



# DEUTSCHE BAHN. Double the power for half the price

## THE CLIENT: Deutsche Bahn AG

“The mobility and logistic markets are still phenomenal growth markets. Our potential gives us the chance to further improve the state of Germany’s rail systems, and at the same time – by implementing international, cross-border services – provide it with new perspectives,” said Hartmut Mehdorn, CEO of Deutsche Bahn AG.

In recent years, the Deutsche Bahn Group (DB AG) has grown incrementally from a state rail company to a leading international service provider for mobility and logistics. More than 225,000 employees contribute to an annual turnover of almost 24 billion euros. DB AG operates transport companies and offers comprehensive infrastructure and logistics services. Serving 1.7 billion passengers every year, the company maintains an Internet presence providing company data, travel information and online ticket sales.

## THE CHALLENGE: Heterogeneous CMS environment

Online services have increased dramatically as part of the company’s dynamic development: A total of 200 web sites on the intranet and Internet boast around 10,000 individual pages and nearly as many image files, as well as around 5,000 files provided as downloads. Nearly half of the pages are also published on the intranet.

Before the start of the new project, the information provided was managed with multiple content management systems, including Imperia, Infopark and Front-Page, as well as solutions developed in-house. It was expensive to maintain this constellation of isolated solutions.

In addition, using multiple solutions led to disorganization, makes searching for information more difficult, and hindered a unified corporate interface design. Last but not least, the technical hurdles restricted the rapid roll-out of new online services as part of the development toward being a global service provider.



## THE PROJECT

- Corporate website and intranet
- www.db.de

## THE BENEFITS

- Central web platform for online services
- Cost savings
- Company-wide websites and portals subsidiaries operate efficiently in multiple languages and using multiple designs
- Content is fully accessible to people with physical, sensory or mental disabilities

## THE NUMBERS

- 200 websites with 10,000 individual pages
- 5,000 intranet pages accessed by 43,000 users

For this reason, the next step was to be a major consolidation project, designed to migrate these longstanding solutions into a single, group-wide enterprise content management system – supplied by Vignette.

However, shortly after the project got underway, it became clear that Vignette's operational and development costs were unexpectedly high, which meant that the hoped-for savings could not be achieved.

### **THE CHALLENGE: Group-wide platform for intranet and Internet**

Following a further software evaluation phase, DB AG chose CoreMedia CMS. The DB AG evaluation team was intrigued by CoreMedia CMS's innovative technology. Its low operating costs, which guarantee a rapid ROI, were especially impressive. All the more so, because they are around 50 % less than Vignette's running costs. CoreMedia's implementation partner on the project was IBM, and the project time plan of 16 months was adhered to exactly. Intensive editing training followed for around 200 members of staff; on average, around 30 members of staff access the system simultaneously.

The first website to make the switch to CoreMedia CMS was the multilingual Group portal [www.db.de](http://www.db.de). Step by step, this website was followed by the Group-wide intranet "Bahn-net", and the websites of the Group subsidiaries DB Fuhrpark, DB Systems, Deutsche Verkehrs-Assekuranz-Vermittlungs GmbH, Nieten Fracht-Logistik and Burgenlandbahn GmbH – several of these websites also being available in more than one language.

By the end of 2006, all 200 websites belonging to Deutsche Bahn were migrated to the new system. In the course of this migration, the multi-site management function built into CoreMedia CMS proved especially useful: this allows company-wide websites and portals for the various subsidiaries to be operated efficiently in multiple languages and using multiple designs.

Today, some 43,000 employees access the intranet on a regular basis. The technical foundation for CoreMedia CMS enables it to fully comply with accessibility guidelines – a critical requirement for Deutsche Bahn. By following the guidelines published by the World Wide Web Consortium (W3C) to the letter, CoreMedia has ensured that the Deutsche Bahn website is also accessible for people with physical, sensory or mental disabilities. Deutsche Bahn took second place in a survey of 100 top German companies on the subject of accessibility, carried out by the Wedel University of Applied Sciences.

After experiencing the new CoreMedia CMS, Jens Küpper, Online Manager of the DB Group, compared it to Vignette, stating: "50 % savings - CoreMedia will now be our standard solution through the Group. In addition, we can now present our content much more rapidly than before and are ideally equipped for the current and future distribution of digital content via all our channels."

#### **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.

**For more information, please visit our website: [www.coremedia.com](http://www.coremedia.com)**

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