



Deutsche Börse AG, Frankfurt



Address management at Deutsche Börse AG BULLS AND BEARS INVEST IN HIGHER EFFICIENCY

Using Uniserv solutions, Deutsche Börse launches group-wide harmonization of address data verification and maintenance under mySAP™ CRM and SAP® R/3® / Unified client database to have approximately 400,000 addresses in final stage

A self-developed address management system with different solutions for each individual department, time-consuming and cost-intensive multiple maintenance resulting in numerous address duplicates – that was the situation Deutsche Börse AG faced in 2002. Against this background, the decision was made to harmonize all aspects of address management Group-wide with a uniform infrastructure across all departments. Instead of decentralized address maintenance, a system was sought after that would successively accept, check and correct all client data from the most diverse sources and finally make the data accessible in a database for all users. The Uniserv tools *post* for mySAP™ Business Suite and *mail* for mySAP™ Business Suite with SAP® certified integration now provide Deutsche Börse AG with effective address management solutions for doing this. Operating together with the existing in-house mySAP™ CRM system, the two tools always ensure correct address databases and standardized, secure handling when new or additional data is entered.

Point of departure: heterogeneous address databases

Altogether, the number of addresses in the pool of the Deutsche Börse AG adds up to about 200,000. The data in the pool is generated from input from the sales and service departments, from technical contact persons, through participation in trade shows or even from self-initiated data, such as when a financial consultant applies for official accreditation as trader. These addresses comprise the basis for regular mailings of ad hoc announcements, approximately 300 weekly reports of the legal department as well as campaigns of the marketing and sales department. Even the invitations to the annual shareholders' meeting are processed using these address databases.



Computer scientist Heiko Imhof, Office Automation/CRM: "From the first, Uniserv was able to fulfill the key requirements on our wish list!"

The need for action was therefore acute, not only in respect to the existing high number of address duplicates and the subsequent multiple mailings – staff members in each department had even developed individual departmental procedures for recording and maintaining data. What's more, foreign addresses comprise 40 percent of the data, mainly from North/South America,

Great Britain and Asia – here the spelling varied depending on the country of origin, so that besides the German word "Bank" the versions "bank", "banc" or "banque" existed.



About Deutsche Börse AG

Deutsche Börse Group – consisting of Deutsche Börse AG with its 100 percent subsidiaries

Clearstream International, Deutsche Börse Systems AG, entory AG and xlaunch AG – provides access to capital markets for companies and investors. The Group is currently the leading provider of infrastructure services for the securities industry, with some 2,000 customers and a focus on Europe, America and Asia.

The companies in the Group offer the most efficient and cost-effective process chain with all components, from order entry all the way through to custody, for both equities and derivatives markets. Apart from its classical business fields, Deutsche Börse develops and organizes electronic markets for industries beyond the financial market. Altogether, Deutsche Börse employs a staff of approximately 3,200 at locations in Germany, Luxembourg, Switzerland

and the USA and in representative offices in London, Paris, Chicago, New York, Hongkong and Dubai. Since February 5, 2001, it has been listed on the exchange, and Deutsche Börse AG is by far the most highly valued exchange organization in the world with a market capitalization of EUR 4.5 billion (December 31, 2002). Further information is available under www.deutsche-boerse.com.

Requirements from practice

Crucial factors in the search for solutions to harmonize address management and data collection and maintenance were various criteria that the Office Automation department team of Deutsche Börse AG had defined in advance. "Along with an optimal price/performance relationship, scalability and internationality ranked high on our list of specified requirements for the future solution", recalls Heiko Imhof. "Furthermore, the capability of running under Unix and the tools' smooth integration into the existing mySAP™ CRM environment would have to be guaranteed." Also important was the possibility of intensive advance testing by making a corresponding test environment available for free and a convenient plug-and-play installation.

"SAP® took the initiative in contacting Uniserv. Before that, since September 2002, we had been investigating the offers of various other providers", says Dirk Schächner by way of explanation: "Already during Uniserv's first product presentations we experienced many "Aha!" moments – the solutions completely convinced us in every aspect, also because of Uniserv's SAP® certified integration." As a result, the contract concerning the implementation of the Uniserv solutions *post* for mySAP™ Business Suite and *mail* for mySAP™ Business Suite for Germany was signed in December 2002.



