

Insights into Global Customer Projects

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Conrad Riedesel, Felipe Arrudi,
Eric Biederbeck





Agenda

In this session, we will share details on recent global solutions we designed and implemented.

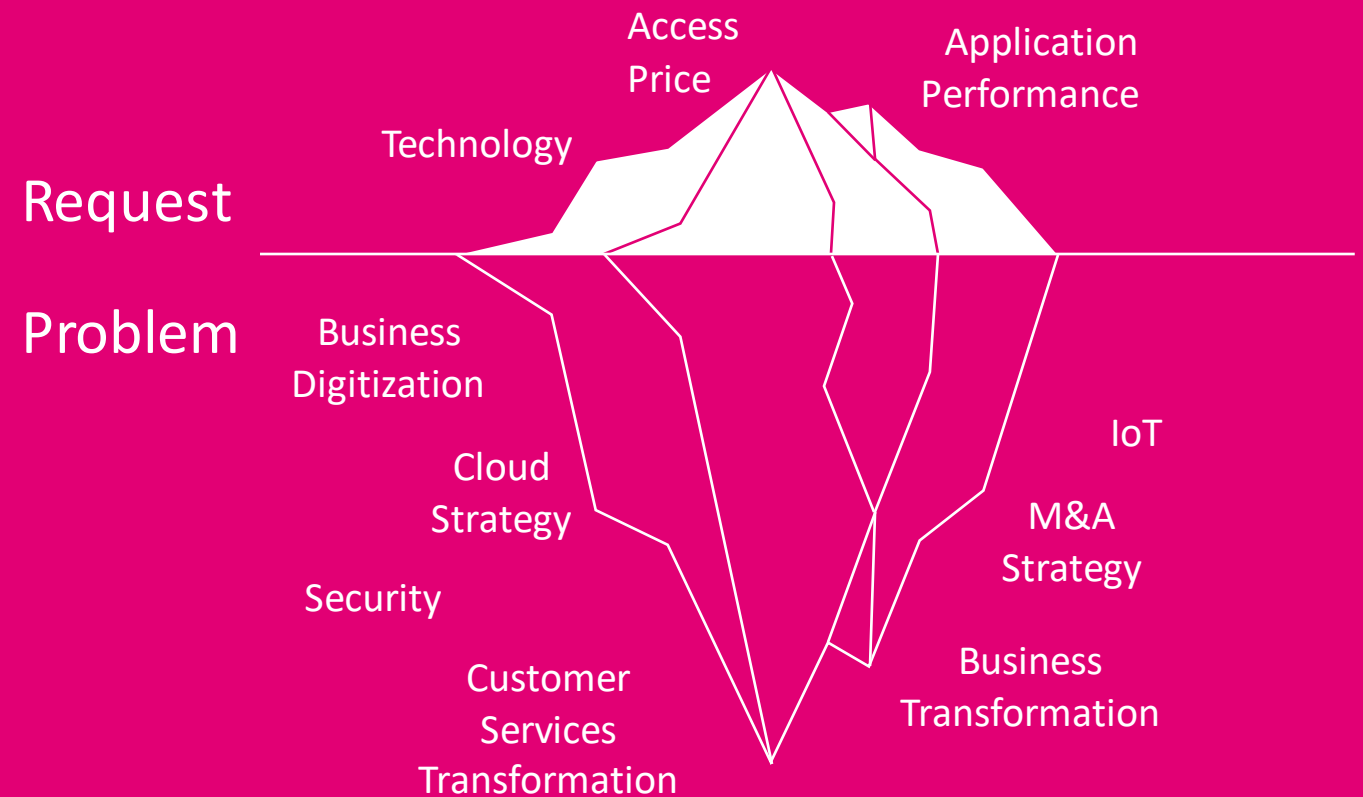
We also would like to talk about what we've learned, customer feedback, and the advantages of customer-centric dialogues.

