“Even though this was a highly complex, ambitious project, HP Services and Norkom managed to deliver this leading-edge solution that was precisely aligned with CRM initiatives VIPnet wanted to implement in the future.” Andrea Doko, customer processes manager, VIPnet
VIPnet is Croatia’s leading GSM operator, with over 1.2 million customers and a market share of more than 50 percent. VIPnet, part of the mobilkom Austria group, has experienced sustained strong growth since its establishment in 1998.

However, as the market approaches saturation, VIPnet’s overall strategy is changing, with an increased emphasis on retaining existing customers and selling them more services. This demands the ability to distil operational CRM data into customer knowledge that will support good business decisions.

To deliver this knowledge, VIPnet sought to implement an advanced analytical CRM platform with data mining and data processing capabilities, together with a powerful marketing automation system that would facilitate targeted campaigns across multiple channels. VIPnet looked for a supplier capable of delivering a reliable, scalable, high-performance solution that would fit its specific business requirements. After considering offers from several leading companies, it chose HP Services and its partner Norkom Technologies.

“HP and Norkom proposed a competitively priced yet optimal solution with comprehensive functionality and seamless integration into our existing environment. They gave a firm commitment to delivering on time, and we felt we could rely on their long-term support for our CRM plans,” commented Jakov Bozic, customer intelligence manager at VIPnet.

**Delivering on promises**

The services provided by HP as the main contractor - working closely with Norkom - included project management, solution design and implementation. The HP/Norkom solution was based on the Norkom
Alchemist customer and business analytical platform and Norkom’s Marketing Automation application. A data mart was set up and an extract, transfer, load (ETL) solution developed.

According to Andrea Doko, VIPnet’s customer processes manager, the HP/Norkom solution has significantly improved VIPnet’s approach to CRM. Management of customer relationships is much more effective because vast quantities of complex data are analysed and turned into useful information for decision-support purposes. The profitability of customers and their propensity to churn, for example, can be estimated accurately for the first time.

Success from the start - 60% response rate
In combination with the marketing automation system, this customer knowledge supports faster, more straightforward and more accurately targeted campaigns. The first campaign to be implemented using the HP/Norkom solution produced a response rate of more than 60 per cent, recovering much of VIPnet’s initial investment. VIPnet is now further developing the solution and adding new functionality.

“Even though this was a highly complex, ambitious project, HP Services and Norkom managed to deliver this leading-edge solution that was precisely aligned with CRM initiatives VIPnet wanted to implement in the future,” concluded Doko.

Customer at a glance:
Industry sector: Telecoms
Name: VIPnet d.o.o.
Headquarters: Zagreb, Croatia
Founded: 1998
Telephone: +385 (1)4691 091
Number of employees: 1,000
Annual revenues: €304 million
URL: www.vipnet.hr

Partner at a glance:
Company: Norkom Technologies
Headquarters: Dublin, Ireland
Telephone: +353 (1) 676 9333
URL: www.norkom.com
Business: Provider of expert analytical applications developed to solve specific business issues.
Products: Norkom Alchemist platform; applications for operational risk management, anti-money-laundering, fraud detection and prevention, watch list management, business performance analytics, and marketing automation.

Why HP?
• Ability to design and deliver a reliable, scalable, high-performance solution.
• Competitive pricing.
• Commitment to deliver within the required time scale.
• Willingness to enter into a long-term partnership.
• Partnership with Norkom.

HP Services
• Project management
• Solution design
• Implementation services

Hardware
• Delivered on existing HP HW platform, but the HW was not part of this project

Software
• Norkom Alchemist
• Norkom’s Marketing Automation application
### Challenge

- Ensure continued business success as the mobile telecoms market approaches saturation.
- Retain existing customers and sell them more services.
- Implement analytical CRM platform for improved customer knowledge, together with a powerful marketing automation solution for more effective campaigns.

### Solution

- Engage HP Services and partner Norkom Technologies to design and implement new CRM solution.
- Assign responsibility for project management to HP as the main contractor.
- Base solution on Norkom Alchemist analytical platform and Norkom’s Marketing Automation application.

### Results

- Management of customer relationships is much more effective, because vast quantities of complex data are analysed and turned into useful customer knowledge.
- Customer profitability and propensity to churn can be estimated accurately for the first time.
- Marketing campaigns are faster, more straightforward and more accurately targeted.
- The first campaign to be designed and executed using the new solution produced a response rate of 60 per cent.

For more information on how working with HP can benefit you, please contact your local HP sales representative or reseller, or visit www.hp.com.