

IQUEST

e-Commerce
Case study



Vodafone Romania e-commerce solution. Made by iQuest

Buying a phone from Vodafone Romania has never been so easy and quick

- Vodafone Romania selected iQuest as main contractor and integrator for their online shop.
- The use of an ATG platform suggested by iQuest was the best technical choice to fit the project needs.
- iQuest is ATG Solution Provider for Europe.
- The extremely short timeline and the complex integration with other existing Vodafone systems were major challenges that iQuest successfully overcame.

Why is this online shop different?

- It enables a remarkable customer online experience;
- It completely automates the buying and renewal of online subscriptions;
- It is built on a very powerful infrastructure: ATG, an e-commerce solution used by the world's top brands.

■ Client description

Vodafone Romania, a subsidiary of Vodafone Group Plc., had 9,516,000 customers, as of 30 September, 2008. Vodafone is the world's leading international mobile telecommunications group with approximately 280 million proportionate customers as of 30 September 2008. Vodafone has equity interests in 27 countries across five continents and over 40 partner networks worldwide.

■ Project description

iQuest was asked to implement, integrate and customise the solution for Vodafone Romania with specific configuration of:

- The product catalogue;
- Dynamic promotions and campaigns based on flexible segmentation of clients;
- An easy to use interface;
- Integration with core business systems.

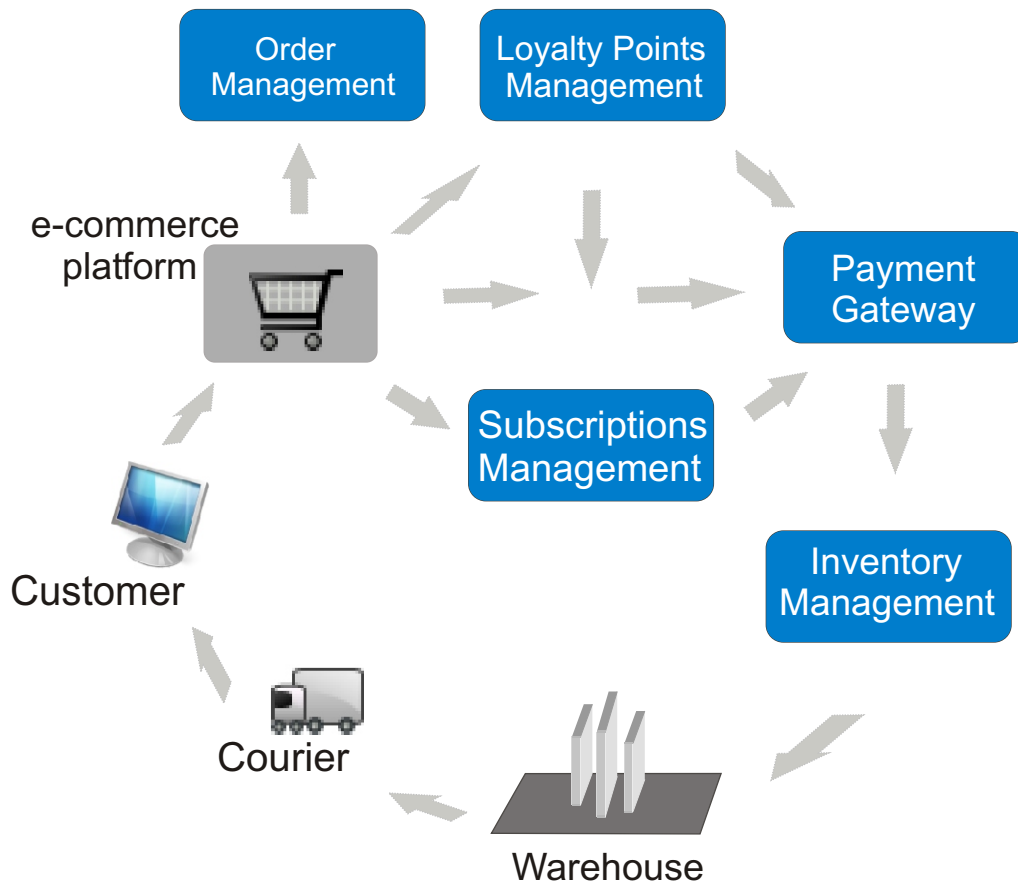
■ Project overview: personalised online shopping experience

iQuest was the main contractor and integrator for Vodafone Romania's e-shop. The project started in June 2008 and lasted until December 2008. Support and maintenance for the project are still going to continue for the next years.

The application is based on an ATG platform, an e-commerce solution used by the world's top brands.

The solution allows residential and corporate customers not only to purchase communication-related hardware such as phones and accessories online, but also to create new subscriptions or to benefit from special offers available exclusively online.

■ System overview



■ Challenges and Solutions

Phase: Business Analysis

Challenge	Solution
<p>Only three weeks were available in order to collect and structure all the necessary data for the project.</p>	<p>To gain time and understanding, iQuest had a very strong collaboration on-site, at Vodafone's headquarters. We met everybody involved in the project and set for discussions.</p>

Phase: Design and Architecture

Challenge	Solution
<p>Customising the ATG platform to Vodafone's needs involved:</p> <ul style="list-style-type: none"> ■ Modelling of complex rules (compatibility, eligibility) over the product catalogue's entities; ■ Customised shopping flows for customer retention and new clients acquisition; ■ Dealing with complex shopping basket structure and rules. 	<p>To face these challenges we used our solid programming experience and maintained a close contact with ATG. We tried to find the best combination between consistent knowledge and an innovative approach.</p>
<p>Complex integration with other existing Vodafone Systems: Billing, CRM, ERP, custom POS system, Loyalty Points System, etc.</p>	<p>iQuest accomplished a quick understanding of all the other external solutions. In this respect we had workshops at Vodafone's headquarters with the providers of all the other systems. The team showed flexibility in treating the sensitive issues which arose between them regarding technical compatibilities among the existing systems.</p>

Phase: Development

Challenge	Solution
<p>Only three months for the development of the project.</p>	<p>The development team approached the project in a very agile manner. We had plenty of on-site work and direct discussions with the client. Lots of extra miles were also made in order to get the project done within the very short timeline. To gain efficiency iQuest organised the people according to specific areas: ATG implementation and external interfaces.</p>

■ Benefits

- Customer acquisition - increased number of new subscribers;
- Customer retention - due to the personalised customer experience;
- Customer growth - through handy, accessible mix of services;
- Cost-effectiveness - decreasing customer-related operational costs by integrating core business systems.

■ Results

Vodafone Romania's online shop became fully functional at the beginning of December 2008.

www.vodafone.ro/shop/

About iQuest

Headquartered in Germany and having two development centres in Romania, iQuest is an IT solution provider delivering customised solutions in financial services, telecommunications, life sciences, logistics, media and IT. With over 12 years of experience and more than 320 employees in its 7 European locations, iQuest delivers best-in-class services for long-term clients in Germany, the United Kingdom, Switzerland and Sweden.