- Understand the customer
- Our approach
- Customer projects examples: challenge – solution – benefits
- Learnings for the future
- Top drivers of customer satisfaction

For us, it all starts with understanding the customer

Find what's under the surface and define the challenge

- We focus on **finding the real problems** the client needs to solve during a workshop where we listen carefully and advise rather than a simple out-of-the-box selling.
- The **experience and knowledge** of Deutsche Telekom and the advisors will help to find the **best solution** to meet customer needs and generate benefits.
- We work hand-in-hand with advisors to ensure a **smooth transition** for implementation.



How we address business challenges — our approach



Understand the
customer



Design the customer
solution



Align with advisor
on best solution



Intensify customer
relationship for proposal



Finalize offer with
dedicated customer
solution



PoC/Closing

SD-WAN solution for Asahi



Asahi Europe & International is custodian of some of the best beer brands in the world. Their 10,000+ employees run 19 production facilities in 8 countries across Europe.

Challenge

- Separated MPLS networks **not suitable** as foundation for digital **transformation** journey
- Hosting of data, voice and security credentials on different / separate platforms
- Any potential partner for a new network solution needs to **fit culturally** to the company, in particular with regards to sustainability



Solution

- Introduction of a global SD-WAN solution which merges the currently separated MPLS networks
- Migration of **200+ sites** in multiple countries from MPLS to SD-WAN
- Broad range of fully managed services to support the **SD-WAN** solution, including **security, cloud services, and all LAN and WLAN** technology



Benefits

- Increased network **transparency**
- Greater access to data and ability to **drive improvements** to the customer journey, employee experience and supply chain
- **Stability** of an already proven partnership with a good cultural fit



“ We’ve found the right partner to support our global digital transformation journey.

(Customer

feedback)

SD-WAN for an oil & gas company



Multinational oil and gas company headquartered in the Netherlands.

The challenge

- Fuel services by gas stations for **4,000 sites in 10 countries** were at risk
- Quality and **continuity of critical connectivity services** for the retail locations were in jeopardy
- Delivery to consumers as well as **performance could no longer be guaranteed**
- Need for a trusted, reliable partner



The solution

- In **just 3 months**, DTGB developed and deployed a complex solution
- Built a **new network operations center (NOC)**
- SD-WAN solution based on **Cisco Viptela**
- **Transitioned 4,000 sites** to DTGB management
- Set up **ServiceNow** to manage incidents
- Re-negotiated over **15 supplier contracts**



The benefits

- Agile approach and full **consultative collaboration with the customer** – DTGB succeeded to realize a **bespoke solution in a short period of time** with a smooth go live in November 2021
- DTGB brought together different suppliers and contracts related to overlay as well as underlay and took over **full E2E responsibility** to ensure smooth services
- **Quality and continuity of critical connectivity services safeguarded** to ensure retail operations, with full management of all 4,000 retail locations



Challenges— learnings to improve customer satisfaction

Building a deal team to act quicker
Established regular meetings for deals to accelerate the building of the deal teams and match the best market pricing

