



# Deutsche Telekom Drives Innovative M2M Integration

Deutsche Telekom reduced 60–80 percent of its costs and time in M2M-customer support with Kapow Software's self-service integration platform.

## Overview

**Deutsche Telekom AG**  
Bonn, Germany

**Industry**  
Telecommunications

**Solution**  
Kapow Katalyst™

### Company Profile

With a global presence in more than 50 countries, a group-wide infrastructure, and worldwide roaming agreements, Deutsche Telekom is perfectly positioned to facilitate the development of the M2M (machine-to-machine) market. In 2010, Deutsche Telekom established an international M2M Competence Center in order to drive innovation and provide customers worldwide with the best in class M2M-related services.

With Kapow Katalyst, Deutsche Telekom's M2M Competence Center builds innovative M2M solutions that contribute to an excellent customer service experience. The creation of user-centric business tools—now accessible via a Deutsche Telekom M2M Competence Center-Enterprise Application Store—took only a fraction of the time traditional integration methods would have required—thanks to Kapow Katalyst. Deutsche Telekom now has one-click, real-time access to data in any application and data source—accelerating customer support processes up to 20 times.

## The Challenge

Market research experts predict that, by the year 2020, the world will be connected by 50 billion devices—an average of 6 devices per person. For Deutsche Telekom, the largest telecommunication service provider in Europe, this means that its aspiration of “connecting everybody” has expanded to “connecting everything” (machine-to-machine (M2M) communications). Consequently, the M2M Competence Center of Deutsche Telekom was established in 2010 to innovate M2M-related solutions and ensure excellent M2M service experience for its business customers worldwide.

One of a series of M2M examples, where Deutsche Telekom M2M Competence Center wanted to provide an IT solution in order to contribute to an excellent M2M customer service experience, is the so-called eCall Service: A smart emergency system installed in cars that—in the event of a serious road accident—reaches out to local emergency agencies wirelessly, sending airbag deployment and impact sensor information, as well as GPS coordinates.

In order to respond to connectivity-related eCall support requests that were addressed to Deutsche Telekom, there were various analysis tasks required (e.g. authentication of the SIM card's serial number, checking activation status, etc.). This process was quite time-consuming as it required manual analysis of data that is distributed over several applications—some of which could not be integrated into existing solutions because there were no APIs.

“Providing the highest service quality is almost impossible when facing manual analysis tasks on high volume data that is spread over multiple applications which—in some cases—don't even have an application programming interface (API).”



**Ruediger Adam**  
Vice President  
Deutsche Telekom  
M2M Competence  
Center

“With Kapow Software we build innovative, user-centric business solutions in a fraction of the time that traditional integration solutions require. With one of our Kapow-driven applications the response time on technical support to high profile business customers was cut down from a maximum of 90 minutes to approximately 4 minutes.”