Dirk Schächner, Office Automation/CRM: "By adopting the Uniserv solutions under mySAP™ CRM, we created the conditions required for harmonizing our address management Group-wide!"

The two tools with SAP® certified integration meet all current requirements for optimizing interaction and customer dialog via the central management and maintenance of address data under mySAP™ CRM: *post* for mySAP™ Business Suite provides postal address validation, *mail* for mySAP™ Business Suite provides address retrieval and customer identification. The existing addresses are standardized to ensure a uniform structure. What's more, error-tolerant search methods ensure that when entering new addresses or changing existing ones, duplicates in the database are avoided as far as possible. At the same time, the tools upgrade mySAP™ CRM with essential functionalities for business processes at the front end.

Result: a standardized system for all

Even before the transfer of the address database into the new system, the data was run through a postal verification check in Uniserv's computer center, and the bulk of the duplicates were purged. "Including this transfer time, the actual plug-and-play installation of the tools took only about two hours altogether", says Monika Stephan, who at Deutsche Börse AG administers the Uniserv tools parallel to mySAP™ CRM also under SAP® R/3®. She adds: "Uniserv's support during operation is also very good, with short response times and prompt consideration of the changes we want made."

All new addresses collected since the tools have been installed are run through the test mode already at data entry and are filed into the database first after duplicate checking and purging. With the successive unification of the system, when all specialized departments have been integrated, an anticipated 300,000 to 400,000 correct

postal addresses should be available in the final stage, which is planned for 2005. The number of users managing data entry and maintenance exclusively with the Uniserv solutions will increase from 400 at present to 1,000 to 1,500 in the same time period. As the project progresses, postal validation and



Monika Stephan, Office Automation/SAP FI: "We only needed about two hours for the plug-and-play installation!"

address retrieval from Uniserv in more country versions, such as for the USA, will be added.

Positive review

Although not all departments have yet been incorporated to the system, Heiko Imhof is very pleased with how the project has progressed up to now: "The Uniserv products are convincing – particularly with regard to the quality of the postal validation as well as to their speed. Moreover, both during pre-sales and during after-sales, Uniserv's technical support is conducted on a high level. We are pleased that Uniserv has taken on and mastered the challenges of this project with such dedication, and we are therefore striving for a long-term partnership cooperation."

Uniserv, Pforzheim



- Founded 1969
- Leading provider of address management software
- Product portfolio – international, web-capable, platform-independent, sector-neutral
- Areas of use for software – CRM, e-commerce, 1:1 marketing, ERP projects, call center activities, micromarketing, geocoding
- Benefit: ability to optimally address customers on the basis of validated address information

Additional information

Uniserv GmbH • Rastatter Str. 13 • 75179 Pforzheim/Germany
 Telephone +49 (0) 7231/936-0 • Telefax +49 (0) 7231/936-30 02 • e-mail: info@uniserv.com • www.uniserv.com



SAP® Certified Integration with SAP NetWeaver®

Integration into the SAP® solution environment made by Uniserv

Uniserv cooperates in the SAP® solution environment with the SAP® partner paricon (located in Rosenheim, Germany). Uniserv supplies the address management functionality, while paricon is responsible for the integration of the Uniserv solutions into SAP® R/3® or mySAP™ CRM systems.

For SAP® R/3® 4.6b or higher, a turnkey solution with SAP® certified integration is available for postal verification (*post* for mySAP™ Business Suite) and duplicate checking and error-tolerant search (*mail* for mySAP™ Business Suite). Both products can also be used under SAP® R/3® Enterprise 4.7 and mySAP™ CRM due to the unchanged interface. Integration is possible into UNICODE systems as well. The address management servers and the gateways connecting to the SAP® system run on Windows NT/2000/XP and generally used Unix derivatives from PC to Mainframe (Linux for 64-Bit zSeries).



Besides the turnkey solution, Uniserv and paricon provide the Developer Communicator for SAP® R/3® 3.0d or higher. Developer Communicator is a powerful tool which enables the realization of own development options and customized processes. Along with this, Uniserv offers added functionalities for transferring first-time data into SAP® and for periodic updating. Geocoding of customer addresses for micromarketing tasks is also possible. More information is available on the Internet under www.uniserv.com/sap.

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