



**Company:**

- Leading European provider of Home Entertainment and Communications services

**Challenges:**

- Silo-based agency model
- Limited economies of scale
- Slow time to market
- Lack of expertise

**Solution:**

- Unify siloed solutions
- Work with one mobile partner
- Establish internal expertise
- Position for future growth

**Outcomes:**

- Operationally more productive
- Greater business continuity
- Reduced overhead
- Increased revenue
- Improved data quality

## Leading Enterprise Strengthens Mobile Capability for Best-in-Class Customer Engagement

**Why Europe’s leading entertainment company chose OpenMarket to simplify and strengthen its mobile messaging capability**

As Europe’s leading entertainment company, this OpenMarket customer serves more than 20 million households across Europe. Their biggest priority: delivering great customer service. To this end the company has worked with OpenMarket for the past four years to design and deploy a wide variety of mobile messaging solutions—to help get new customers up and running quickly, to deliver help when they need it, and to inform them of new services.



But like so many large companies, its many business units like Sales, Marketing, Operations, Logistics, and Customer Service worked independently, eventually amassing a mix of mobile technology providers and service agencies. The administrative, legal and financial overhead was high. The system integrations untidy. The customer experience inconsistent.

Knowing they had a problem, they asked themselves, *“Can we turn this mix into one integrated solution?”*

**Challenge**

Companies that strive to deliver high-quality service know that it takes effort and investment. This OpenMarket customer is one of those companies. They viewed their problem as a challenge to reengineer a process gone awry—to work smarter, not harder.



Their strategy was to break away from their silos by changing the way their organizations worked and consolidating their technology solutions to one mobile platform. They aimed for a solution that put them in the driver’s seat.



## Solution

To break their organizational silos, our customer established an in-house team to provide mobile expertise across the enterprise. Instead of each business unit securing its own solution, each would bring its requirements to the mobile team. Not only did this eliminate the need to manage multiple agencies, it resulted in greater collaboration among the business units, which in turn led to coordinated mobile campaigns and programs with a common look and feel—in short, a more consistent customer experience.

To break their technology silos, our customer issued an RFP with demanding requirements for a flexible and scalable platform:

- Self-service tools with real-time publishing
- Flexible and secure APIs
- Highly available network
- On-demand consulting and professional services

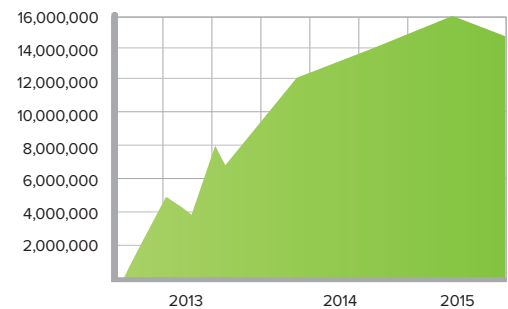
One mobile expert emerged as their partner: OpenMarket.

## Results & Benefits

Selecting to use OpenMarket has helped this customer meet all of their business needs. By choosing to work with one mobile solution provider and platform, not only have they reduced their administrative overhead, they've also been able to develop internal expertise that any business unit within the company can leverage.

Whether running an SMS campaign to launch a new product or sending alerts to remind customers of service appointments, our customer is making full use of OpenMarket's Mobile Engagement Platform to meet its number one goal: Always deliver best-in-class service to customers.

**Messaging Volume Over Two Years**



Using OpenMarket's Mobile Engagement Platform, our customer steadily increased their messaging volume over the first two years

### About Us

OpenMarket, a division of Amdocs, helps enterprises use mobile to transform their business. OpenMarket provides mobile engagement solutions for organizations to optimize their operations and enhance relationships with their customers and employees. Major enterprises choose OpenMarket for our domain expertise, service flexibility, demonstrated performance and reliability, global scale, and corporate maturity. We provide smart, interactive connectivity to more than 200 countries, enabling businesses to engage with nearly every mobile user around the world. Our clients trust us to power their mobile business. For more information, visit [www.openmarket.com](http://www.openmarket.com).

#### OpenMarket Americas

sales-us@openmarket.com  
+1.877.277.2801

#### OpenMarket EMEA

sales-uk@openmarket.com +44  
20 8987 8855

#### OpenMarket Asia-Pacific

sales-australia@openmarket.com  
+61 (0) 2 9332 2141

#### OpenMarket India

sales-india@openmarket.com +91  
20 40157069