on October 10, 2002

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.