

# 'SMARt' Plug-in Solution Eliminates Paper and Reduces Time and Costs

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## Overview

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**Deutsche Post World Net is one of the largest and top-performing logistics providers worldwide. With its Deutsche Post, DHL and Postbank brands, the Group offers customers a global letter, express and logistics service and a versatile range of financial services. Deutsche Post employs 380,000 staff in 220 countries worldwide and achieved a global turnover of more than EUR 43 billion in 2004.**

In recent years, Deutsche Post World Net has developed into one of the world's leading express and logistics services groups. In the IT sector, the group span off Deutsche ITSolutions GmbH (DP ITSolutions) as the Group IT logistics provider in 2002. Competing since then with other providers, DP ITSolutions has provided cost-effective, suitable services for Deutsche Post World Net. One significant solution that DP ITSolutions implemented for the Group is an Application Service Provider (ASP)-based archive system. This offers a top-quality archiving solution, even for smaller organizational units on limited IT budget to store documents, e.g. vouchers, invoices, bills of delivery, contracts and reports.

The bedrock of the new system is an IBM ECM archive: This archive comes with client capacity and scalability on one platform for several individual customers. Thus it can strictly separate archive areas. Customers use individual import applications. They archive data from SAP or third systems, work with scanning service providers, or digitalize documents themselves. The system's modular structure allows DP ITSolutions to provide customized tools. Lower costs, dramatically shortened search times and significantly better information capacity are indicative of the project's success for Deutsche Post.

## The Challenge

In 2000, Deutsche Post set up a central archive to suit the individual requirements of the various specialist departments. This conventional approach of setting up a specific archive system for each area of use proved uneconomic, even for the largest archive users. Access to all data by everybody is neither necessary nor sensible. Therefore, DP ITSolutions moved to a more streamlined operation by using just one archive platform, designed as an ASP solution. This solution offers each user precisely what they need. Individual customers only incur a share of the hardware, license and maintenance costs. Thus their archive solution is highly cost-effective and cost transparent. The provider also profits, since it does not have to reinvent the existing solution every time, but simply adds on the necessary modules.

*“We converted in the space of a weekend, so that customers were not affected. Our declared goal was that customers should not realize anything about the conversion – and we achieved it.”*

**Uwe Birkenhauer**  
 Departmental Head  
 Enterprise Content Management  
 Deutsche Post World Net

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## The customer

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### ■ **Company**

*Deutsche Post World Net*

### ■ **Industry**

*Communications, Logistics*

### ■ **Headquarters**

- *Deutsche Post ITSolutions GmbH, Bonn, Germany*
- *Deutsche Post World Net, Bonn, Germany*

### ■ **Application**

*Application Service Provider (ASP)-based archive system called SMARt*

### ■ **Products**

- *IBM FileNet Image Manager*
- *IBM FileNet SAP Connector*

### ■ **Benefits**

- *Document Management costs cut by 25%*
- *Operating & administrative costs cut by 80%*
- *Search times cut from one day to 2 seconds*
- *35,000 new documents per day*
- *Top-quality archiving solution, even for smaller organizational units on a limited IT budget*
- *SMARt can administer 150 million documents*

### **About Deutsche Post ITSolutions GmbH**

Incorporated in January 2002, Deutsche Post ITSolutions GmbH is the Group's central partner for logistics/IT combining the best of two worlds: the strength of a major group and the flexibility of a young subsidiary with a growing international focus in the ITSolutions business. DP ITSolutions employs 1300 staff at 11 sites in Germany. At these sites, it maintains 21 systems development departments.

### **The SMARt solution**

The newly developed solution is called SMARt. The German term stands for "Scalable Client-Capable Archive Technology". This name encapsulates the project's software components' essential functional requirements, as set by DP ITSolutions early in 2003. To respond most efficiently to the various requirements of potential customers, it was necessary to find a uniform, flexible solution. The specification requirements included: standardized interfaces to SAP, the possibility of importing files via scanning service companies and top-performing interfaces for mass import of very large files. Given these specifications, three archiving products were shortlisted. IBM FileNet Image Manager won, because it offered the requisite stability, client capacity, high scalability and performance in the most cost-effective way.

