



Case Study **Deutsche Telekom AG**

iBrams Enables Efficient, Enterprise-wide Production of Deutsche Telekom Advertising Materials



Benefits

- Increased efficiency with the production of advertising materials via centralized templates
- Ability to tailor templates for specific needs while ensuring compliance with brand guidelines
- Cost savings thanks to reduced reliance on external design agencies

For optimization of the print process, Deutsche Telekom relies on iBrams

Challenge

One of the world's leading service providers in the telecommunications and information technology industry, Deutsche Telekom AG networks the lives of approximately 200 million people.

With more than 800 shops and 1,000 sales partners in Germany, Deutsche Telekom spent tremendous amounts of time and money producing advertising materials. The company wanted to find a way to produce and print materials more efficiently.

Solution

Deutsche Telekom adopted the iBrams brand management solution and used it to create the BrandWizard portal, which offers employees and partners access to brand-compliant templates that can be customized for specific markets and customer needs.

Because the iBrams interface is so intuitive, users don't need design experience to produce advertising materials with BrandWizard. As a result, the tool has significantly reduced Deutsche Telekom's costly reliance on external design agencies.

Deutsche Telekom has begun extending BrandWizard to more and more departments and employees. For example, the Sales organization now uses the portal to tailor branded materials for private versus business customers. And the HR organization is using the tool to promote the Deutsche Telekom brand in its recruitment campaigns.



Fast facts

Business situation

Deutsche Telekom needed to automate the production of its advertising materials. It also needed to give thousands of shops, partners, and employees an easy way to access and customize its branded templates.

Solution

The iBrams brand management solution automates production, saving Deutsche Telekom time and money. In addition, iBrams makes approved marcom templates accessible to employees and partners, who can adapt the templates to their individual needs while still maintaining brand integrity.

