



### Company Details

Kluwer is a Wolters Kluwer company. Wolters Kluwer is a leading multinational publishing company based in the Netherlands. Its core publishing activities are directed at the legal, tax, business, medical, scientific and educational markets.

### Location

- The Netherlands

### Industry

- Publishing

### Business Challenges

- Cut IT costs by consolidating systems inherited merger and acquisition
- Implement single customer view to improve customer service
- Implement new order management process
- Merge call centres

### Solution Overview

- Strategic CRM initiative, implementing a new infrastructure
- SeeBeyond to provide business process management for order management
- Integrate CRM, warehouse management, billing, financial, EDI and Internet applications through eGate Integrator hub

*"Even though several large vendors are now entering the integration market, they don't have the specialist expertise that makes SeeBeyond stand out. The combination of top-class people, constant product enhancement and a strong commitment to R&D gives us confidence in the company as a long-term partner," says John Simons, IT Director, Kluwer.*

### Business Challenges

Kluwer in the Netherlands was formed from two previously independent companies, each with its own transactional systems. As a result of all the overlap and duplication, IT costs were far too high and needed to be reduced as quickly as possible.

Lack of integration among transactional and other systems also had an impact on customer service. Customers might receive several different invoices relating to the same order, for example, and they routinely had to deal with two independent call centres. *"The lack of integration at all levels was quite alarming,"* says IT director John Simons.

Kluwer therefore launched an integration initiative aimed at the customer-contact side of its business. This involved implementing one central system in place of three and merging two call centres into one. As part of the initiative, Kluwer wanted to renew its order management process. The challenge was to identify technology that would provide flexibility and openness in terms of connecting with other systems, so that future changes in the company's structure and operations could be accommodated easily.

### Solution Overview

The new CRM infrastructure was implemented in its entirety as part of the same project, with Siebel CRM as the customer interface, supported by a new product and customer database. The implementation also included billing and the connection to the warehouse systems together with electronic data interchange (EDI) links to other business such as bookshops.

The order management component of the infrastructure is built around SeeBeyond's eGate Integrator eBusiness application integration (eAI) solution. eGate Integrator was chosen because of its industry-leading business process management (BPM) capabilities and flexible, open architecture. Its support for XML complemented Kluwer's strategic vision as a company committed to delivering electronic content to its customers. Unlike some of the other products evaluated, eGate Integrator was also clearly capable of handling the anticipated volume of traffic.

LogicaCMG implemented the solution, with SeeBeyond consulting involved in joint reviews at each stage of the project. eGate Integrator is now the hub that connects Kluwer's CRM, warehouse management, billing, financial and EDI systems. There is also a link with the company's Internet platform so that customer requests to download material from the Internet can be authorised in real-time by the call centre. The messages routed by the system relate to some 20,000 customers and 5,000 product lines.

### Business Benefits

The main benefit of the SeeBeyond solution is its contribution to a reduction in IT costs currently estimated at 10 to 15 per cent. Additional reductions may be achieved in future as the new databases stabilise.

From an IT perspective, improved control is another key benefit. According to Simons, it was very difficult in the past to get an overview of the environment because several different vendors and standalone systems were involved. Now, however, the IT organisation is much better placed to meet service levels.

The SeeBeyond solution also contributes to improved customer satisfaction. For example, the ability to authorise Internet downloads quickly is very important as customers increasingly require access to material in electronic form. Integration has also solved technical issues such as the complex matching techniques that were necessary between the different customer databases.

### Plans for the Future

The first phase of Kluwer's CRM initiative was aimed at reducing costs and complexity through consolidating systems and applications. Now that this has been achieved, the company will be concentrating on customer satisfaction and new functionality. Future projects will address areas such as account management, campaign management and Internet self-service. eGate Integrator will continue to play an important role, for example by providing the link between online ordering and back-office systems for fulfilment and invoicing. Ultimately, these enhancements are expected to increase the company's revenues.

*"Although eGate Integrator was not sold as an order management tool, it met our needs perfectly because it could be configured to provide business process management between several different interconnected systems. It was obviously a very strong, very flexible product,"* concludes John Simons, IT Director, Kluwer.

### Business Benefits

- IT costs reduced by 10 to 15 percent
- Improved service levels due to improved control
- Integration supports more accurate customer billing of simple and packaged products
- Integration supports more accurate billing of simple and package purchases with savings highlighted
- Fast authorisation of Internet downloads, contributing to increased customer satisfaction

### Technology Profile

- SeeBeyond Components
- eGate™ Integrator
- eInsight™ Business Process Manager

### Integrations

- Siebel CRM
- Optum warehouse management system
- Oracle Financials
- In-house billing system
- EDI (RosettaNet, X12, EDIFACT)

### Sizing

- 2.1 million messages per month
- 20,000 customers
- 5000 product lines

### Hardware/OS

- Hewlett-Packard
- Windows 2000