Telecommunications and utilities

22%
of 2008 revenue

$813.9
million

Supporting the transformation of...

- 7 of the 10 largest global telecom service providers

www.cgi.com/telecom
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Internet Protocol (IP) technology continues to transform how the telecommunications industry operates. The battle for the customer has intensified as telecom, cable and other providers compete. Utilities face similar pressures, with expectations of low rates and high-quality service — not to mention environmental demands. As a result, providers need to do more with less while providing superior service and products. CGI enables an effective response, ensuring that creativity — rather than infrastructure and systems — sets the standard for successful next-generation products and services.

Client's challenge
Become a leader within the digital marketplace, increasing sales and presence in the online world

CGI's solution
Develop a sustainable strategy and build and maintain the eCommerce programme and platform

Vodafone Group Plc is the world's leading mobile telecommunications company with more than 260 million customers spread across Europe, the Middle East, Africa, Asia Pacific and the United States. In May 2006, Vodafone announced a business objective to become a leader in an increasingly interconnected world. As a result, in late 2006, **Vodafone DE** (VF DE) — the Group's German division — began spearheading an initiative to position itself on the Web.

A longtime VF DE partner, CGI was selected as the lead consultant to develop the eCommerce strategy and platform. A multi-functional team of CGI business analysts, designers, developers, testers and partners now work alongside VF DE marketing, subject matter experts and operations to build and maintain the resulting programme and platform. While the principal team is located in Düsseldorf, a remote team of developers works full time from Montreal.

With time-to-market a critical driver, the project succeeded in launching a new sales engine within eight months — significantly ahead of estimates. This enabled VF DE to surpass its online sales objectives in 2007 and to be on track to surpass its more aggressive targets for 2008. The project was quickly recognized within the industry, earning CGI the ATG Systems Integrator of the Year 2007 EMEA (Europe/Middle East/Asia) award.

With the next phase of the project under way, CGI is helping VF DE extend the eCommerce platform to reach new customer segments and add new functionalities that enhance click-through and conversion rates.

Client's challenge
Enhance sales and customer service through the implementation of a next-generation convergent billing system

CGI's solution
Provide project management oversight and technology expertise to help ensure seamless transitions that boost efficiency, customer satisfaction and ROI

"At Polkomtel, we work diligently to stay ahead of market demands and to completely satisfy our customers' needs. CGI is a trusted partner in helping us execute important strategies that advance our business goals."

ARTUR WAŚK
Director,
Convergent Billing Programme,
Polkomtel

Polkomtel is a leader in the Polish telecommunications market with over 14 million subscribers, nearly one-third of the total market. To take full advantage of new business opportunities and solidify its strong position, Polkomtel is moving to a convergent billing platform that seamlessly provides outstanding customer service and offerings.

A trusted partner to Polkomtel for more than 12 years, CGI delivers a wide range of services to support the company's successful migration to the new platform and the decommissioning of its legacy systems.

Most importantly, Polkomtel relies on CGI to provide numerous Programme Management Office (PMO) services, including having CGI experts serve in key roles such as deputy programme director, lead IT architect, lead business analyst and migrations advisor. As part of these responsibilities, CGI balances both business and IT needs and regularly represents the project in board and steering committee meetings.

As further examples of this partnership, CGI introduced an enterprise architecture tool and several key industry standards, performed mapping and gap analysis exercises, and developed necessary documentation and activities to facilitate rapid implementation of necessary changes. These types of CGI-led initiatives have kept the project moving forward.

As the new platform continues to roll out, Polkomtel has seen early successes. Marketing is hitting its targets and customers are able to migrate themselves to the new platform on demand.

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Report

CGI Group Inc.