

February 2010. Comarch has completed the implementation of its integrated solution Comarch ALTUM at Auchan Telecom. The company, being a subsidiary of Auchan Group, is a virtual operator of mobile communication, offering services related to mobile telephony such as prepaid cards, mobile Internet with an online billing service. Comarch ALTUM management system supports Auchan Telecom in this sales model and handles the process of procurement, distribution, delivery and returns of dematerialized products (i.e. phone credit recharge, downloading online games or music, and other services).

The ERP system by Comarch has enabled the automation of internal processes thanks to the Business Process Management engine and allowed for better planning of purchases, sales and inventory levels with the Business Intelligence tool. The open architecture of Comarch ALTUM, guaranteeing full compatibility with the software environment of Auchan, as well as being complementary offer for the telecommunication industry that has been proposed by Comarch from the beginning on, have been the key factors for the final decision to choose Comarch ALTUM management system

Comarch ALTUM's challenge: Deal with 450 000 Auchan Telecom customers and 25 000 operations per day

Auchan Telecom is part of the Auchan Group - a company owning one of the largest retail chains in the world (over 1220 hyper-and supermarkets, with the turnover of 39.5 bn EUR). Auchan Telecom, better known under the brand of A-Mobile is a mobile virtual network operator (MVNO) offering services connected with mobile telecommunication: pre-paid cards, mobile Internet or online invoicing. Within the MVNO sector, the company offers personalized novelties such as phone numbers or Internet access in the prepaid mode.

For 3 years about 450 thousand customers have bought the pre-paid cards of Auchan Telecom; additionally, the company manages the distribution of pre-paid cards of other operators within the sales network of the entire Auchan Group.

In this context, Auchan Telecom decided in 2009 to deploy Comarch ALTUM software with the aim to ensure the optimal system operation and flawless daily management of a large number of transactions, particularly those related to the purchase of recharge codes (telephone recharge cards, music recharge cards, online courses, etc.), and its distribution to intermediaries and to end-customers.

Each day the system handles over 25 000 operations. It also manages the billing process of intermediaries (over 10 000 outlets belonging to 7 retail chains and distribution networks) and partners of Auchan.

Comarch ALTUM: a complete solution, fully compatible with the IT infrastructure of Auchan Telecom

Comarch ALTUM supports the process of purchases, distribution, delivery and returns of dematerialized products. It also manages the verification process of vendor invoices, issuing invoices for customers and all aspects related to accounting.

The creation of purchase orders, delivery of recharge codes, creation of contracts between suppliers and customers, all those tasks originally performed manually have been automated through the implementation of Comarch ALTUM. This solution not only helped to streamline the Auchan Telecom's business processes and thus limit down the costs, but also reduce the risk of errors during daily operations.

A process-oriented, flexible solution that is capable to meet specific needs of Auchan Telecom

« Thanks to the fully accessible API and the possibility to use the Comarch ALTUM workflow engine as a platform for integrating and automating business processes, it was possible to deliver a solution that completely fulfilled the demanding requirements of Auchan Telecom » says Mathieu Abt, Head of Central Department at Auchan Telecom, Management Information Systems at Auchan.

Using the built-in workflow engine of Comarch ALTUM allowed for the significant facilitation of Auchan Telecom's business processes and the automation of tasks, that until then had been performed manually. Tools for decision support - known as Business Intelligence - such as predefined set of reports, dashboards and alerts, allow for in-depth analysis of purchases, sales, turnover, stock levels, and a lot more.

The generation of reports and the access to information became much easier with the use of a data warehouse and OLAP technology, delivering multidimensional analytical areas, both integrated as a standard in Comarch ALTUM. The tools make decision-making process faster and more efficient.