

**EMBRATEL**

Brazil's leading provider of telephone, data, internet, and other telecommunication services.

Industry: Telecommunications
Geography: Brazil, Argentina

Deployment Summary

- Working with TIBCO and Accenture, Embratel used TIBCO's business integration software to build a standard, scalable integration infrastructure.
- TIBCO's error tracking and auditing capabilities provide near-real-time visibility into customer information, which helps facilitate informed business decisions.
- The scalable TIBCO architecture can be easily, cost-effectively tailored to accommodate future integrations.

Benefits

- TIBCO enabled Embratel to improve customer service by rapidly populating requests and customer information through its systems – in about three seconds per request.
- Embratel now has the capability to increase the amount of requests that it processes by more than 66 percent per month.



“Using TIBCO software, we attained the capability to rapidly update information in our systems. Updates that once took up to 30 days now take about three seconds. Within four months, TIBCO had provided enough benefits to pay back Embratel's entire investment in TIBCO products.”

Vladimir Motta, Architecture Consultant, Embratel

Embratel Boosts Business Performance Using TIBCO

Embratel is Brazil's largest telecommunications provider, offering telephone, data, and internet services that enable Brazilians to communicate with each other and the rest of the world. The company owns Latin America's largest telecommunications backbone and Brazil's only domestic fiber optics network. More than 55 million customers access Embratel's services through the company's nearly 300 IT systems, creating millions of daily transactions and an enormous volume of data.

Embratel provides many of its services through local telecommunications companies, which are ideally suited to serve customers in individual markets. Requests and customer information updates received from these local companies are processed in Embratel's own customer relationship management (CRM) system.

Unfortunately, batch-file interfaces between systems at Embratel made this method of doing business slow and error-prone. Customer information updates could take as long as 30 days to populate all of Embratel's systems, during which time the information in the different systems was out of sync – leading to inefficient customer service and invoicing mistakes that negatively affected customer satisfaction.

Embratel began seeking a more business process-driven approach to its infrastructure. After careful evaluation, Embratel decision makers agreed that designing and building an efficient enterprise integration architecture would help Embratel improve business performance by enhancing customer service and boosting the efficiency of future IT development.

A Standards-based, Scalable Integration Architecture

To implement the new architecture, Embratel teamed with Accenture, one of the world's leading global management consulting, technology services, and outsourcing companies. Accenture is known for its deep enterprise integration experience and has a proven track record. Embratel chose TIBCO's business integration software to provide integration between systems because TIBCO has the capability to process a high volume of messages, is compatible with many third-party packages and technologies, and has the flexibility to add new components.

“To ensure the success of the TIBCO implementation, the Accenture team at Embratel utilized its deep enterprise

integration knowledge, industry skills – especially in the telecommunications industry in Brazil, and global network of integration experts to leverage assets for everything from standards-based architectures to proven testing methodologies,” says Adalberto Leidenfrost, a project lead at Accenture. “Our team also tapped into TIBCO’s expertise for capacity planning and training. We have an excellent relationship with TIBCO, which proved extremely helpful at the Embratel engagement.”

The implementation team was responsible for integrating Embratel’s CRM system, billing system, and two proprietary customer database systems (for corporate and residential customers). The architecture also needed to be highly scalable so that future integration efforts could easily and inexpensively leverage existing IT investments.

Minimizing Delays, Maximizing Customer Service

As an initial project, Accenture and Embratel implemented the core TIBCO integration infrastructure and linked CRM and billing systems. The solution dramatically improved Embratel’s business performance by significantly reducing the time needed to process customer service and account requests. “Using TIBCO software, we attained the capability to rapidly update information in our systems,” says Vladimir Motta, architecture consultant at Embratel. “Updates that once took up to 30 days now take about three seconds.

Embratel call centers and company systems always have up-to-date customer information now.” Additionally, the implementation team built a central error database and an auditing system. An error-management console provides access to accurate error-rate information, which has helped the company reduce costs. “It is very important for Embratel to produce correct bills to avoid loss of revenue and improve services to our customers,” Motta says. “With our TIBCO-based architecture, we can do just that.”

The auditing module monitors interaction between systems, collecting statistics about events and errors and allowing Embratel managers to track each piece of customer information processed. This near-real-time visibility into critical customer information is helping enable informed business decisions so Embratel can further improve its customer service.

Efficient, Cost-effective IT Development

With a robust and highly scalable TIBCO architecture now in place, Embratel has the capability to increase the amount of requests that it processes by more than 66 percent per month. TIBCO also provides Embratel with the flexibility to efficiently and cost-effectively implement future enterprise integration projects as its IT and business needs evolve. Capabilities already implemented as part of the enterprise integration architecture, such as auditing and error management functions, can be easily tailored to future integrations.

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Vladimir Motta, Architecture Consultant, Embratel

“Within four months, TIBCO had provided enough benefits to pay back Embratel’s entire investment in TIBCO products – and our company is continuing to realize further financial gains,” Motta says. “We are very satisfied with what we have achieved so far, and we plan to do much more with the TIBCO platform. By using TIBCO to integrate more of our business systems, we expect to gain greater benefits as our company continues its path toward high performance.”



TIBCO Software Inc. (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it’s optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time. Learn more at www.tibco.com

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