

# CUSTOMER FOCUS

## ONSHORING IS THE MOST POPULAR SOURCING APPROACH

According to IDG, onshoring is the most popular approach when it comes to selecting a sourcing strategy. This sourcing model indicates that the service provider can be contacted quickly and directly. It delivers its services through the right combination of onshore, nearshore and offshore activities, without compromising on service quality. Its customers also benefit from optimum coordination and communications compared to service providers who might be thousands of kilometers away in a completely different time zone.

## CUSTOMER FOCUS IN IT OUTSOURCING – WHEN THINGS GET SERIOUS

T-Systems practices customer focus in a very special way: a top manager is always on-call – around the clock and on weekends – to intervene immediately in case of critical IT problems. This makes the difference to the competition. When situations get critical, customers have direct, immediate access to [T-Systems management](#).

## „AGE OF THE CUSTOMER“

Customer focus has another aspect, as well: it ensures that the customer's needs are always in the centre of attention. In other words, through the solutions it receives, the company moves closer to its customers. To an extent, the partner for IT outsourcing becomes part of the company. The consequence: the company's products and services are permanently available to its end customers, who can gather information, compare, interact and order in company portals anywhere and anytime. The relationship between customer and company becomes faster and more direct. The IT must support this through dynamic delivery models and implementing innovative technologies. In this process, [cloud computing](#), [big data](#), social media and mobility pave the way to data and information. A well-known fitness portal is one example of this closeness to the customer in IT outsourcing: T-Systems covers peak demand for computing and storage resources through a dynamic IaaS platform.

## SMART PORT LOGISTICS – SPEEDING UP THE PORT OF HAMBURG

At the Port of Hamburg, Europe's second-largest, 40,000 trucks are loaded and unloaded each day. The port authority uses the TelematicOne platform from T-Systems to coordinate flows of goods more efficiently, reduce truck idle times and avoid traffic jams. It serves as the hub for integrating and distributing all traffic and infrastructure-relevant data to all the players. The [solution](#) can easily be extended to airports, freight depots and other logistics hubs. With this solution, T-Systems is helping the Port of Hamburg better serve the needs of its customers. The proximity to the IT outsourcing partner translates directly to customer focus.