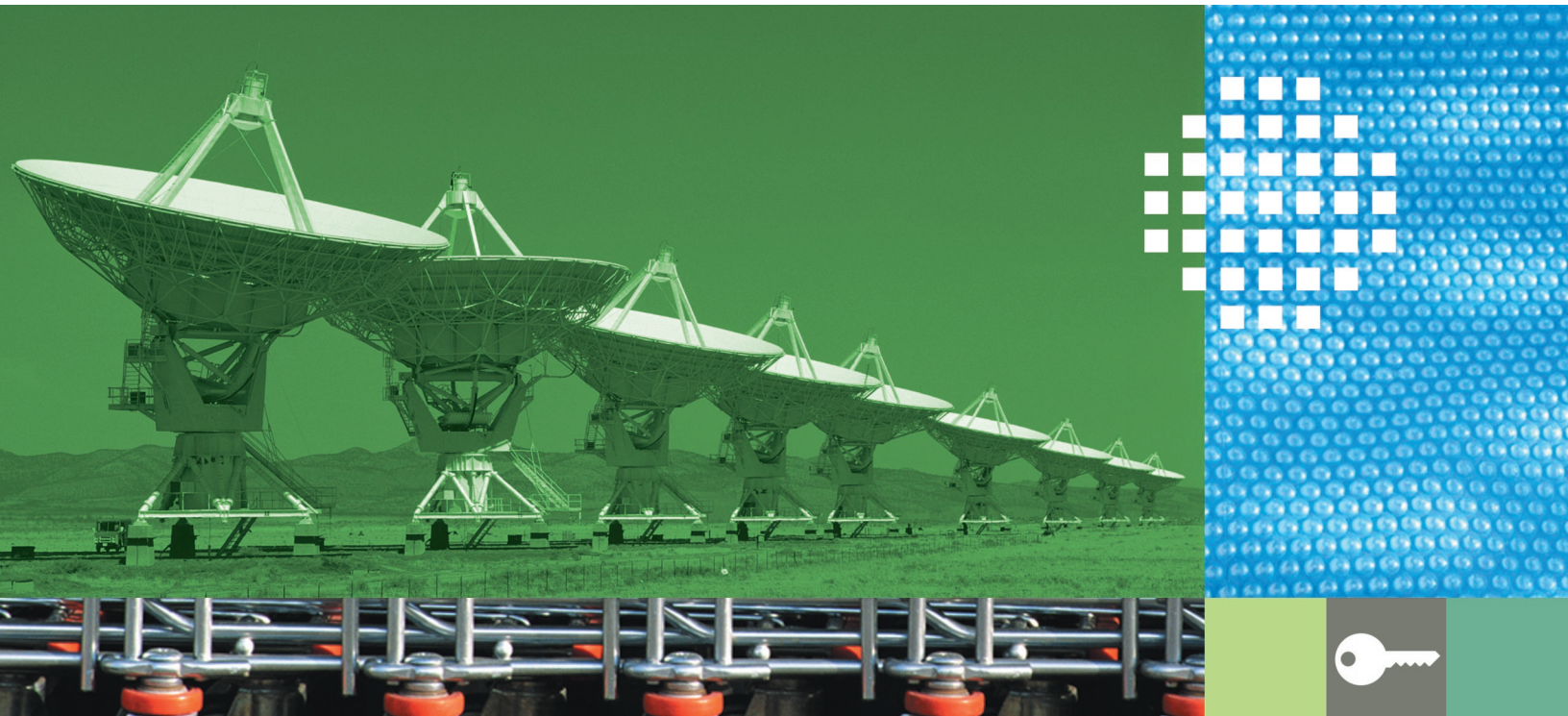**DB2** Information Management Software

IBM DB2 Information Management: Enabling information on demand in the telecommunications industry.

Meet your challenges head on

Increased competition. Government regulations. Integration issues resulting from mergers and acquisitions. These are just a few of the challenges today's telecommunications companies face. To reduce costs, you need to integrate disparate systems, simplify business processes and leverage existing assets. To decrease churn, you must effectively respond to customer needs. To increase revenue, you need a next-generation infrastructure that can launch new services on demand.

