

Let the Savings Out of the Bottle By Jennifer Niemela



BOUYGUES TELECOM SAVED MORE THAN US\$1 MILLION IN ONE YEAR WITH ITS MARKETING RESOURCE MANAGEMENT SYSTEM, CALLED ALADIN.

As a leading provider in France, Bouygues Telecom's mobile service covers more than 98% of the French population, and its broadband service reaches more than 94%. Clearly, connecting with customers is key to the company's success. To that end, the telecom helped create Aladin, a marketing resource management system that sparked a new marketing/communications (MarCom) era in which automation is the norm and savings are substantial.

Initial success has gained much attention, garnering interest and adoption throughout the organization. In the first year of the project, Bouygues Telecom:

- **Saved US\$1.3 million** while tripling email campaign and content production
- **Avoided US\$400,000 in costs** for retail catalog production

In 2012, the company won an APEX award for Aladin, further validating its value to the organization.

UNLOCK BETTER PERFORMANCE

Aladin's job is to automate the production of MarCom collateral—a job it does so well that it's become an absolute necessity to the marketing and communications teams.

"The goal is to be more productive and responsive, to simplify teamwork, [and] to standardize and protect our expertise," says Catherine Corrado, project lead, retail communications manager. "Aladin is a tool made by and for users that unlocks better performance."

Using the new system, team members can create an email campaign in just a few clicks and share the project among themselves, with all changes marked and attributed to the team member who made them. This improves efficiency and accountability—and it's how the team generated the US\$1.3 million savings to its email campaigns while tripling content production.

Corrections and changes to the retail catalog that used to take days to do manually now take seconds, leading to that division's US\$400,000 savings in one year. And Bouygues Telecom expects to save another US\$1.2 million with a recently launched ad/press production solution.

"Aladin makes us more efficient. We're going to automate our communication process. Clearly we're going to save time," says Jean-Michel Stassart, communication director. "That way we can handle many more projects with the same resources."

CREATIVITY AND COLLABORATION

The time savings and collaboration have allowed the MarCom teams to unleash their creativity on the campaigns, says Corrado: "[Aladin has let] team members focus on value-added work by reducing low-value tasks. The end result is more quality and more creative."

The creative results, along with the tangible cost savings, were achieved by the teams' willingness to work together on building the solution. Another important piece has been IT's unwavering support of the objectives of the MarCom teams. The IT department and the MarCom teams worked closely to align the tool's functionality with the business and technical requirements, says Didier Gayon, prepaid and marketing IT manager. "For the IT department, it's satisfying to deploy a solution that helps the communication department."

This cross-departmental alignment of vision allows the company to leverage its multichannel publishing platform and bring its message to print, the Web and mobile devices in a dynamic and consistent way.

A NEW ERA

With 380 users across the organization, word has gotten around about the success of the customer relationship management system—and other departments are starting to plan their own parallel projects. To date, the company has deployed more than 40 production processes, and the goal is to deploy more than 58 processes by end of the company's second quarter of 2012. The call center support will deliver its specific version of the solution with its own production processes. The company is also considering marketing planner, budget and forecast modules. Bouygues Telecom also plans to map and manage its entire product/offer launch process in a single solution.

And MarCom isn't finished with Aladin yet, says Frédéric Ruciak, executive vice president, marketing and communication. "Aladin is a necessity. It's opened the door on a wide range of opportunities to improve MarCom that we haven't finished exploring yet in the form of a decentralized structure that stretches upstream to our agencies and downstream to our service providers," says Ruciak. "It's driving the MarCom field into a new era of automation from one end to the other."

Jennifer Niemela is the executive editor of Teradata Magazine.

ABOUT TERADATA

Teradata Corporation (NYSE: TDC), is the world's leading analytic data solutions company, focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services deliver data integration and business insight to empower organizations to make the best decisions possible and achieve competitive advantage. For more information, visit www.Teradata.com.

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Customer Outreach Benefits

Using a marketing resource management tool called Aladin, which Teradata designed specifically for Bouygues Telecom, the company has realized efficiencies that have translated into major business benefits:

- Savings of US\$1.3 million while tripling email campaign and content production over one year
- A cost reduction of US\$400,000 on its retail catalog production in one year
- 75% of all email newsletters migrated to the new system in only two months



To view the video demo and find out more about how Aladin delivers quick results, scan this code or go to TeradataMagazine.com.



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