



DEUTSCHE TELEKOM ISP GENERATES GREAT DEMAND WITH NEW APPROACH FOR DIGITAL WORKPLACES



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WEB SITE

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INDUSTRY

TELCO & SERVICE PROVIDER

LOCATION

BONN, GERMANY

KEY CHALLENGES

- Deutsche Telekom's subsidiaries did use different platforms for digital workplaces
- The workplace environment of the various Deutsche Telekom subsidiaries has grown historically and has been optimized for local requirements and efficiency.
- Processes for ordering and delivering apps are not designed to be as easy to use and quick to deploy as possible.

SOLUTION

Deutsche Telekom ISP's decision to implement the VMware Workspace ONE platform was based on the completeness of the portfolio and the vision and the high level of commitment.

IT landscapes and processes for ordering and delivering apps tailored to local requirements and not designed to be as easy to use and quick to deploy as possible: This is how the IT structure for digital workspaces at Deutsche Telekom's subsidiaries looked in the past. The aim of the initially small IT team at Deutsche Telekom Individual Solutions & Products (ISP) GmbH was to make this landscape more flexible, agile and consistent. A paradigm shift was the first step: the focus should be on the employee, not the IT architecture. An exceptionally close collaboration between Deutsche Telekom ISP and VMware resulted in a multifaceted, yet modern and fresh solution. Today, employees can download applications individually through a self-service app catalog on any device from any location. The solution has proven to be a great success: many of Telekom's external customers with partly more than 50,000 employees are now on a waiting list to implement the innovative solution.

Deutsche Telekom Individual Solutions & Products (ISP) GmbH is part of Deutsche Telekom AG - one of the world's leading telecommunications companies with approximately 178 million mobile communications customers, 28 million fixed-network lines and 20 million broadband lines. Deutsche Telekom AG employs around 3,000 people in Germany and is represented in more than 50 countries over the world with a total of approximately 216,000 employees. In fiscal year 2018, the company generated revenue of 75,7 billion euros. Deutsche Telekom AG offers fixed-network/broadband, mobile communications, Internet and Internet TV products and services for private consumers as well as information and communication technology solutions for large and business customers. Deutsche Telekom ISP, which operates both subsidiaries of Deutsche Telekom and external customers, is responsible for consulting, developing, implementing and servicing standardized products as well as customer- and industry-specific solutions, systems and networks in the fields of information and telecommunication technology in Germany and abroad.

Challenge

Deutsche Telekom's national and international subsidiaries use different platforms for digital workstations. The workplace environment of Deutsche Telekom's various subsidiaries has grown historically and has been optimized for local requirements and efficiency. Support for modern work situations and interoperability, even for cross-company collaboration, has not been the focus so far. Processes for ordering and delivering apps are not designed to be as easy to use and quick to deploy as possible. Critical updates cost a lot of time.

“VMware has been very patient and dedicated while implementing the solution to meet our requirements. Main reason for choosing VMware was the completeness of their portfolio and vision.”

DIRK ECKERT
MANAGING DIRECTOR
DEUTSCHE TELEKOM INDIVIDUAL SOLUTIONS
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IMPACT

- Flexible access to applications for employees: regardless of location and device – in self-service like an electronic library
- ROI will be achieved in 2020
- Initially created to use within Deutsche Telekom, the new solution is now in demand with external customers

VMWARE FOOTPRINT

- VMware Workspace ONE

In order to equip the employees for the digital future, a new, far reaching architecture was needed. The entire lifecycle of endpoints for all major operating systems - Android, iOS, Windows 10 and others - should be managed from a central management console.

The first step in the project was a paradigm shift: the focus should be on the employee, not the IT architecture. “We wanted employees to be happy with their IT services. We want them to be as comfortable with their work environment as with their favorite app at home,” said Dirk Eckert, Managing Director at Deutsche Telekom Individual Solutions & Products GmbH, describing his vision. At the start of this employee experience project in 2012, there were only three enthusiastic employees who literally met to tinker in a garage outside of their day-to-day work. In the beginning of 2018, the project turned into a board-supported project with management’s full attention. “Against all odds and obstacles, we stuck to the project and continuously developed and optimized the solution, thus creating a completely new architecture,” says Dirk Eckert.

Action

Deutsche Telekom ISP was able to create a completely new and homogeneous corporate solution for digital workplaces – the Flex Enterprise Workplace (FEW) – tailored individually and flexibly to users from Telekom and external customers. VMware was primarily responsible for the technical design and unified different components to a consistent solution. Deutsche Telekom ISP implemented VMware Workspace ONE, an intelligent platform for digital workspaces including several VMware products. FEW provides access to corporate applications on any device, from anywhere, at any time. “VMware has been committed to our success while implementing our requirements. Main reason for choosing VMware was the completeness of their portfolio and vision,” says Dirk Eckert, explaining his decision.

The new platform is flexible and is constantly being developed on a functional level. Unlike many other companies, the focus is not on operating the environment for the benefit of the IT department saving costs and updates. At Deutsche Telekom ISP, the focus is on customers with their constantly evolving wishes and needs. “The end user cannot skip regular updates, but we can make them convenient as an option to ensure our employees’ workstations are always protected against cyber attacks. In addition, we can react quickly to new trends and changes in the market – without additional costs for the end user,” says Dirk Eckert.

Results and Impact

The solution provides employees with a flexible access to applications – regardless of location and device – in self-service like an electronic library. The rollout of the new architecture to the subsidiaries of Deutsche Telekom is currently ongoing. “In the first place, the solution was considered for use within Deutsche Telekom. Now even large corporations with over 50,000 employees – and we hadn’t even planned this – are interested in our solution with VMware,” says Dirk Eckert. With the new architecture, Deutsche Telekom ISP expects a very high growth rate per year in the area of digital workplaces. “We will achieve ROI in 2020 – which is exceptional for a cost- and time-intensive project like this,” Dirk Eckert continued. “For us, the greatest success of the new digital workplace architecture is employees’ enthusiasm for our new concept.” Deutsche Telekom ISP conducted an anonymous survey with a focus group of 150 employees. After the training on the new system, 90 percent of

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respondents would replace their current workplace with the new digital workplace immediately – a nice acknowledgement for Dirk Eckert and his dedicated team.

The employee experience will continue to be the biggest driver of the solution in the future. Deutsche Telekom ISP is planning a Customer Advisory Board to develop joint ideas with customers to continuously optimize the products. This community is lively and new impulses are constantly generated by regular changes. “The cooperation with VMware is characterized by great trust and passionate commitment – even top VMware executives have been intensively involved in the project. We really liked that,” says Dirk Eckert enthusiastically. “Next step is to satisfy the demand of our customers as quickly as possible.”

Looking Ahead

Deutsche Telekom ISP will continuously release one to two updates per year for the FEW solution. The company expects to grow enormously in this segment and to more than double its ISP team of currently around 20 employees. Management is also providing sustained support for the project. A decisive goal will be to further develop the digital workplace in order to keep pace with digitization, mobilization and automation. The primary goal of Deutsche Telekom ISP is not only to optimize workflows in the area of IT services, but in the entire world of work. Every employee should benefit from digital workplaces regardless of his position, job title or industry.

