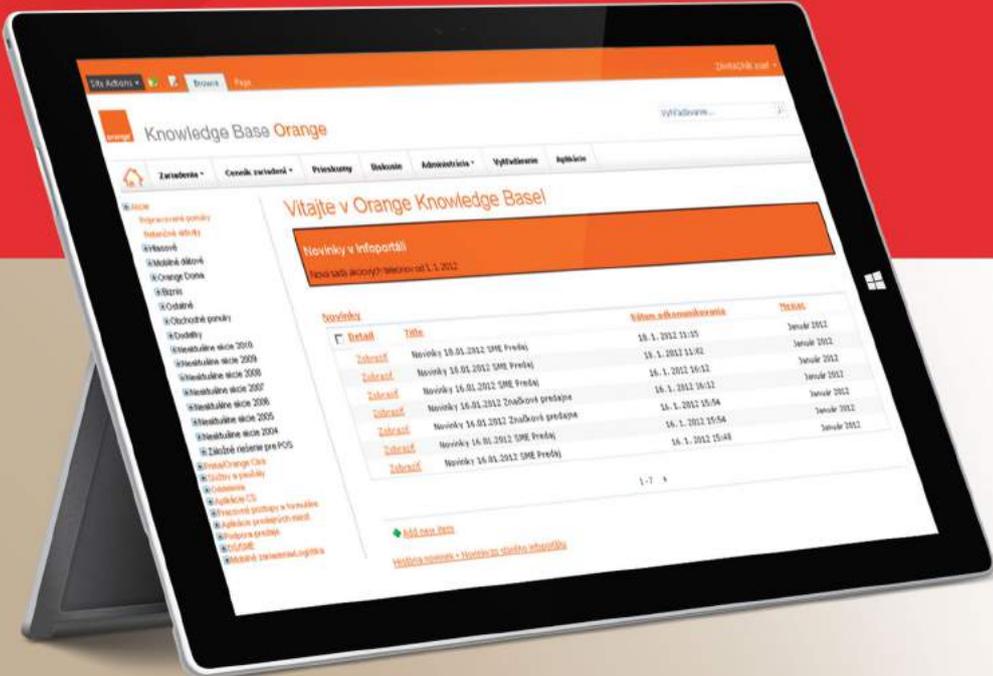
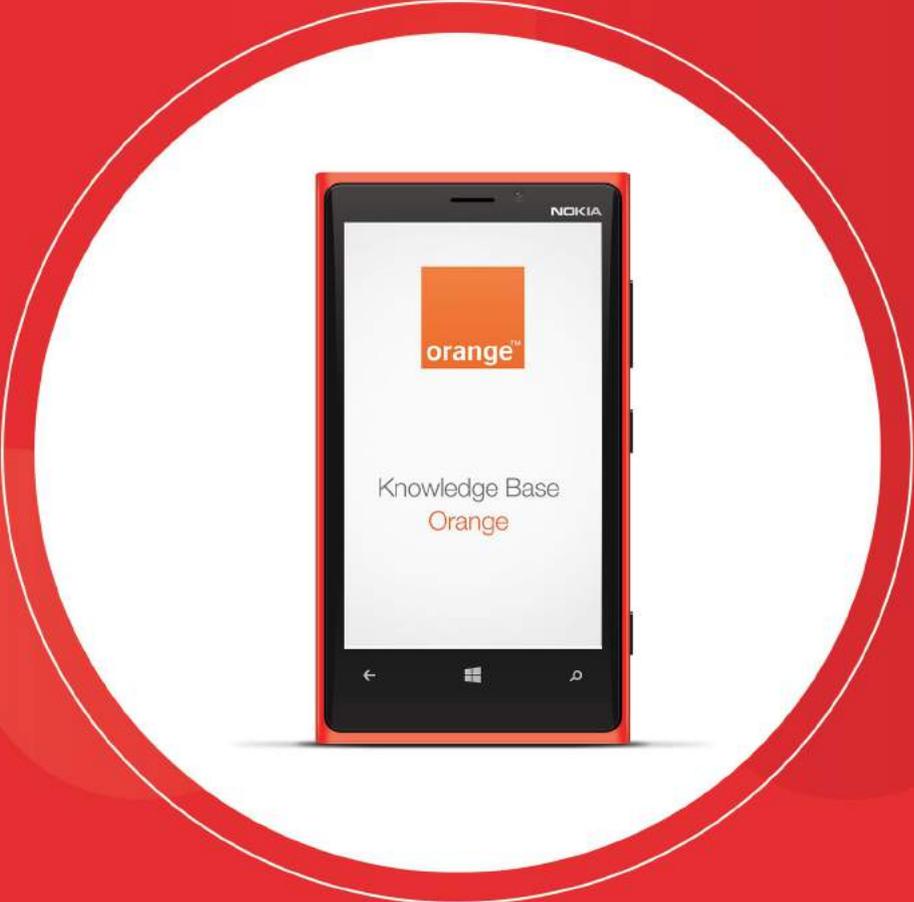


Knowledge base for Orange

How we helped Orange to increase the productivity of sales by integration of necessary informations within Knowledge base.



