

opentext™

Success story

KPN

Industry

• Telecommunications

Solution

• OpenText Exstream™



KPN makes the right call with OpenText Exstream

Introduction of OpenText Exstream delivers 60 percent IT cost savings

Results



Reduced costs by eliminating IT development requirements to design, implement and test changes



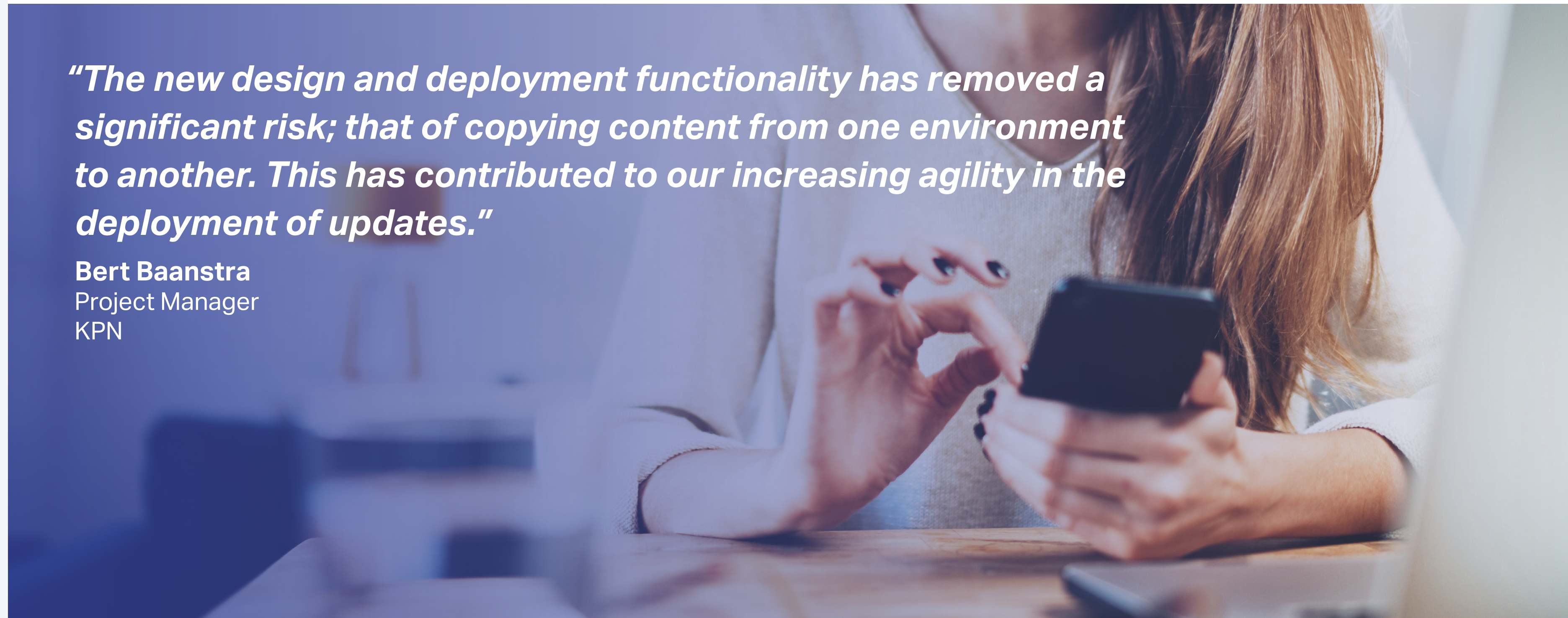
Reduced time to market with the ability to make changes in realtime



Gained single, centralized processes across teams with shared core templates

"The new design and deployment functionality has removed a significant risk; that of copying content from one environment to another. This has contributed to our increasing agility in the deployment of updates."

Bert Baanstra
Project Manager
KPN





KPN makes the right call with OpenText Exstream

KPN, the Dutch telecommunications company, can trace its roots back to the 19th century. Privatized in 1989, the company today employs around 19,000 people, delivering mobile, landline, broadband, TV and other services in The Netherlands, Europe and beyond. 2013 revenue exceeded €8.4 billion from their extensive mobile customer base as well as 6.3 million fixed line customers.

For their fixed line customers, KPN produce a variety of customer communications, delivering a total of more than 1.8 million letters and 1.5 million emails each year in physical print and electronic forms. Having successfully used OpenText Exstream™ for approximately 10 years and benefitting greatly from the capabilities of the solution, KPN wanted to take advantage of the continuing improvements and innovations being introduced by OpenText.