– Ruediger Adam  
Vice President Deutsche Telekom M2M  
Competence Center

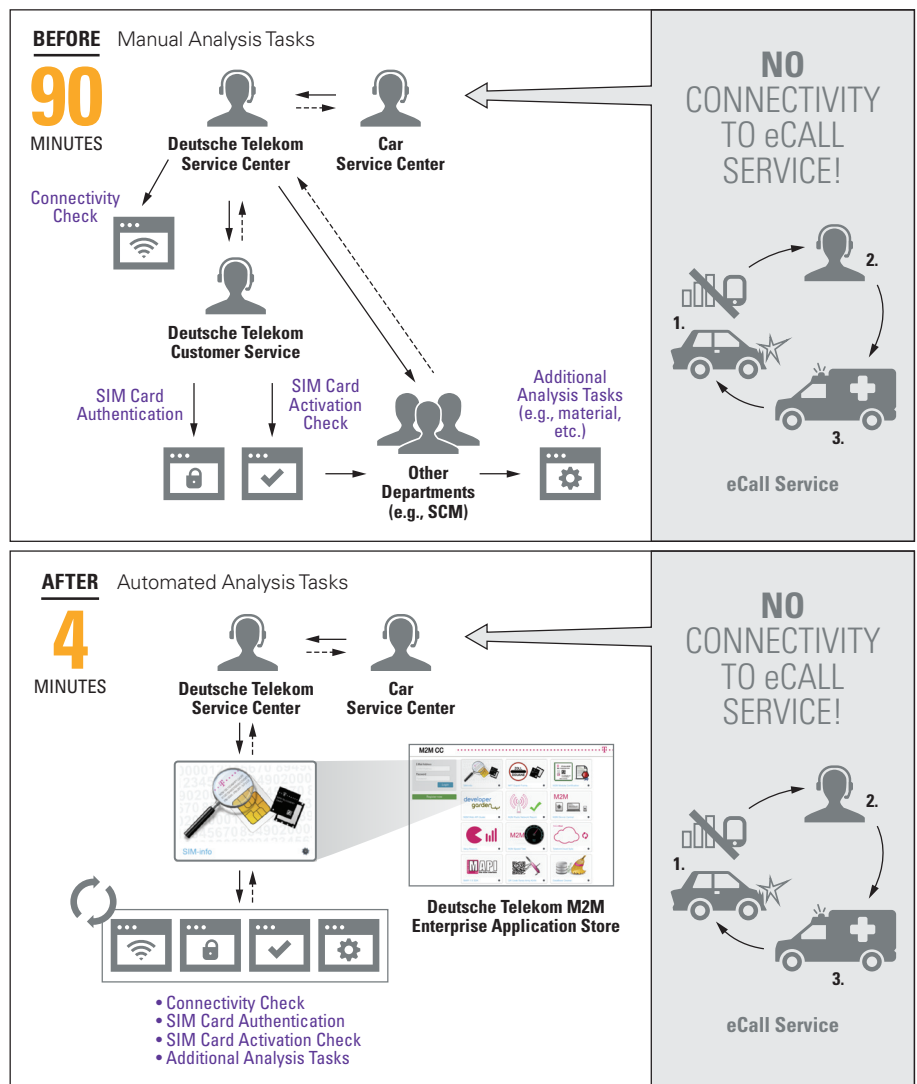


## The Solution

Following its success overcoming previous integration challenges in the company, the Deutsche Telekom M2M Competence Center chose Kapow Katalyst to enable the creation of innovative business applications. The reason: With Kapow Katalyst’s agile integration technology, many factors that typically slow down the application development process (non-existing APIs, security aspects, etc.) are no hurdles anymore. This enables rapid prototyping of service-delivery applications for Deutsche Telekom.

One of these applications created with Kapow Katalyst specifically addressed the automation of various M2M-connectivity analysis tasks like the eCall example. For this, the CRM system (to identify the customers), the ERP system (to check if SIM card was delivered right), the network administration system (to check if SIM card has been activated), the ticketing system (to get further information), several databases and security proxies in the ESB were integrated—even without an API—thanks to Kapow Katalyst.

Now, whenever there are requests related to the connectivity of a specific eCall system’s SIM Card, the so-called SIM-info App provides real-time status information by simply entering the SIM Card’s serial number.



**Figure 1.** Deutsche Telekom M2M Competence Center created SIM info: an application that significantly improves connectivity-related analysis tasks, e.g. for eCall service requests.

