



New IT service center handles global account management



Customer

Deutsche Post ITSolutions GmbH

Industry

Travel, Transportation and Logistics

Company profile

Deutsche Post ITSolutions ("DPITS") is a subsidiary of Deutsche Post AG and provides consulting services, develops software, and implements the latter. DPITS is one of the top ten providers of IT services in Germany.

Role of ec4u

ec4u supported account management by defining its underlying aim, transforming the processes, and delineating variables of relevance through benchmarking.

Benefits

The results provided by ec4u helped to draw up the conceptual principles for account management, while the application of best practices and benchmarks made it possible to go immediately into operation.

Following internal reorganization, Deutsche Post AG revamped its IT functions, thus clearly demarcating the supply and demand segments from each other. This created the need for professional account management at DPITS.

Deutsche Post ITSolutions ("DPITS") is among the top ten providers of IT services in Germany. As part of the corporation's Deutsche Post World Net ("DPWN"), it specializes in offering business process logistics throughout the corporation, with emphasis on IT solutions.

The success factors for DPITS are its extensive experience and in-depth expertise in processes, organizational structures, and technologies within DPWN. In addition, it resolutely focuses its IT services on customers, spanning all requirements ranging from consulting, concepts, and development of custom IT applications, through to their implementation.

RESTRUCTURING OF SUPPLY AND DEMAND SEGMENTS FOR IT SERVICES

As with the value-boosting project STAR in 2001, DPWN is always initiating corporate wide programs to test its processes and organizations. This enables it to identify and realize any potential improvement. One of the conclusions was to raise the contribution of the IT segment by clearly delineating the organizations and processes for the supply and demand side of IT services.

A MULTIFACETED CHALLENGE FOR ACCOUNT MANAGEMENT

The goals for restructuring account management were to set it up as a service for all of DPWN, market the entire scope of IT services, and transform the roles of the supply and demand segments.

EC4U DEVELOPED THE CONCEPT AND INTEGRATED PRACTICAL ASPECTS

ec4u expert consulting AG fully comprehends the requirements placed on an internal IT services provider. Its support for DPITS was thus based on the following three facets:

1. Consider for the special role of account management as applicable to a provider of internal IT services.

2. Utilize experiences with best practices and apply benchmarks.
3. Execute the concept rapidly, with due consideration of customer related issues.

ec4u worked with DPITS within the above framework to design account management with special emphasis on the aspects of positioning and internal value proposition. Furthermore, ec4u applied benchmarks for qualitative and quantitative comparisons of account management, and concluded by proposing means for rapid implementation of the concept.

"Extensive hands-on experience was the prerequisite for successfully setting up the account management system in our IT service center. ec4u was particularly helpful in merging the ITSolutions department of Deutsche Post with DHL's counterpart, in that it applied its experience with best practices to recommend solutions to generate valuable gains."

Andreas Kersten
Chairman, Board of Directors
Deutsche Post ITSolutions GmbH