



Standards for the world of tomorrow

windream assists customer support division of Swisscom Mobile AG

With a market share of 65 percent, Swisscom Mobile AG, situated in Bern, counts among the leading Suisse suppliers of services in the sector of mobile telecommunications. The Suisse NATEL-net, which has been developed and is run by Swisscom Mobile and which is continuously growing, offers customers in Switzerland a 99.8 percent GSM net coverage. In order to be able to use this enormous potential effectively, the company does not only need an outstanding customer support, but also effective hard- and software systems to support the customer service business sector efficiently. Since 1996 already, Swisscom Mobile AG has been administering and archiving most different types of documents with windream products. At present, 1,300 workstations have been equipped with windream – and the number is still growing.

Integration into CRM systems

In the sector of customer support, Swisscom Mobile uses the software of the worldwide leading Californian CRM system supplier Siebel Systems Inc. Thus, a specific software interface has been developed in close cooperation between windream GmbH and Swisscom Mobile, which connects the windream

document management and archiving system to the Siebel applications. Via this interface, users of Swisscom Mobile AG can access documents archived in windream directly from the Siebel CRM-application. In the same way, documents created electronically in the Siebel applications can quickly be saved in windream.

Optimized customer support

Swisscom Mobile AG uses windream for administering correspondence with customers and for archiving contract material. This material also includes the contracts and correspondence with suppliers. Documents which have not been available electronically so far are first digitized, indexed and archived with the windream Imaging scan software at 80 workstations. In contrast to this, correspondence is directly generated in the respective Siebel application. Then, the documents are printed and forwarded to windream as RTF-files together with the associated customer-related data.

Data exchange via the windream XML Import Manager

The transfer process is controlled by the windream XML Import Manager, which allows users to automatically store, index and archive documents in windream. This way, e.g. customer data stored at Swisscom Mobile in

XML-format can be forwarded to windream together with the associated documents and can be stored in windream as indices. This way, the time required for indexing can be reduced to a minimum. On the other hand, archived information is always available within very short time. This also leads to extremely short reaction times on customer enquiries and thus contributes to a decisive improvement of the complete customer support.

Long-term archiving in jukeboxes and Centera

For revision-secure long-term archiving, Swisscom Mobile AG uses the windream archive. The archiving software, which has completely been integrated into windream, controls three UNIX-servers with jukeboxes which provide a total number of 750 slots for WORM storage media at present.

However, Swisscom Mobile AG have migrated all data stored on the jukebox media to two EMC Centera systems, which can easily be configured in the windream Management Console – the windream administration tool – as the storage location for files. In this context, the ability of the windream document management and archiving system to store documents simultaneously in different storage systems is an enormous advantage compared to other systems. Thus, the migration of the jukebox data to the new EMC Centera systems could even be executed while the system was in productive operation.

The document properties like e.g. the indices, the history, the life-cycle data and further document attributes were also forwarded from windream to Centera in XML-format.

Data replication and disaster recovery

Users of Swisscom Mobile AG can directly archive documents with the windream-specific functions in the EMC Centera Content Addressed Storage System. Additionally, data is automatically replicated to a second Centera system, so that – on security reasons – all archived documents are available twice.

Key facts:

- Seamless DMS-integration into the Siebel CRM-system
- Connection of the windream Archive to EMC Centera
- Secure data replication with the windream-Centera Disaster Recovery Service
- Optimized customer support by quick access to correspondence and contracts

A sophisticated security system grants a smooth and – at any point of time – transparent archiving process. First, windream forwards the documents to be archived to the Centera archive. Centera sends a message to windream in which the system confirms the reception of the data to be archived. Then, data is replicated to the second Centera system. In order to check whether the replication has been successful, a special windream disaster recovery service controls the execution of the processes. However, this windream service is not only used for this specialised purpose, but can also be run for creating parallel, incremental backups, e.g. on tapes.

Easy configuration

The configuration of the Centera storage sectors has directly been integrated into the windream Management Console. Defined storage areas can be used in the windream document life-cycle function immediately after being created. The life-cycle rules defined by an administrator determine, how long a document of a specific type shall be available in windream for being edited, when it is archived on the Centera cluster, how long it will be archived and when it shall be deleted from the archive. Of course, these rules can also be applied to all documents which have been archived on other media like e.g. on optical media in jukeboxes.

Universal usage

The example of Swisscom Mobile AG illustrates that windream cooperates smoothly with different and state of the art storage tech-

nologies. No matter what specific archiving strategies and hardware systems companies prefer: the universal usage of the windream document management and archiving system remains completely untouched. Single drive, RAID hard disk arrays, jukeboxes, modern UDO- and PDD-drives, NAS, SAN, iSCSI or EMC Centera – windream users can always choose freely which hardware subsystem they want to use. Even a parallel archiving in different archiving systems – e.g. in IBM's onDemand – is supported. This makes windream not only an EDM and archiving system with integrated life-cycle management, but it also "virtualizes" complex storage environments.

Centera – the Content Addressed Storage System of EMC Corporation

With Centera, EMC Corporation situated in Massachusetts, USA, has introduced the first system for Content Addressed Storage (CAS). Centera consists of a combined hard- and software solution with an online-based architecture. The solution has specifically been designed for archiving so called "fixed

Swisscom Mobile AG



With 65 percent market share, Swisscom Mobile is the leading supplier of mobile communication services in Switzerland. Since April 1, 2001, the company belongs to the Swisscom group as a separate and self-contained "Aktiengesellschaft." 25 percent of the shares are held by the British Vodafone Group Plc, the European market leader in mobile communications. Swisscom AG holds 75 Percent of the shares. The main headquarter of Swisscom Mobile is in Bern. The company has branches in all four language regions of Switzerland with customer care centers at Bellinzona, Chur, Lausanne and Olten.

content”, meaning long-life and unchanging contents. This can be digital images, contract material, films, e-mails and other electronic information. All over the industry, Centera represents the first content-based software for data assignment, for simplified management and for secure original documents and offers individual scalability up to areas of terabyte and petabyte.

Siebel Systems Inc.

Siebel Systems Inc. with headquarters in San Mateo, California, is the worldwide leading

supplier of eBusiness applications. The company was founded in 1933 by Thomas M. Siebel and employs more than 5,000 members. Siebel develops integrated solutions for the sectors of distribution, service and marketing applications containing all communication channels. These are internet, callcenter, external services as well as distributor and dealer networks. The company provides distribution and service branches in more than 32 countries. In Germany, Siebel Systems has branches in Ismaning near Munich and in Frankfurt.

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