



## CINGULAR

The second largest wireless company in the United States, serving more than 22 million voice and data consumers across the country.

**Industry:** Telecommunications  
**Geographies:** United States

### Deployment Summary

- TIBCO's enterprise application integration (EAI) solution replaced point-to-point integration.
- TIBCO's business process management solution automates order fulfillment, inventory, and billing processes.
- TIBCO's business-to-business (B2B) integration solution integrates Cingular with its business partners and provides web services capabilities.
- TIBCO's solution consolidates customer data and provides a broader view of the customer.

### Benefits

- EAI enables Cingular to integrate its core applications more effectively, yielding faster deployment of key business functionality.
- The solution improves the capacity to develop business functionality by up to 30 percent, accelerating Cingular's time to market.
- Real-time integration with business partners improves customer service responsiveness.
- A complete view of customer information enables Cingular to respond more quickly to customer needs.



"Because of the wide range of capabilities offered by TIBCO's solution, Cingular has become a more responsive vendor and business partner. By integrating disparate customer-related information through TIBCO's solution, we are able to access a more comprehensive view of our customers, better understand their needs, and provide them with the first-class service they expect."

**Erez Yarkoni, director of application development, Cingular**

## Cingular Uses TIBCO to Stay in Touch with Customers

In the telecommunications industry, a company's ability to respond to new business opportunities and customer needs defines its potential for growth and profitability. As the wireless market becomes increasingly competitive, more and more companies are seeking ways to become more responsive while maintaining efficient business processes and reducing costs.

A key strategy in Cingular's ongoing effort to improve the customer experience has been to further invest in its IT infrastructure, making it more agile, and to eliminate some legacy inefficiencies. By changing its integration strategy, the company noticed that redundant applications and complex point-to-point connections were creating information gridlock, and developers were spending most of their time managing interactions among applications instead of developing new business functionality.

Accessing complete customer profiles and contact histories proved difficult, so Cingular eliminated some of the manual processes and multiple customer data stores that hindered the company from responding to customer needs as quickly as possible. Prior to Cingular's implementation of a new customer relationship management (CRM) system, the company needed an enterprise

integration strategy that would link underlying customer data systems.

### Cingular Calls for EAI

Cingular sought to replace its point-to-point connectivity with an EAI platform to enable more efficient communications among applications, accelerate the development of new functionality, reduce the complexity of its architecture, and create a foundation for its new CRM application. The company wanted an integration solution that was easy to deploy and manage, and would not disrupt the workings of its current development environment.

Cingular evaluated major integration vendors and ultimately chose TIBCO Software Inc., a leading enabler of real-time business, because of its straightforward solution and ability to seamlessly connect with the company's current environment.

"In TIBCO's solution, the business logic resides at the application interface instead of in a hub. That architecture saves huge time and effort during the implementation. In addition, you don't put many of your dependencies and stress points into the hub, which could cause a single point of failure. That's why we chose TIBCO," says Erez Yarkoni, director of application development at Cingular.

### TIBCO Answers the Call for Greater Efficiency and Agility

Using TIBCO, Cingular has replaced its costly and complex point-to-point integration system with a streamlined EAI architecture. Now, developers can concentrate on value-added development work instead of on communication problems within the infrastructure. "We kept the same number of developers, but achieved a 30 percent increase in the amount of development work that we can accomplish," Yarkoni says. "Our capacity to deliver new business functionality has grown tremendously, and we have been able to dramatically accelerate our time to market."

TIBCO's solution also has helped Cingular improve its supply chain efficiency by replacing manual tasks with automated processes. This improvement has allowed the company to strengthen its relationships with large customers by providing even faster service. Before TIBCO, an online request from a corporate customer would generate an order that would be manually processed. Using TIBCO's solution, Cingular has automated account creation, billing, fulfillment, inventory control, and other activities so it can respond to customers more quickly. Cingular also has used TIBCO to streamline interactions with partners, resulting in faster response times to customer inquiries about services such as prepaid plans.

### TIBCO Gives Cingular the Agility to Improve Customer Service

With consolidated customer data systems in place and an EAI solution to link all core applications, Cingular launched a major CRM initiative. Now, all activities that affect a customer's profile or history are propagated to the appropriate data store through the TIBCO Information Bus™. A customer can contact Cingular through any channel – telephone, e-mail, or web self-service – and that interaction will be recorded and made available to any system that requires access to it. For example, a customer might contact Cingular with a question about service coverage on Monday; if the customer calls back on Wednesday with a follow-up question, the agent will be able to give a more informed, personalized response based on a complete view of the customer's contact history. In addition, the customer will receive a faster response because the agent can access data from a single system rather than manually collecting data from separate systems.

In the future, Cingular will use TIBCO's solution to integrate data warehouses and data mining tools so that it can better analyze customer behaviors and usage patterns.

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**development, Cingular**

### Cingular Has a Clear Connection to Future Success

With TIBCO's help, Cingular has become more agile and efficient, and its newfound real-time infrastructure has set the stage for continuous improvements to customer service. "Because of the wide range of capabilities offered by TIBCO's solution, Cingular has become a more responsive vendor and business partner," says Yarkoni. "By integrating disparate customer-related information through TIBCO's solution, we are able to access a more comprehensive view of our customers, better understand their needs, and provide them with the first-class service they expect."



**TIBCO Software Inc.** (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time. Learn more at [www.tibco.com](http://www.tibco.com)

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