



MOBILKOM

NEW TELECOMMUNICATIONS OPERATOR SUPPORTS RAPID GROWTH WITH SAP® BUSINESS ALL-IN-ONE

QUICK FACTS

Company

- Name: MobilKom a.s.
- Location: Prague, Czech Republic
- Industry: Telecommunications
- Products and services: Telephone and Internet services
- Employees: 100
- Web site: www.ufon.cz
- Implementation partners: SAP® Consulting, S&T CZ s.r.o.

Challenges and Opportunities

- Achieve operational excellence
- Increase business insight
- Support future growth

Objectives

- Establish an integrated, company-wide information management solution
- Standardize business processes
- Introduce industry best practices
- Implement a solid and flexible IT infrastructure

SAP Solutions and Services

- SAP Business All-in-One solution
- SAP Best Practices Baseline package
- ASAP Focus methodology
- SAP Project Management services

Implementation Highlights

- Completed project within 4 months
- Ensured a rapid implementation by using ASAP Focus methodology
- Educated staff to ensure a smooth transition

Why SAP

- Previous positive experience using SAP software
- Best practice-based functionality
- Ability to skillfully manage the project to achieve a rapid implementation

Benefits

- Improved operational efficiency
- Ability to share information more effectively
- Increased support for decision making
- More time to focus on strategic planning and innovation
- Foundation for future growth

Third-Party Integration

- Hardware: Dell
- Operating system: Microsoft Windows Server 2003

“In the SAP Business All-in-One solution, we have a technology infrastructure that meets today’s needs while giving us the flexibility to adapt to future developments.”

Radek Vondra, CIO, MobilKom a.s.



When Prague-based MobilKom a.s. – the Czech Republic’s youngest telecommunications operator – launched its new U:fon brand, it was an immediate hit with private and business customers. However, success brought with it a requirement for a robust IT infrastructure to support the company’s rapid growth. “We needed a solution that would allow us to manage day-to-day business processes efficiently – and we needed it fast,” explains Radek Vondra, CIO at MobilKom.

To address this, the company turned to SAP® Consulting, which implemented the SAP Business All-in-One solution within four months using the ASAP Focus methodology. Now, supported by comprehensive functionality across its core business processes, MobilKom can concentrate on building its U:fon brand.

Supporting a Booming Business

Entering a new business just over a year ago with 10 employees, MobilKom’s U:fon organization has enjoyed a meteoric rise. Now with a staff of 100, consumer demand for U:fon’s cost-effective telephone and Internet packages is fueling exponential growth.

To maintain and build on its commercial success in this competitive industry, MobilKom realized that it urgently needed to establish an IT solution that would support its daily operations and provide a solid foundation for future development. “We were looking for a quick, affordable, but robust solution that could support us as we grow,” explains Vondra.

Members of the MobilKom management team had previously had a positive experience with SAP software, and this was a key factor in their decision. Vondra confirms, “When it came to selecting a solution vendor, SAP was the obvious choice.”

Rapid Deployment

To enable rapid deployment while meeting all of MobilKom’s functionality requirements, SAP Consulting recommended the SAP Business All-in-One solution, which provides comprehensive support for the core business processes of midsize companies.

SAP Consulting also recommended a lean version of the SAP Best Practices Baseline package localized for the Czech Republic. This would enable MobilKom to take advantage of preconfigured functionality to meet 90% of its needs. And with minimal customization requirements, implementation times could be kept as short as possible.

Structured Approach

To ensure a rapid and trouble-free deployment, the project management team from SAP Consulting used the ASAP Focus methodology. It provided a structured approach for the implementation, with predefined stages including blueprinting, testing, data migration, and staff training.

Using this methodology, the SAP Consulting project management team was able to identify precise requirements and agree on roles and tasks at the very beginning of the project. This significantly reduced the need for lengthy planning meetings later on.

The rollout was complete within 4 months – significantly shorter than the typical time frame for similar projects of between 9 and 11 months. Vondra feels that the contribution made by SAP Consulting was key to the project’s success. “The successful go-live was a direct result of the effective project management and leadership provided by SAP Consulting,” he comments. “The consultants were not just technical experts – they also had valuable knowledge in the field of business process management.”

Learning Curve

MobilKom now benefits from an integrated, company-wide information solution. Comprehensive functionality supports day-to-day business activities in finance and controlling, purchasing, materials management, and inventory management.



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To ensure the company's employees were able to hit the ground running, SAP Consulting provided separate training sessions for each business area. “Although our employees faced a significant learning curve, they became comfortable with the software quite quickly,” says Vondra. “It always takes a while to adapt to a new solution – but they've accepted it now and don't have any major problems using it.”

Driving Operational Excellence

For Vondra, the benefits of the solution have been numerous and immediate. Operational efficiency has dramatically improved thanks to standardized, best practice-based processes. And with more efficient data management and better access to relevant information, employees can be more productive. “We have more time to focus on strategic planning and innovation,” says Vondra. “That can only be good news for the business.”

Improved support for decision making is another important benefit for MobilKom. “Improved visibility and analytical tools provide us with deeper insight into the business,” remarks Vondra. “As we grow, this will enable us to steer our development more effectively.”

Foundation for Growth

MobilKom is already planning to extend its SAP software, building on the strong foundation provided by the SAP Business All-in-One solution. A project to implement the SAP Customer Relationship Management application is already under way.

Vondra feels that MobilKom has achieved its primary project objective. “In the SAP Business All-in-One solution, we have a technology infrastructure that meets today's needs while giving us the flexibility to adapt to future developments,” he concludes. “We know we can continue to rely on SAP to support us as we grow.”

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