Enehano Solutions helps T-Mobile build solutions for real-time Omni Channel Campaign Management for Telekom Deutschland GmbH.

Since the beginning of 2018, specialists from Enehano Solutions have participated in a project for a T-Mobile branch in cooperation with a German development team from Telekom Deutschland GmbH. We began with a technological Proof-of-Concept because the real-time solution had to take into account existing Campaign Management and current infrastructure.

Solution presents an integrated marketing database for planning, managing, monitoring, and evaluating marketing campaigns across a few communication channels (so-called customer touch points). This helps build customer relationships (nurturing) by providing them with appropriate data, making it possible to respond to their needs in real time.

In the context of development, we use the most up-to-date technologies and frameworks from renowned vendors such as Oracle and SAS.
The implementation itself contains multiple integrations to various data sources and communication channels, where modern Java frameworks are primarily used.

The second pillar of the project is implementation and development using Oracle technologies, including, among others, the data quality module. This means that, during analysis, not only are the technical requirements defined but also processes that ensure data purity (in accordance with applicable regulations).

The third part is a solution for processing individual events and management campaigns built on SAS technology.

Our experts' main activities
➢ Analysis
➢ Architecture proposal
➢ Solution development
➢ Testing
➢ Suggestions for improvement

Technologies used
➢ SAS
➢ Oracle
➢ JAVA

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