

**Clearnet***Enhanced Call Center Functionality Supports Successful PCS Launch***Consulting Expertise Helps Formulate Business Strategy and Define IT Architecture**

Clearnet Communications Inc., a leading player in the Canadian wireless communications market, operates three types of wireless networks, including a digital personal communications service (PCS). Launched in the fourth quarter of 1997, Clearnet's PCS broke North American records for fastest growth in subscriptions within one quarter. The company followed up on this auspicious start with industry-leading revenue growth and operating metrics in 1998, more than doubling its digital subscriber base.

Clearnet management recognized early on that the introduction of PCS

for the mass consumer market would require state-of-the-art call center functionality and a rapid expansion of existing capabilities. The company enlisted DMR, a Fujitsu Group company, to help develop the vision and guiding principles for the call handling groups supporting the launch. After first helping define user requirements and select the right telecommunications system for PCS support, DMR assisted in selecting the technology and managing systems implementation for a variety of enhanced call center services. For the actual implementation, DMR managed the installation of telecommunications facilities,

monitored software loading, facilitated training, led end-user testing, and directed the successful cut-over to the new system.

Complicating the project was Clearnet's move to a new headquarters and the relocation of the key call center just two weeks after the launch. DMR worked closely with Clearnet and the systems vendor to ensure that all moves were transparent to Clearnet's clients. As a result, not a single call was lost, and all the moves took place on time and within budget.

**NatWest***Innovative Information Service Builds Customer Loyalty and Attracts New Business***Development of Multichannel Application for Personalized Information Service**

Having decided to diversify its business and add value to its retail offerings, UK-based financial services giant NatWest joined forces with Fujitsu Group company ICL to develop a revolutionary information service designed to help consumers manage their increasingly busy lifestyles. The service, called Zenda, uses customer-provided data to personalize information searches and responses, delivering the needed information precisely when and how the customer wants it, including by phone, facsimile, E-mail, pager or post.

ICL worked closely with the business

and IT departments of NatWest to help develop the Zenda customer database and pilot a multichannel application to run the new service. The solution called for an application that could accept a variety of incoming contacts, prioritize them, gather the information from third-party information providers, such as news outlets and transportation agencies, link into the Zenda customer database, and then craft and send a personalized reply via the most appropriate delivery channel.

"ICL proved that they could evolve their extensive experience with new

technologies elsewhere to the exacting levels of innovative thinking required for this job," says Tim Jones, managing director of NatWest's retail banking services. "They demonstrated an ability to establish good working relationships with us and deliver pragmatic solutions within tight time schedules." The service was launched in June 1998. Among the significant new enhancements being planned for the service are a wedding planner, property finder, home moving aid, and complete travel and holiday services.

**Matsushita Electric Industrial***Intercompany Logistics Network Helps Boost Profitability***Multifaceted Systems Construction Supports Operational Improvements**

One of the world's leading providers of electronic and electric products for consumer, business and industrial use, Matsushita Electric Industrial Co., Ltd. recognizes that to maintain its competitive edge it must increase operational efficiency and speed responsiveness across its entire supply chain. Specifically, this involves linking together a complex web of companies, including components suppliers and sales companies, in a knowledge-sharing network in which information on everything from parts procurement and manufacturing to sales and distribution can be exchanged at the corporate and divisional levels.

Previously, we assisted Matsushita in deploying a centralized sales management

system for its home appliance, housing equipment, information processing equipment and other businesses that links some 100 Matsushita-affiliated sales companies throughout Japan. Subsequently, we helped implement an intercompany order-processing network, which consolidates multiple orders from the many sales companies and relays the integrated information to the appropriate production divisions.

Nevertheless, as a consumer electronics manufacturer hit hard by slumping prices, Matsushita realized that it must further enhance its systems to control inventory, boost management efficiency and shorten lead times in order to support its drive for increased

profitability. Working to meet this challenge, Matsushita is streamlining the distribution activities of each sales company by consolidating them into a nationwide organization comprising eight regional logistics centers and developing a companywide logistics system closely linked to its intercompany order-processing network. Marshaling the comprehensive expertise and capabilities of our systems development experts throughout Japan, we are supporting the deployment and operation of this new system, thereby playing a pivotal role in helping to improve the efficiency of Matsushita's groupwide logistics operations.

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