### **Smooth conversion – on time, on target**

For the top-down conversion to the new archive system, DP ITSolutions left nothing to chance. "We planned and built the new system, carried out performance tests, tried various migration procedures and even produced a detailed schedule for conversion. Contacts from all areas were involved. We considered various scenarios of how to proceed if difficulties emerged at a given point", relates Uwe Birkenhauer, Departmental Head, Enterprise Content Management. The sequence was based on various points of no return. These were milestones in time after which restoration of the original state was no longer possible. They had to be met exactly on time, to implement the migration within the planned time window. The two big questions about the conversion were whether the migration routines would work smoothly and whether the connections would function as envisaged. "Of course, minor problems did occur", reminisces Birkenhauer. "But because we had planned tidily, we were able to resolve them. We converted in the space of a weekend, so that customers were not affected. Our declared goal was that customers should not realize anything about the conversion – and we achieved it."

In setting up the new system DP ITSolutions also reorganized its own operations. This cut their operating and administrative costs by nearly 80 percent.

### **Audit security – certified for legal compliance**

Integrity and security are key criteria for any archive solution. However, that security must also be readily demonstrable. If, for example, tax documents of legal importance have to be stored, an auditor must confirm the security of the archive for audit purposes.

To prepare SMARt for this certification, an internal analysis was conducted covering software, hardware, working instructions of IT staff and procedural documentation. The aim was to generate a set of specifications for certification and thereby check the actual state of the system. Thus it was possible to devise proposals of how best to prepare SMARt for its certification test by an auditor.

SMARt's certification is a special, distinctive feature of DP ITSolutions. If a customer intends to secure the tax law aspects of its processes, it only has to submit the necessary certification up to the interface with the service-provider. With the platform already certified, the customer is saved this part of the analysis.

### **The Benefits**

Introducing the IBM ECM archive system cut Deutsche Post's total document management costs by around 25%. Search time for documents, previously around one day, now averages two seconds. This has sharply increased Deutsche Post and

its subsidiaries' capacity for the future. Not least, it is Deutsche Post customers who appreciate this advantage. Presently seven clients are working with a total of 1400 users on the SMARt IBM ICM archive system. They generate around 35,000 new documents a day, including around 7700 scanned in pages. 14 million documents, or 1.2 TerraBytes, are currently archived. At the present stage of expansion, SMARt can readily administer 150 million documents on its Compaq servers and SANs (Storage Area Networks).

### **Expansion of services in the future**

Naturally, the archive success story brings new challenges. "Our applications generate follow-up orders. If all we have to do is add another module which is already used for another client, it's very easy to transfer", reports Birkenhauer. "We are constantly working on new modules which we can offer. Implementation times are getting steadily shorter as we have now gained much experience and have a fully inducted team of consultants, developers and project leaders."

DP ITSolutions will upgrade to the new Enterprise Content Management (ECM) platform, IBM FileNet P8 in Q3 2005. ECM solutions based on the IBM FileNet P8 architecture represent a uniform, standard-based platform for administering content and business processes. Existing systems can be added to it for the widest variety of business activities such as Enterprise



Resource Planning (ERP) and Customer Relationship Management (CRM). IBM FileNet P8 consists of a suite of seamlessly integrated ECM components, each covering a given functional area of the ECM system and expandable as necessary.

A good example of the possibilities of SMARt is the real-estate company Deutsche Post Immobilienservices GmbH. It uses the archive to store both its SAP data and invoices from external service-providers. These are digitalized by a scanning service-provider and imported to the archive. Then the hard copies are destroyed. Immobilienservices staff can attach comments and notes to the tiff files of the scanned invoices. As the Customer Care Center has online access to the archive data, customers and partners of the Deutsche Post subsidiary can be informed and advised in good time.

Similar models are available for other companies, especially those which serve a relatively defined area. Example businesses within Post AG to adopt SMARt include Fleet Management and Risk Management. "We are also counting on winning new customers in future", comments Birkenhauer.

"Offering an ASP-based archive system saves customers worrying about hardware, software and maintenance. They can concentrate on their core competences and processes. 'Plug-in electronic archiving' is highly expandable."

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555 Bailey Avenue  
San Jose, CA 95141  
U.S.A.

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03-05  
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 Printed in the United States on recycled paper containing 10% recovered post-consumer fiber.