

## VODAFONE GERMANY VIDEO CASE STUDY

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**Abstract:** The profile of a Vodafone retail employee in the Seestern, Germany headquarters store who illustrates the improvements of the VORAS applications system compared to the former manual system and how the new application assists in assessing shop logistics, processing orders and expediting customer transactions.

**Thomas Holtmanns:** (*Super: Director Finance Operations, Vodafone*) Vodafone, globally, is a world market leader in mobile telecommunication. In Germany, we provide innovative products which actually realize synergies across people, processes and technology to our customers. We had to replace our old retail shop system. It was inflexible, and it was a monolithic, not state-of-the-art application.

**Gerd Kronser:** (*Super: Account Manager, EDS, an HP Company*) They came to us to talk to us, if we would be able to offer them a new solution.

**Thomas Holtmanns:** VORAS actually stands for Vodafone Retail Application System for shops. One of the key factors that made Vodafone to select EDS as a program partner for deploying our VORAS system was actually the ability to understand the customer and the clients' requirements.

**Miguel Arias:** (*Super: Shop Manager, Vodafone*) At the beginning it was a change for us. We believed it was more difficult than the old system. It was pretty easy.

**Thomas Holtmanns:** What VORAS does is it handles all purchase processes, inventory movements, as well as service contracts for our customers.


**Brigitta Janosch:** (*Super: System Specialist, Vodafone*) It allows the employees to save time, and the customers don't have to wait so long, and so you can have more customers at the same time, and save time and costs.

**Thomas Holtmanns:** Compared with the previous solution, it integrated a lot of manual processes, standardized them, automated them, and actually as such reduced the time of transaction in the shops.

**Miguel Arias:** When you enter a return, you had to enter every single step separately. Now I can simultaneously return merchandise and enter the new product in one step.

**Thomas Holtmanns:** What made it really a success was also the innovative way of delivering that. Not only in the initial design phase of the program but all through the delivery, we've adapted and embedded end-user requirements into the process.

**Gerd Kronser:** We today see that we are able to deliver new functionality 30 percent faster.



**Thomas Holtmanns:** We developed the idea of our own application, and brought it to life. Vodafone and EDS did it within budget, within the time, and what is even more important, we did it to the satisfaction of the end users. Finally our shop staff can spend a lot more time in giving the customer a real service experience, rather than standing there and waiting for us to deal with transactions.

**Miguel Arias:** It's become super-easy. You can't even remember the old system because the new one is so beautiful.

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