End User

Orange Slovensko, a.s.

Solution

Orange, the leader of the Slovak telecommunications market, increases the productivity of its sales network with the help of the latest Microsoft technologies. All necessary information for 3,600 members of the sales team is integrated into a central Knowledge Base.

Client Profile

Orange is a mobile operator and leader of the Slovak telecommunication market with more than 2,890,000 active customers.

Initial Situation

Orange built an extensive **sales network, consisting of about 3,600 dealers and members** of support services. This extensive team consists of internal employees with different specializations, as well as external staff of partner companies. The sellers are located in their own and branded stores in **106 cities** around the Slovak Republic.

Orange has achieved excellent business results thanks to sound business network management. Internal analysis identified further **opportunities to optimize access to relevant sales information**. The current system of the Knowledge Base, built on the basis of PHP and MySQL technologies, ceased to meet the increasing demands on quality, availability and speed when locating any information.

This finding motivated the company Orange to **bring new quality to the sales network**, leading to a greater efficiency of the employees. The company decided to implement new robust solutions built on the latest Microsoft technology portal.



Project Objectives

Orange defined the following objectives and priorities in relation to the Knowledge Base solution:

- **To migrate data** from the original system to the new knowledge base
- **To streamline the provision** of services on help lines and sales offices
- **To reduce the time** to obtain necessary information for customer service.
- **Excellent service quality** to support the sales to end customers.
- **To fulfil time limits** set internally by company management.



Description of the Solution

The original system, uniting information to support sales, was built on the PHP/MySQL technologies, got to the end of its life cycle. During more than 10 years of operation, it collected huge amounts of data in a volume of about 10 GB, necessary to migrate. The data structure varied according to the needs of the company and was not completely consistent.

The **ambition** of the company was to build a Knowledge Base system so **it is a long-term and stable platform** capable of handling the expected demand on performance, easily to extend and maintain. The general requirements for the target platform also included a wide range of configuration and customization without the need for any additional programming.

After a careful consideration of all options and alternatives, Orange selected the **SharePoint 2010** portal technology by the technological leader – Microsoft, as the supporting application platform. It is a great honour when Orange, as the work implementer in such demanding procurement process, chose our company Millennium.

The implementation itself was divided into several phases; however, 2 supporting phases can be highlighted – **the development of the necessary functionality and data migration**. The core of the entire knowledge base system is the **Wiki pages** managed by the product department. **The solution allows modular setting of authorizations, version management and it brings a new quality of information publishing**. The actual publishing process allows the creation and observation of individual documents and their approval according to configurable levels of competence and authorizations.

To improve the operability of the approval system, the email and text notifications will be used.

Regarding the contents, the knowledge base includes Installations, Price Lists, Discussions, and Polls, all carefully integrated from the Wiki contents. One of the most fundamental functionalities contributing to greater efficiency of the sales network is a **full text search and search by adjustable parameters**. The solution allows accessing the required information easily and quickly, locating in any part of the extensive archive. The seller is able to detect the information during a discussion with the client without the client noticing any delay.

Additional benefits of the knowledge base system are the **connection and integration with a wide range of internal information systems**. The solution includes a wide range of Web services, used for communications with third parties. The Product Catalogue or Price Lists, which are automatically synchronized, can be used as an example.

A separate chapter forms the user management, the expected target state of which is about 3,600 users. Within the solution, it was necessary to combine two categories of users - internal and external. The internal users use Single Sign On to verify their profile in the Active Directory; the external users employ so-called „forms based“ authentication, where their entire profile is stored in a SQL database and replicated from LDAP using the SharePoint TimerJob. Within the management of access rights, the SharePoint 2010 technology introduced so-called „Claim based“ authentication. It allows the Orange administrators assurance that the solution not only verifies the user whether they are authorized to access the system, but it also verifies whether they have the right to use a particular application.



Benefits

1. The Knowledge Base allows exchanging information necessary to effectively sell products within the company and excellent customer service.
2. The members of the sales network team have an immediate access to information, necessary for fast customer service.
3. The information management in the Knowledge Base has obtained a new quality and it takes place in a controlled and auditable manner.
4. Orange obtained a modern, easily extensible information system, with long-term and stable platform capable of handling the expected demands on performance.

Products and Technologies

The solution uses the following Microsoft technologies:



Our Awards

12x

Microsoft
Industry Awards

→ Winner

 Slovak Republic

3x

Microsoft
Industry Awards

→ Finalist

 Slovak Republic

4x

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