

## IBM wireless pilot opens market opportunities for Spain's Telefónica Móviles



"Before the pilot, our customers could access corporate data but only on specific portable computers," explains Juan R. López, Manager of Data Services Development for Telefónica Móviles España. "Our idea was to open these services to different devices, such as Personal Digital Assistants (PDAs) and Wireless Access Protocol (WAP) phones, in a Lotus environment. That's where IBM stepped in to help."

### Overview

#### ■ **The Challenge**

*Telefónica Móviles, an emerging wireless operator based in Spain, wanted to test the viability of new "corporate access services" extended to any device in a Lotus® environment*

#### ■ **The Solution**

*IBM WebSphere® Transcoding Publisher and IBM Mobile Connect, running on IBM @server pSeries™ and xSeries™ servers; IBM support and services; Lotus Domino™ Everyplace QuickStart, Lotus Notes®*

#### ■ **The Benefits**

*New participants for pilot program added; new business model for marketing expanded; wireless services developed.*

### Expanding wireless services

In today's increasingly mobile business world, it seems like everyone has a cell phone or some other hand-held device at the ready. Spain's Telefónica Móviles is making the most of the growing popularity of wireless communications.

In just two years, the wireless operator—a division of telecommunications giant Telefónica—has grown to 25 million mobile subscribers, making it one of the world's ten largest providers. To further build that customer base, Telefónica Móviles teamed with IBM to launch a pilot program that would extend its existing corporate access services to a wide variety of wireless devices.

*"For us, it would be impossible to offer corporate access services without the help of IBM. Nobody has more experience with wireless in the Lotus environment than IBM."*

*Juan R. López  
Manager of  
Data Services Development  
Telefónica Móviles España*

### **Five companies participate in pilot**

To get the project rolling in early 2001, IBM helped Telefónica Móviles identify five companies from the financial and distribution industries that were willing to participate in the pilot.

The company targeted two main objectives, López recalls. First, validate the functionality and reliability of IBM WebSphere, the platform for their expanded corporate access services. Secondly, determine the appeal of the service to corporate users. "We wanted to measure the reception of corporate customers to various new services, such as corporate access to e-mail, Personal Information Management (PIM) databases, and any other kind of information in a Lotus environment," he explains.

In another important part of the pilot, Telefónica Móviles wanted to test their new services using General Packet Radio Service (GPRS) technology, an advanced protocol that speeds up the delivery of data and voice over wireless devices. "We felt if GPRS worked here, in a Business-to-Employee (B2E) application, we planned to use it to build additional services for other markets—mass markets, for example," López adds.

### **Why IBM**

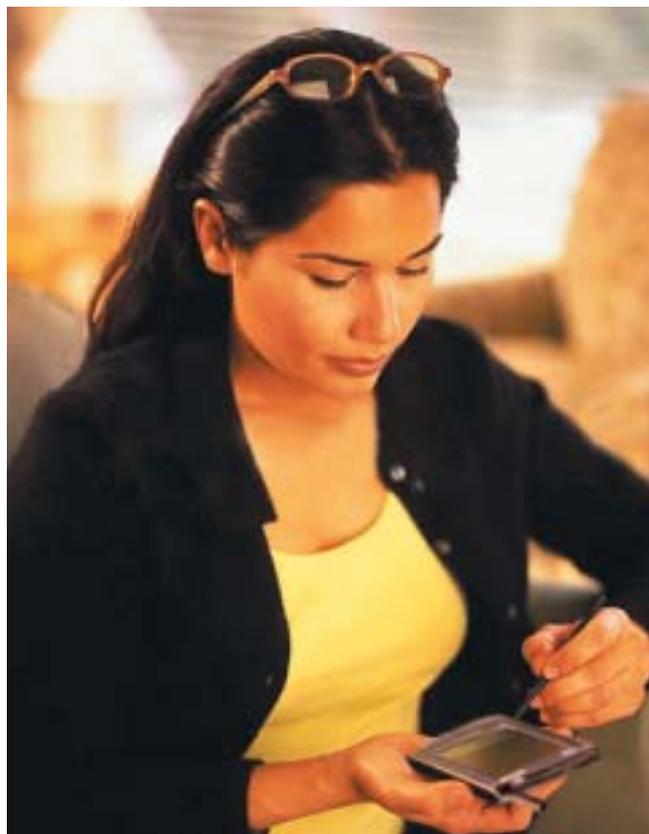
López says they chose IBM to develop and support the project for a couple of reasons. First and foremost was the platform. WebSphere fits the needs perfectly of companies already using Telefónica Móviles' services and Lotus Notes.

An IBM customer since 1999, they were also very impressed with the way IBM backed up their products and services at the corporate level. "We felt more comfortable working with a company that stands behind what they do and promise. From that standpoint, IBM was an easy choice," López adds.

### **Turnkey services, products**

In the pilot program, Telefónica Móviles offered their corporate access services on a platform that comprises IBM WebSphere Transcoding Publisher (WTC), IBM Mobile Connect and Lotus Domino Everyplace Quick Start, running on a combination of IBM @server pSeries and xSeries servers.

WTC simplifies the wireless Internet by providing a bridge between multiple data protocols, devices and users. For Telefónica Móviles' purposes, WTC provides the much sought-after universal access to different mobile devices, such as phones, PDAs and pagers. Mobile Connect is used for PDA access-synchronization to PIM functions.



Domino Everyplace QuickStart provides WAP connectivity and is being used to rapidly prototype and test the solution. In pulling the whole project together, IBM provided all the development, installation, integration and project management services.

The five participating companies took advantage of a variety of services, including mobile access from WAP phones and PDAs to Lotus Notes PIM applications such as e-mail, calendar, to-do lists and address books. They also had mobile access from PDAs to corporate intranets with HTML applications. The entire system was designed to easily incorporate new services and devices, López adds.

To work out technical issues along the way, IBM has supplemented Telefónica Móviles' technical staff with anywhere from one to five people on a daily basis. Additionally, as the company establishes the marketability of their new corporate access services, IBM is helping them develop their new business model. "It's been a turnkey pilot program," López says. "From the beginning, IBM has had all the answers."

### **Positive results bode well for commercial stage**

After nearly a year, López reports that the results of the pilot program have been "very positive." By widening the scope of their services to corporate users, Telefónica Móviles expects they will be able to increase network traffic, reduce customer churn and increase the number of wireless customers worldwide.

"The pilot has shown that customers are responding favorably to the idea of easy access to information from virtually anywhere, at anytime, on any device. They like accessing today's information independent of location and the device," López points out. "If they need access to their e-mail when they are traveling and don't have a PC, now they can use their phone for e-mail."

López credits IBM for getting a rather complex project up and running quickly—and on the road to commercial success. "For us, it would have been impossible to conduct a thorough test of these new wireless services without the assistance of IBM. Nobody has more experience with wireless in the Lotus environment than IBM."

### **Going global with IBM**

As an emerging wireless leader, Telefónica Móviles is making a name for itself in the Spanish-speaking world, now estimated at 500 million people. But they hope their expanded focus on the corporate world will help them build inroads into non-Spanish-speaking markets as well. As part of that effort, Telefónica Móviles has won 3G (Third Generation) licenses for operating in four countries in Europe.

López says the company hopes to take advantage of IBM marketing services and international presence when they transition from the test stage to the commercial stage of the project in early 2002. "IBM gives you true global reach. No matter where we want to go in the world, we find that IBM is already there."

### **For more information**

To learn more about IBM solutions for Internet companies, visit [ibm.com/solutions/wireless](http://ibm.com/solutions/wireless) or contact your local IBM sales representative.



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