

ADARVO CUSTOMERS IN THE LIMELIGHT

Siemens Business Services: Magic IT services for VIPs

«Always there for you, everywhere» is the main motto of MagITs, a comprehensive IT services offering tailored specifically for VIPs and managers in business and politics. MagITs employs a team of around 45 people from the MIT section of Siemens Business Services GmbH & Co. OHG (a fully-owned subsidiary of the Siemens group). To optimize its own team organization and communication the MIT group uses Adarvo ThemeWare. But it doesn't stop there: it is also planned to integrate Adarvo in the services the company offers to its VIP customers. A meeting with Petra Eichhorn, manager of the MIT section.

Ms Eichhorn, please can you tell us what the abbreviation MagITs means, exactly?

Petra Eichhorn: MagITs stands for Magic IT Services. By that we mean IT services intended specifically for the world's VIPs and important leaders. These are services that these people can access exclusively, round the clock and in all areas of their life and work. We offer solutions for all problems, desires and queries that might occur. Sometimes we have to react like lightning, almost invisibly, magically. That is why we chose that name.

« IT solutions must be able to adjust themselves to the needs of the user and not the other way around. And Adarvo is a solution of this kind. »

But aren't many of these VIPs already integrated in corporate IT structures?

Yes, but these are often standard systems, so two important aspects are missing: individual tailoring to suit each particular person and their characteristics and preferences, and the necessary dynamics and speed. If you are looking after a Management Board member, you don't have days to find solutions. Everything has to happen quickly: an unplanned video conference tomorrow, setting up an IT network for a confidential taskforce at short notice, integrating a Japanese mobile phone in German networks or, something that is currently on-going, setting up a Siemens presence in Baghdad without an IT infrastructure. Or the following example: no Management Board member will ever attend a normal software training course. We have to provide training that meets their particular personal needs. And their training cannot normally last more than 15 minutes, and a maximum of 30 minutes.

Does that mean that there is no service that you do not offer?

You could put it like that. There must always be a solution no matter how special the requirement is. For us, nothing is impossible. It is also important that the solution or the IT is changed to suit the user, and not the opposite.



Petra Eichhorn is manager of the MIT section, Siemens Business Services in Munich.

Is that also something you personally believe?

I am certainly a confessed IT individualist. For me there's nothing worse than impractical, inflexible solutions that act like a corset into which I have to force myself. No, IT must be able to adjust itself to suit us, you, me, and not the other way around. Then it's good.

Is that also a reason why you selected Adarvo?

Adarvo is certainly a solution of that kind. It gives me a communications platform with which I can individually represent my processes and intentions – using my own criteria. In addition, I can set up my own environment which is exactly tailored to suit me and gives me the information that I need at the time.

How did you found out about Adarvo?

I went on an ASP trip, looking for suitable collaboration tools for us, but was not really convinced by any of them. Again and again, with all we wanted to achieve, and the solutions offered, we came up against limits on what was possible. Then we discovered Adarvo, made our first contacts by telephone, and then tested the product intensively, from different points of view.

Which points of view were they?

Among others, things such as encryption, the product's and company's ability to adapt, performance tests in different environments, use in Intranets and the Internet etc.

What are your aims in implementing Adarvo?

Primarily, for document management and workflows. At all times I want to know, who has created a particular document, in the team, and where it is currently stored. Of course, I also want to be able to find documents quickly, whether they are Word files or e-mails. This is the only way for us to optimize our own work, react quickly and add transparency.

« Above all, the need is for the right information at the right time at the right location. Adarvo gives me exactly what I need now and today.»

How is Adarvo used for workflows?

Workflows include the entire process of customer care from winning a new customer through the offer phase, costing etc. In Siemens these are complex and very varied processes. However, if I have the customer on the telephone, I want to be able to see the current status of their query, and who is processing it, with one click. The excuse "I'm afraid I'll have to go away and find that out for you and get back to you" is simply unprofessional.

In other words, what we need is greater transparency.

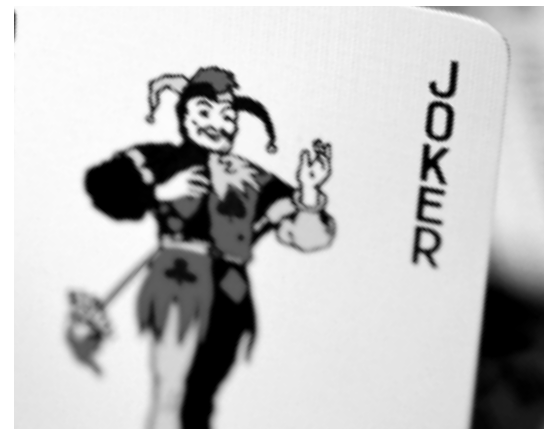
Above all, the need is for the right information at the right time at the right location. Adarvo gives me exactly what I need now and today. But let's not forget the issue of transparency. What happens if I'm not here tomorrow? With Adarvo I can let other people access any important information, and even my own data can be monitored.

What did you do in the run-up to introducing Adarvo, in terms of your organization and defining processes?

We arranged several workshops and defined our processes in great detail. Luckily we are a young organization so the whole thing wasn't so difficult. Then we have specified the theme, file and folder structures and tested them to see whether they could all be achieved with Adarvo, and how exactly.

Result?

The result was that most colleagues said: why didn't we do this years ago?



The abbreviation MagITs stands for "magic IT services" that conjure up solutions for VIPs at lightning speed, that are highly tailored to their needs, and are almost completely transparent.

How did the evaluation phase last, in total?

9 months from the first contact to introduction today.

Were there any complications?

Certainly: we also had to overcome some hurdles when it came to integrating Adarvo with the group's own solutions such as our in-house encryption standards. But here, in particular, Adarvo Ltd. has always reacted very quickly and promptly.

Besides using Adarvo in the MIT division, would you also be interested in selling it to others?

I can well imagine that our cooperation partners, in particular, might be very interested in using Adarvo. We also work together with the team in Stuttgart on developing ideas about how we can integrate Adarvo in our own IT offering for our customers and VIPs. There we see some very promising solutions.

Ms. Eichhorn, do MagIT's services for its VIP customers sometimes go beyond IT matters?

That does sometimes happen. For example, in the area of events that are soon due to occur, we have noticed a big demand from customers. Basically, once you have won the trust of a person in a top management position, there are also opportunities for discussing issues. And it then becomes our job, in turn, to magic up a solution for them.

Ms. Eichhorn, thank you for talking to us.