

Vodafone Mein Adressbuch

Protect contact data of customers

Vodafone Key Figures

Customer base: 32,3 Mio (Germany)
6,8 Mio UMTS customers
Launch of Service : 10/2004
Reference: Vodafone website, date 2008/11/04

Customer quote:

Integrated with Vodafone Mail and Vodafone Voice Activated Dialling and extended with calendar including synchronisation in 2008, 'MeinAdressbuch' is „Vodafone Germany's most successful mobile data service ever launched“, said

Mark Ritzmann, PM Vodafone Germany

The Challenge:

Vodafone Germany opted for O3SIS to deliver a Backup & Restore, over-the-air data synchronization, and address book integration platform for the valuable contact data of their subscribers. The 'MeinAdressbuch' solution is based on the O3SIS Unified Mobile Directory (UMD - Living Address Book) and is fully customized to the look & feel of the Vodafone Live! user experience.

The Solution

The Vodafone Germany "MeinAdressbuch" provides customers with a convenient way to synchronize and backup personal data using any SyncML compatible handset or MS Outlook desktop clients.

The O3SIS platform provides an extensive set of integration APIs and connectors, which have been used by Vodafone to make contact information stored and synchronized by the user also available in other connected applications, such as Vodafone E-Mail and Voice-Activated-Dialing.

Benefits for Vodafone:

- Vodafone D2 mobile backup & restore service 'MeinAdressbuch' - has been delivered & integrated by O3SIS within three months - on budget, on time
- The solution is based on the O3SIS Unified Mobile Directory (UMD) and is fully customised to the look & feel of the Vodafone Live! user experience
- Significant lowering the churn rate leading to sustainable cost savings

Benefits for Vodafone's customers:

- Backup contact data for the case that a mobile phone is changed, in repair or lost
- Protect and synchronise contacts with one push of a button
- Integrate contacts in MS Outlook with an additional easy to use software for the PC
- Provide and use contacts easily