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*At YouSee we look upon Capgemini as our partner rather than a vendor. In my mind we have never outsourced to Capgemini, we have built a partner relationship.”*

**Niels Breining**  
CEO,  
YouSee



## YouSee Accomplishes Better Customer Satisfaction; Aspires for a 360-degree View of Customers.

**Capgemini delivers services based on cutting edge technologies, such as Salesforce.com, J2EE, ETL, End-2-End Automation Testing.**

### **The Situation**

YouSee is the largest cable operator in Denmark serving around two million TV and Broadband customers. Growth and diversification are priorities for YouSee and with that in mind they engaged Capgemini to implement a transformation program from their legacy enterprise application to one that allowed for a much more flexible approach to business changes.

Furthermore, YouSee wanted custom applications for use at their service centre – which could provide better support and optimized sales flow, statistical extraction, active user interaction, and new retail packages – but without the need for large-scale redevelopment. Essentially, YouSee wanted to adopt a more dynamic approach to customer satisfaction.

**People matter, results count.**

## The Solution

Capgemini partnered with YouSee as a single team using One Team Approach. Capgemini provided a solution and architecture which embraced new technologies and leveraged the revolutionary trends available to competitors and the industry. YouSee outsourced the custom software development to India in order to overcome the current situation. This Rightshore® engagement in the media and entertainment space began in 2006 with a two-member delivery team and gradually grew to the current 73 members.

Capgemini implemented a three-pronged approach to the challenge. Firstly, by bespoke application development predominately on the J2EE platform (although additional technologies including Weblogic Portal, Webservices, EJB, SpringSource, ICEFaces, HP Mercury QTP was also used) and a package-based development on Oracle Warehouse Builder (OWB). This allowed YouSee to move a step closer to achieving a 360 degree view of their customers, provided a better sales support and optimized sales, helped the customer drive account management internally, provided better performance as response time was reduced and effectively reduced customers' costs and efforts.

Secondly, by integrating applications concerned with business processes, project portfolio, rule and document management, and SaaS and Enterprise applications; Capgemini was able to provide complex data integration solutions.

In addition, Capgemini provided Cloud services developed on Force.com – a Cloud computing platform-as-a-service from Salesforce.com. With a strong solutions team, Capgemini invested to extend the Force.com platform for Telecoms and was able to build custom applications to suit YouSee's internal users and end customers.

## The Result

The existing self-service portal for customers - which was a Java based application - was moved to a Cloud-based solution, Salesforce.com. It now provides a stable environment for the customers, ease to troubleshoot, flexibility in customizing the application and features like enhanced GUI.

Capgemini's application for dealers developed in Salesforce.com minimized server side computing time, managed information and allowed handling of on-the-fly changes, customized the customer portal implementation by integrating with third party systems and handled multiple products ordering in a single flow.

Furthermore, an Infrastructure Management (IM) team was setup which serves as a dedicated support system for client related activities like deployment, systems health check-up, monitoring etc. This solution reduced the number of servers, and the new data center reduced pressure on operations, lowering operating costs and enhanced monitoring, thereby making the server operations more efficient.

Unquestionably the implemented solution included many benefits which ultimately provided YouSee with a 360 degree view of their customers, including better visibility of their past, present and future behavior, and subsequently aided enhanced customer experience.

## How YouSee and Capgemini Work Together

Capgemini partnered with YouSee as a single team and provided a solution and architecture which embraced new technologies and leveraged the revolutionary trends available to competitors and industry.

For more information on this project, please contact:

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## About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 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, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at  
[www.capgemini.com](http://www.capgemini.com)

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Founded in 1995, YouSee is the number one cable operator in Denmark and a subsidiary of TDC, the largest Telco in Denmark. YouSee distributes TV to 50% of all households in Denmark, equal to 1.4m customers and the second largest provider of broadband in Denmark.

YouSee delivers to own customers, housing associations and other TV operators such as TDC, Fullrate, and Fast TV. In total 44.7% of all Danish households, equal to 1.4m, receive their TV signal from the headend in Copenhagen.

More information is available at:  
[www.yousee.dk](http://www.yousee.dk)