



## Kabel Deutschland is delighted with Uniserv

Uniserv Smart Customer MDM supports Merger & Acquisition: After being taken over, the Vodafone company Kabel Deutschland, now has the millions of items of customer and master data in its systems completely under control thanks to Smart Customer MDM from Uniserv, the solution for the Master Data Management of customer master data. As a result, the company has a duplicate-free 360° view of its customers.

### THE CHALLENGE

After the acquisition of Kabel Deutschland, the biggest German cable network operator, by the British Vodafone Group, the data records also had to be merged. This created an urgent need to match the millions of customer data items of both companies with the objective of generating non-overlapping data records on the basis of a compre-

hensive view (360° view) of each individual customer. As a result, both Vodafone and Kabel Deutschland can exploit their respective cross- and upselling potentials and now offer their mutual customers appropriate complementary products and services.

### THE HIGHLIGHTS

In contrast to comparable MDM projects, the results were available for productive operation within eight weeks with the help of the lean and focused approach of Smart Customer MDM. Important prerequisites for rapid implementation of the milestones of the merger to schedule had therefore been created on the data side. The qualitative procedure

within the framework of the Smart Customer MDM solution offers considerable added value which extends beyond the standard procedure, e.g. for carrying out evaluations and analyses in the area of Business Intelligence. Last but not least, the processing performance is also provided with tens of millions of records.

## CUSTOMER BENEFIT

There are a wide variety of benefits for the individual specialist departments. For example, higher revenues can be generated in marketing by means of the consistent, non-overlapping data. On the other hand, external costs and internal expenses can be reduced. The sales department has access to substantially improved sales support based on specific customer information. The optimized database also enables IT to profit from accelerated data migrations, and

only previously validated, i.e. clean, data will be imported in future. For its part, the customer service department will be able to react to inquiries more quickly in future and also assign them and find customers faster. Key prerequisites for realizing the advantages and potentials arising from the acquisition of Kabel Deutschland by Vodafone as quickly as possible have therefore been created on the data side.

## THE UNISERV SOLUTION

Smart Customer MDM is the MDM solution for customer master data from Uniserv. It combines technologies, processes and services to form a comprehensive concept. Smart means easy, intelligent and efficient. The Customer Data Hub product is responsible for the integration, cleansing, enrichment and provision of the data on the technical side. The methodically implemented analysis, planning, installa-

tion and, if required, also operation of the provided software solutions enable customer data to be utilized, thereby making it an important element of the value chain. Smart Customer MDM allows Uniserv to help companies to obtain a standardized, complete and up-to-date view of their customers which can be made available to all areas of the company.

## KABEL DEUTSCHLAND

The Vodafone company, Kabel Deutschland, Germany's largest cable operator, offers its customers high-definition (HD), digital (SD) and analog TV, Pay TV and DVR services, Video-on-Demand, broadband Internet (up to 100 Mbit/s), WiFi services and fixed-line phone services via cable. Kabel Deutschland also distributes mobile services. The MDAX-listed company operates cable networks in 13 German

federal states and supplies its services to approximately 8.3 million connected households. As of March 31st 2014, Kabel Deutschland had approximately 3,700 employees. Domiciled in Unterföhring near Munich, the company reported revenues of around 1,900 million euros in the financial year 2013/14 with an adjusted EBITDA of around 910 million euros.

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