



DEUTSCHE TELEKOM. Infrastructure for convergent media markets

THE CLIENT: Deutsche Telekom AG

Over 200,000 members of staff employed in over 50 countries work to support the entire spectrum of telecommunications: mobile telephony for around 70 million customers worldwide (T-Mobile), Internet for 13.5 million customers (T-Online), fixed-line services for over 60 million customers (T-Com), plus complex IT and telecoms solutions for corporate customers (T-Systems).

THE CHALLENGE: Change and growth

On the global T.I.M.E.S markets, the fields of telecoms, IT, media, entertainment and security all develop together at high speed. Only through constant innovation can Deutsche Telekom compete successfully to maintain its place within this globally-convergent industry. Key factors in the past have been flexible, highly-scalable and powerful IT solutions that span the separate worlds of phone, data and TV networks, supporting seamless, company-wide infrastructure systems.

THE SOLUTION: Scalability and flexibility with CoreMedia CMS

Since 2001, CoreMedia has been helping Deutsche Telekom realize its goal of creating a technical infrastructure that is powerful, versatile and well-prepared for the future of telecommunications. The CoreMedia CMS Enterprise Content Management System is deployed not only for the Group's website, but also across all of Deutsche Telekom's divisions.

For T-Online, upgrading to CoreMedia's highly-scalable and robust CMS was the natural response to a rapid increase in customer numbers. It also provided features such as the ability to make instant, flexible adjustments to suit new developments in markets and business models, while supplying personalized services for each one of the company's 13.5 million registered users.



THE PROJECT

- Group-wide content management
- Internet, intranet and extranet
- High-traffic CMS for one of Germany's most popular online portals
- www.telekom.de, www.t-online.de, www.videoload.de and many more

THE ADVANTAGES

- Powerful content management for different company divisions
- Excellent performance even under peak loads
- Flexibility, scalability and easy usability
- Uniform brand management and consistent content

THE NUMBERS

- 3.5 billion page impressions/month; 13.5 million registered users (t-online.de)
- Intranet with 14,000 pages and 1.3 million page impressions per month

A team of 70 editors works with the user-friendly editing interface to ensure that the site with over 3.5 billion page impressions per month is always up-to-date – on multiple portals simultaneously and on any consumer device. Also integrated as a client system is the ancillary videoload.de service, which provides over 3,500 films for broadband download and iTV. In 2003, it was a simple matter to integrate the high-traffic Bild.T-Online.de (now bild.de) and Bunte.T-Online.de (now bunte.de) sites, thanks to the portal's open architecture.

CoreMedia CMS has also accelerated and simplified editing processes on the PRODI customer service representative intranet and other internal portals at Deutsche Telekom. A team of 10 editors uses the CMS to work on 14,000 pages – one of the largest intranets in the world.

Deutsche Telekom considers itself perfectly positioned for the future, since CoreMedia has proven its real-world strengths impressively in all of the Group's divisions: centralized management of all digital services, brand management and consistent content, market-leading accessibility, stability under high loads, cost-efficient and rapid implementation and expansion, simple usability and outstanding versatility. The future is looking bright.



MORE CLIENT INFORMATION

→ Deutsche Telekom AG

- 242,000 employees
- www.telekom.de (600 pages, 5 million page impressions, 20 editors), www.telekomforum.de, einkauf.telekom.de, Intranet Telekom, Meeting Point, Intranet Telekom ComIn, Intranet DeTeFleet Services and many more...
- Platform switch
- "PRODI" intranet (1.3 million page impressions, 25 editors), "Target Market Info" intranet, "VHD" extranet (14,000 pages)

→ T-Systems Multimedia Solutions

- www.t-online.de (3.5 billion page impressions, 70 editors),
- www.t-online.de
- videoload.de 3,500 films to rent
- T-Systems, 46,000 employees
- www.t-systems.de
- T-Systems intranet

ABOUT COREMEDIA

CoreMedia is a premier Web Content Management company that enables organizations to engage their customers with more dynamic content and achieve a greater return on their Web activities. The CoreMedia CMS solution offers an open, social, adaptive Web Content Management approach to create dynamic, contextualized Web sites. It delivers content consistently across multiple touchpoints, providing a flexible platform for conversations across integrated social networks.

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