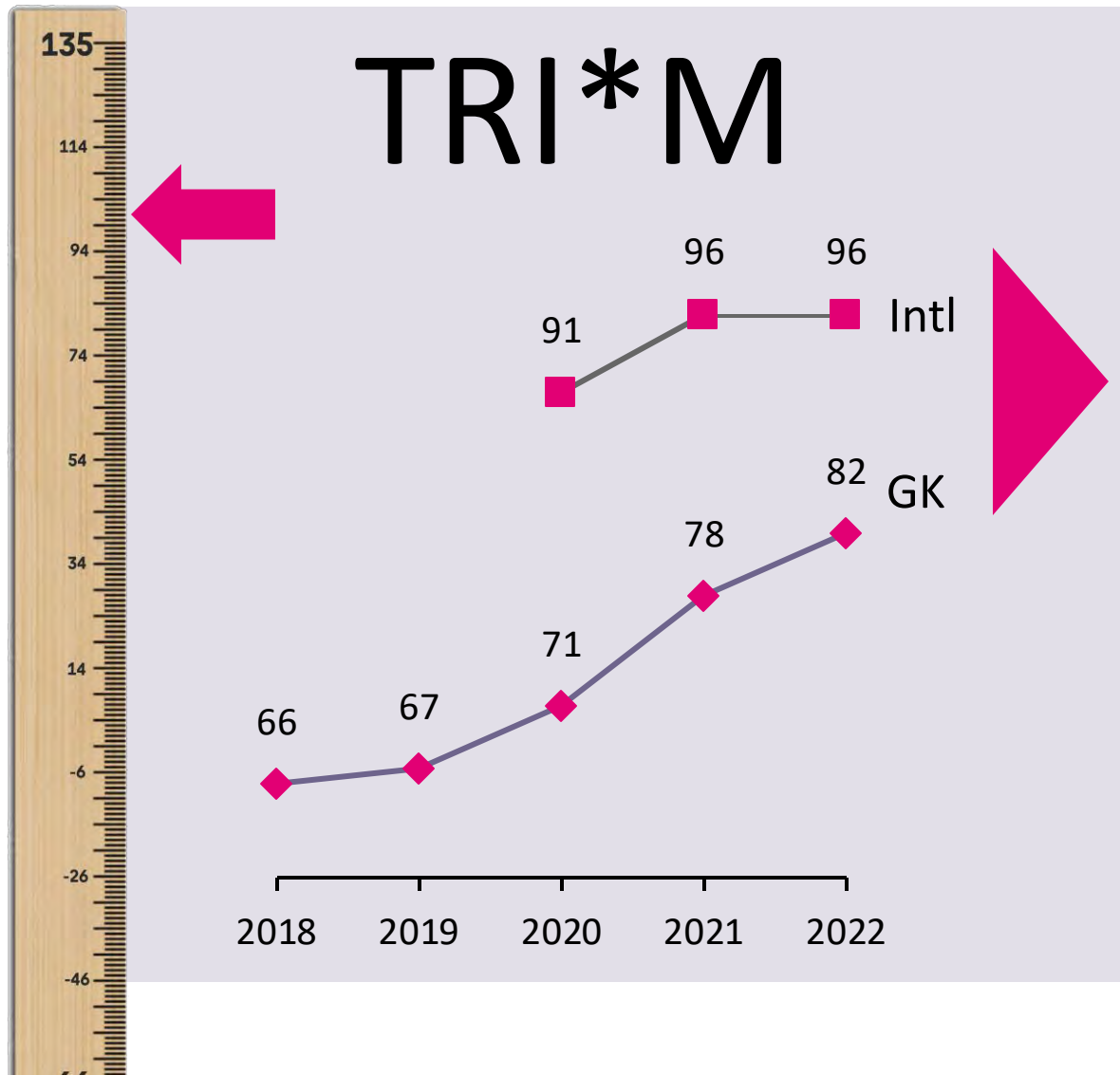
Getting in touch earlier with advisors
Deal team intends to contact advisors at an early stage; networking



Deutsche Telekom offers many solutions to choose from (e.g. 7 SD WAN vendors)
Established ad hoc meetings with customers engineers to define the best solution for the problems

The customer might not be ready yet
Establish a long-term plan with you — the customers advisor — and support throughout the process

Top drivers of customer satisfaction



“

This is the most professional and committed team I've ever worked with.

(Customer feedback)

- We understand and address business challenges
- The transition is our profession
- The quality of our services: Zero Outage

“

We improved security, service availability and traffic optimization while reducing costs.

(Customer feedback)

“

Your solution allows me to sleep at night on weekends, because it is dynamic enough to keep my business going at important sites.

(Customer feedback)

Contact



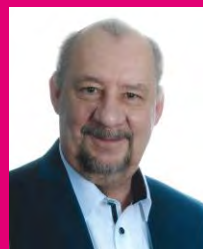
Conrad Riedesel

Solution Sales & Engineering
conrad.riedesel@telekom.de
+49 160 90563148



Felipe Arrudi

VP Service Management
felipe.arrudi@telekom.com
+44 7572 146552



Eric Biederbeck

Enterprise Architecture
eric.biederbeck@telekom.de
+49 69 20060 6491

Thank you