KPN set two clear objectives to further improve their document output management. The first was to drive cost savings and secondly to reduce the length of time it took to implement a change to a standard output template or deploy a new one.

Maximizing template reuse for faster deployment

Working with their system integration partner, Accenture®, a project to plan and implement an upgrade to their current Exstream platform was formulated. Following a six month evaluation and planning phase, OpenText, a preferred partner of Accenture, began work with KPN to deploy the upgraded solution.

“We setup a project steering committee with representation from the business, IT, our SI partner and OpenText. Having OpenText expertise readily available during the project meant we made giant leaps forward,” commented Bert Baanstra, project manager, KPN.

A key element of the project plan was to reuse, to a large extent, the existing templates in the live production system. This would minimize the effort, and therefore the time and cost, to deploy the updated solution and to realize the benefits that this would bring.

Meeting primary objective one: cost reduction

KPN wanted to ensure that the business faced minimal disruption during the implementation, not only to ensure continuity of customer service, but also to help keep their costs down. ***“Although we made the decision to remain with Exstream, that’s not to say we did not consider other vendor solutions. Having evaluated the pros and cons, staying with OpenText was clearly the most appropriate solution for our needs,”*** added Bert Baanstra.

The upgraded implementation of Exstream includes OpenText™ Stream-Serve™ Composition Center, essential for enhancing and streamlining the management of document templates. As a result, business users are able to control content and application of business rules on their own rather than being reliant on code developers. IT costs associated with the development and management of customer communications has been reduced by as much as 60 percent.

“The biggest cost saving for us is that we no longer have the costs associated with code development when we have a new or updated output template to deploy. Using the StreamServe Composition Center that business users, not IT developers, are in control of our updates,” added Bert Baanstra.

“The result is we can now deploy updates in real-time if necessary, leveraging the ‘what-you-see-is-what-you-get’ design interface.”

Bert Baanstra
Project Manager
KPN

Meeting primary objective two: agility in deployment of updates

Due to the necessary involvement of IT and the development of code to deliver new or updated templates, the time taken to deploy changes to the previous solution could be considerable. Development times would depend on the availability of appropriately trained resources, as well as the various resources required for multiphase testing.

“With the Exstream upgrade, the business is no longer reliant on development cycles to deploy updates. Existing templates can be used as the visual base and amendments are made using the out-of-the-box workflow approval processes. The result is we can now deploy updates in real-time if necessary, leveraging the ‘what-you-see-is-what-you-get’ design interface,” added Bert Baanstra.

Every team that utilizes Exstream for their customer output effectively requires their own environment. Using the new Exstream processes at the core of their template management and publishing, KPN is benefitting from a consistent approach to modifications and testing prior to approval and live use.

“The new design and deployment functionality has removed a significant risk; that of copying content from one environment to another. This has contributed to our increasing agility in the deployment of updates,” added Bert Baanstra.

Users welcome the improved speed and flexibility

The business often has to react to situations that demand a change to output templates. Initially there was some unexpected behavior with the new processes but, once analyzed, this was attributed to processes not having been modelled correctly previously.

“The Exstream upgrade has allowed the business to get closer to their processes. As their knowledge of the new capabilities has built up, they’ve come to appreciate the flexibility and speed of the solution to help them meet their business objectives,” added Bert Baanstra.

Users are also benefitting from being able to access archived copies of customer communications quickly and easily. Exstream was easily configured to feed output to the archive, without creating any significant overhead in development, run time resources or support and maintenance.

“As an organization, we need to meet various compliance targets around retention and disposition of certain items of content. OpenText helps us ensure that we automatically archive the relevant customer communications that Exstream produces,” added Bert Baanstra.

Opportunities throughout the organization to leverage investment

The focus to date at KPN with Exstream has been their fixed landline business and private customers. With the knowledge gained from this key project, opportunities to utilize the solution elsewhere are under consideration.

KPN also has a number of other brands within the group that could also benefit from the cost reduction and agility that Exstream offers, and not just in customer service communications.

“We’ve learnt a lot about our processes and how Exstream helps us deliver the benefits we set out to achieve. Thoughts are now turning to other types of output capabilities; for example making invoices more dynamic with a greater level of personalized, targeted content,” concluded Bert Baanstra.



About OpenText

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