

Munich-Based Premiere Uses Best Practice Software for Data Quality



## Successful Integration of *post* into SIEBEL®

Integration took only 1.5 days / Final testing stage successful / Go-live planned for mid-2004

The introduction of Siebel® software at the Munich-based pay-TV operator Premiere necessitated a new integration of the software which was already in use. Premiere's sales division had previously used *post*, the postal validation software developed by Uniserv. The task at hand was to integrate *post* into the Siebel® 7.5 SIA (Siebel® Industry Applications) environment. The prototypical integration into the PRM (Partner Relationship Management) module took place via the COM interface, which was also supplied by Uniserv. Premiere's sales

division is very pleased with the results of the first tests. Postal validation is reliable and stable in the new integrated system, and response times are under half a second.

Preserving what has been achieved thus far – that's a major priority for companies considering the introduction of new software systems. This was also the case with the Munich pay-TV operator Premiere, which wanted to replace its Halo (sales and logistics) system with the Siebel® 7.5 SIA and the module PRM. Previously the sales division had managed Premiere's business partners in Halo and validated the address data with *post* – a software and functionality combination that had worked to the satisfaction of all participants for years. What the sales division wanted was clearly outlined from the very beginning. The new system for address verification needed to be just as fast, stable, and convenient as *post* in combination with Halo. Building on this specification, a solution was developed to integrate the Uniserv solution already in use into the Siebel® environment.

Integration



## Best solution

Considering all advantages and disadvantages, *post* from Uniserv seemed the most appropriate software for integration into Siebel® 7.5 SIA. The sales division at Premiere had used *post* for a long time in combination with HaLo and had always been completely satisfied. All that was now needed was to install the Uniserv interface into the Siebel® Server. The Uniserv server that was already on site could be accessed directly, and therefore



Future maintenance of the live system was estimated to be low, because it would only be necessary to import updates. „After it was clear that the integration of Uniserv into Siebel® would function well, the rest went very quickly,“ explained Jan Haubrich, who was responsible at Premiere for the management of the sub-project PRM development (the Siebel®-specific development part).

*Jan Haubrich, manager of the sub-project PRM development (the Siebel®-specific development part) for Premiere: „Integrating Uniserv into Siebel® was really surprisingly easy and trouble-free!“*

installing a new server was not necessary. The corresponding software license was already at hand. Furthermore, COM integration proved to be easy and trouble-free.

## Easy integration

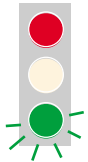
After the decision was made to use *post* for future address validation as well, the method of implementation had to be worked out. „The decisive initiative to realize the integration via COM came from Uniserv, and this turned out to be the most direct route to the goal,“ said Thomas Helmker, IT project director of HaLo replacement/PRM introduction.

After the decision for COM was made, everything went very fast. „The prototypical integration of *post* into the Siebel® 7.5 SIA environment took less than two days,“ Jan Haubrich added. The necessary interventions in the source code were programmed quickly.



## Sales division completely satisfied

After the successful integration of post into the PRM within the Siebel® 7.5 SIA and the introduction of the corresponding prototype, the sales division was completely satisfied with the result. In the future it will manage a database of about 7000 entries with the module. New addresses are added every day, which are checked by *post* at data entry and, if necessary, are corrected.



The software engineers developed a traffic light system to provide the user with optical support. Green means that the address is correct or that it was able to be enhanced or corrected and now can be accepted as correct into the database. Red means that the entry of the user is completely wrong. The color orange provides a selection list (city and/or street selection), so that the user can decide which path to follow and thus make an assessment of the accuracy of the particular address. „The users in the sales division particularly like the fact that *post* automatically completes a fragmentary address with top-quality results. For example, to get the missing postal code, you just enter the street such as ‚Medienallee‘ and the city such as ‚Unterföhring‘,“ explained project manager Thomas Helmker.



„Most of all we are enthused about the performance – each request runs through the complete validation process in far less than half a second until the result appears on the screen, even though each one runs through the various layers of the multi-tier architecture in the background.“

After the prototype presentation and the successful testing, the final adjustments made at the request of the sales division were merely cosmetic in nature „and had nothing more to do with Uniserv or *post*,“ said Jan Haubrich. The time for this amounted to less than three days.



Thomas Helmker, IT project manager Halo replacement/PRM introduction for Premiere:

„The response times of *post* in the Siebel® environment are quite impressive – far under 0.5 seconds per request!“

## Background Information Premiere

Premiere is the leading pay-TV operator in Germany and Austria. Currently, a total of some eight million viewers in over 2.9 million subscriber households enjoy Germany's finest television programming. Premiere offers its subscribers varied and exclusive viewing on 28 TV channels with digital-quality sound and pictures: 300 films as TV premieres per year, 4000 hours of live sports, 16 theme channels for every taste. Convenience and innovation are the key features of the Premiere offering, with PREMIERE DIREKT showing films on demand at any time round the clock. Conference link-ups during football broadcasts and free selection of camera perspectives for Formula One races take advantage of the superior possibilities of digital TV. Under the independent „BLUE MOVIE“ brand, Premiere provides a telemedia service for full-scale adult entertainment on demand that can be operated via the television set.

## Fast completion of the project

By developing the prototype and integrating *post* into the Siebel® environment, Uniserv provided Premiere with a successful solution. This once again demonstrated the flexibility and adaptability of *post* software, so that „the project could quickly be checked off as finished,“ said Thomas Helmker. And Jan Haubrich added, „The integration of Uniserv into Siebel® was really surprisingly

simple and trouble-free, and the staff in sales is happy that they can continue to work with the new system like they did with the old system, except for changes within the user interface.“ The support Uniserv provided in this project was also regarded as very useful by Premiere. Project manager Thomas Helmker summed it all up, saying: „Premiere is a satisfied Uniserv customer.“

The integration of Uniserv into Siebel® is now finished, and extensive sales division tests are on the agenda. Live operation is scheduled to begin mid-year 2004. To maintain the system, it is only necessary to import updates from Uniserv and Siebel®, which may then need to be checked as to their connectivity.

### Technical Background – Project Profile

**Siebel® environment:** Siebel® 7.5 SIA (Siebel® Industry Applications).

**Uniserv:** Postal validation software *post* for Germany in the variant *OPEN.edition* (Software components for interactive address maintenance, suitable for integration into existing or planned applications within „open“ systems and intelligent Client/Server solutions), Release 1.48, on Windows NT

**Integration via:** COM interface (COM = Component Object Model)

**Description:** *post* provides a COM interface via a DLL, which is installed in Windows. Siebel® can provide external DLLs as objects. The actual integration step was the provision of this COM interface in Siebel®'s script code as object with the corresponding methods and return codes. For that Uniserv supplied a Word macro for the VB-COM integration, from which the integration was derived. The space needed in the source code does not amount to more than one page.

**Expenditure of time for integration:** 1.5 man days

#### 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, micro-marketing, geo-coding
- Benefit: ability to optimally address customers on the basis of validated address information

### Additional information

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