IBM understands the telecommunications industry. IBM DB2® information management solutions can help you reduce operating costs, improve customer relationships and provide tight integration with enterprise applications. By leveraging our solutions and aligning your business strategy with the IBM e-business on demand™ vision, you can respond rapidly to customer demands, market opportunities and external threats. IBM DB2 information management solutions are built on a robust, flexible standards-based architecture that can evolve with the changing needs of your business. This enables you to bring new services to market quickly to gain a competitive edge.

Manage information to impact your bottom line

IBM DB2 information management solutions feature the IBM DB2 Content Manager portfolio. DB2 Content Manager is a highly scalable, distributed enterprise content management solution that can eliminate the need for many disconnected content repositories. Use it to manage and integrate digital content (including text, graphics, images, computer-generated reports, video, audio and Web content) with leading applications. It enhances customer relationship management (CRM), portal and other applications to significantly improve operational efficiencies. It can also create new market opportunities to help your organization become a competitive force.

IBM offers integrated business intelligence solutions for putting your critical knowledge to use. IBM Enterprise Customer Analytics solutions allow you to create more effective marketing campaigns and strategies. IBM Telecommunications Data Warehouse solutions can enable you to make more informed decisions.

These IBM DB2 information management solutions can help you overcome three important business challenges.

Curtail costs through streamlined processes

- *Increase call center productivity by easily accessing all information that pertains to a customer account (faxes, letters, audio files, invoices, etc.)*
- *Streamline workflow by integrating information across front-, middle- and back-office operations*
- *Reduce support and processing costs by integrating electronic bill present-ment and payment (EBPP) solutions with archived account information, including letters and faxes*
- *Increase staff productivity with better and faster information access during daily transactions*
- *Reduce print, microfiche and offsite storage costs*

- *Reduce the risk of penalties and litigation by easily proving regulatory compliance*
- *Enable the reuse of both information and infrastructure components by utilizing a common enterprise content management/portal architecture*
- *Reduce time-to-market and total cost of ownership (TCO) through quick integration of business intelligence solutions with decision support and executive information applications*
- *Automate manual tasks associated with servicing customers.*

Reduce churn by improving customer relationships

- *Increase the frequency of one-call resolution of customer service inquiries*
- *Enable customer self-service, enhanced by access to all account information*

- *Tailor the customer experience by pro-viding personalized portals enriched with enterprise content*
- *Enable targeted marketing that utilizes all enterprise information, including multimedia*
- *Integrate information from different applications across your enterprise to provide a holistic customer view.*

Prepare for the next wave of revenue-producing services

- *Enable e-commerce, including rich multimedia-based services*
- *Stream video and audio over wire-less networks to laptops or personal digital assistants*
- *Allow for the security-rich delivery of digital assets, including the ability to track, control and audit multimedia content such as music and video*

"Our customers tell us we are right on target with our EBPP services. AT&T will continue to work with IBM to enhance our offerings to our small business customers and maintain our position as a company that brings e-business to its customers."

—Cindy Mueller, Business & Technology Integration Team, AT&T

- *Implement new services that use rich media content and that leverage existing investments in content delivery networks, broadband, Internet Protocol backbone, and edge and wireless networks*
- *Enhance customer (and employee) experiences by collaborating on and sharing media content within and outside the enterprise.*

Dedicated solutions for telecommunications
IBM DB2 information management software offers comprehensive solutions for the telecommunications industry that are designed to help you increase revenue and reduce churn. By integrating our open-standards-based solutions with your existing information technology environment and applications, you can improve the effectiveness, productivity and flexibility of your business. Our solutions also enable you to lower your TCO and bring next-generation telecommunications services to market quickly for a significant competitive advantage.

For more information
To learn more about IBM DB2 information management solutions for telecommunications, please visit:

ibm.com/software/data/dmsolutions/telecom

"By consolidating historical data scattered on different platforms onto one archival system based on IBM content management, we've reduced our annual operational and maintenance costs by US$284,000."
—*Ernst Pfund, Project Leader, Archiving Solutions, Information Technology Service Center, Ascom*