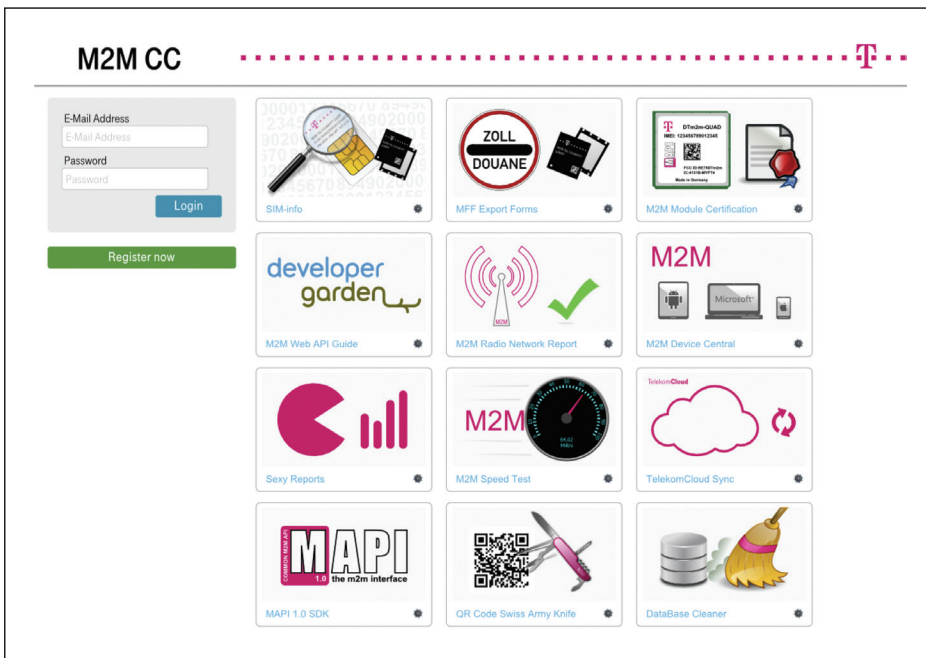
## The Result

A series of these M2M-related enterprise application solutions were built in order to automate time-consuming data access and analysis tasks using Kapow Katalyst—without any manual coding and in only a fraction of time as compared to traditional integration solutions.

These applications, including SIM info, are now accessible for the Service Center via a Deutsche Telekom M2M Competence Center Enterprise Application Store. Triggered by a single mouse-click, these high-performance applications conduct complex analysis tasks and run numerous integration instances spanning multiple systems. As a result, the eCall-related analysis process was cut down from 90 minutes to just 4 minutes—a 20x improvement.

“With Kapow Katalyst we develop lightweight applications which automatically run complex integrations. These applications increase productivity and accelerate a vast number of business process tasks by automatically delivering results directly to the desktop.”

— Deutsche Telekom M2M Competence Center



**Figure 2.** Deutsche Telekom M2M Enterprise Application Store

With Kapow Katalyst, new process automation and application integration tasks at Deutsche Telekom are now completed in one to two months rather than the 6 months previously needed leading to cost and time savings between 60–80 percent. By accelerating development by two to five times over other technology, Deutsche Telekom continues to outperform with superior customer service.

“Kapow Software offered us possibilities we never dreamed of—we are saving 60–80 percent in costs and time as compared to traditional integration solutions. We completed the first stage of our project in less than half of the time a comparable internal project would have taken.”

— Deutsche Telekom M2M Competence Center



## The Future

As the importance of M2M solutions grows, Deutsche Telekom will continue to rely on Kapow Software to enable agile and innovative solutions that meet their business requirements and exceed customer experience expectations.

Following the success of this M2M project, a close collaboration with Kapow Software has been established to support Deutsche Telekom's long-term initiatives: inventing and building new and better services at a fraction of traditional development time. Kapow Software stands ready to help support new process automation and app integration technology—called Kapow Kapplets. Other departments at Deutsche Telekom are already exploring new ways to work together with Kapow Software to continue their drive toward superior customer service.



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### About Kapow Software

Kapow Software, a Kofax company, harnesses the power of legacy data and big data, making it actionable and accessible across organizations. Hundreds of large global enterprises including Audi, Intel, Fiserv, Deutsche Telekom, and more than a dozen federal agencies rely on our agile big data integration platform to make smarter decisions, automate processes, and drive better outcomes faster. They leverage our platform to give business consumers a flexible 360-degree view of information across any internal and external source, providing organizations with a data-driven advantage. For more information, please visit: [www.kapowsoftware.com](http://www.kapowsoftware.com).

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