

# Telefónica Multinational Solutions upgrades their Multinational Sales Team to the Cloud 2.0

**Based on Cloud leader salesforce.com, a new CRM system with integrated social media communication was introduced for the global sales team in extremely short time**

## The Situation

Telefónica Multinational Solutions provides fixed voice, data and managed mobility services for over 300 million accesses.

Global coverage is ensured by Telefónica's own global IP network in more than 40 markets and through strategic agreements with partners providing services in over 170 countries. Multi-national customers are addressed globally by Telefónica's Multi-national Solutions Organization - TMS. TMS requires a flexible CRM solution which is available in all time-zones on desktop and mobile devices and supports asynchronous communication among the international sales teams.

## The Solution

Salesforce.com was selected as the platform which allows a fast delivery of the solution in the cloud and also provides an integrated module for social media communication called "Chatter" lifting Web 2.0 Technology into the Cloud.

As one of the major system integration partner of salesforce.com, Capgemini has already successfully delivered many complex Cloud applications. For TMS, Capgemini analysed and implemented the TMS application and offered a Cloud-typical pay-per-use model for support and maintenance.

“Capgemini's commitment to these projects allowed us to get things started extremely fast. The fact that an operational system with real data was available in 2 weeks time convinced our management besides the appealing new ways of communication among the sales team members using Chatter.”

Jan Mahler,  
Head of Key Account Management



### The Result

The TMS CRM contains standard functions for opportunity tracking and account management out-of-the-box and also comprised TMS-specific account planning, forecasting and reporting modules.

A CRM application is only successful, if it is fully accepted by the sales people. Therefore, Capgemini implemented a demonstrator and accepted payment only after a demonstration period of two months is completed successfully.

### How Telefónica Multinational Solutions and Capgemini worked together

After the GO-decision to roll-out the solution, Capgemini took over the support with a service model by again linking the commercial success of this engagement to the success of the application for TMS.

This approach requires trust and intensive collaboration between the partners.

Due to the long-lasting relationship with Telefónica, Capgemini was able to set up an analysis and design team having experience with Telefónica, which implemented the demonstrator in only 2 weeks time. The team followed an agile development setup allowing for a close cooperation with TMS for streamlining the requirements iteratively.

The application is further developed on demand using a flexible maintenance model – TMS prioritizes requirements which are then processed by the Capgemini team. Thus, application development, maintenance and support are integrated into what Capgemini calls “Lifecycle Management”. Due to the scalability and multi-tenancy of the Cloud solution provided by Salesforce.com, further CRM applications can be easily integrated.

“Capgemini helped us to setup a convincing application which provides all relevant management information on-the-fly and supports our sales team wherever they are. We see that as a pilot for integrating further sales departments at Telefónica Germany and as a platform for cross-national co-operation between the sales functions in the Telefónica group, of which we already met some in the Sales Cloud” commented Per Lodbrok, Director Telefonica Multinational Solutions.

If you would like to find out more about this project, please contact: [success.story@capgemini.com](mailto:success.story@capgemini.com)



### About Capgemini

With around 120,000 people in 40 countries, Capgemini is one of the world’s foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization,

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**Approved by**  
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### In collaboration with



Telefónica Germany GmbH & Co. OHG and its brand O2 belong to Telefónica Europe and are part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as

innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has more than 58 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

For more information, please visit: <http://www.telefonica.de>

### In collaboration with



Capgemini is a global strategic implementation partner for salesforce.com. As a salesforce.com Premier Partner, Capgemini has access to and leverage of a wide variety of enablement resources including salesforce training courses and

certification programs. Capgemini also has direct access to the product teams to educate the mutual customers on current products and product roadmaps. Capgemini also uses this information to build assets and demonstrate the ease of using SFDC applications and building cloud-enabled applications on our force.com platform.

For more information, please visit: <http://www.salesforce.com>