



A photograph of the Vodafone headquarters building, a tall, cylindrical structure with a glass facade and a large Vodafone logo on the side. The building is set against a clear blue sky. Two tall, modern streetlights are visible in the foreground, one on the left and one on the right. The overall scene is brightly lit, suggesting a sunny day.

**WILLKOMMEN BEI
VODAFONE**



Digital Transformation |
Software alone isn't enough

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INTRO

This Speech | Why should I listen?

- This is not about technology
 - Please, don't ask OpenText tech-questions
-
- A short overview of our OpenText CEM journey
 - In retrospective: Our success factors
 - General learnings for digital transformations





THIS IS ME

Joerg Meier | Who am I

- Industries

- Telecommunications & Banking

- Roles back then...

- Developer, Business Analyst & Project Manager

- Acting now as...

- Group Lead eBusiness Enabler
 - Product Owner Tools
-

- I like...

- Travelling
- Cooking & Eating
- Gaming



#1

Open Text @ Vodafone





BABY STEPS

OpenText @ Vodafone | Some milestones of the last 10 years...

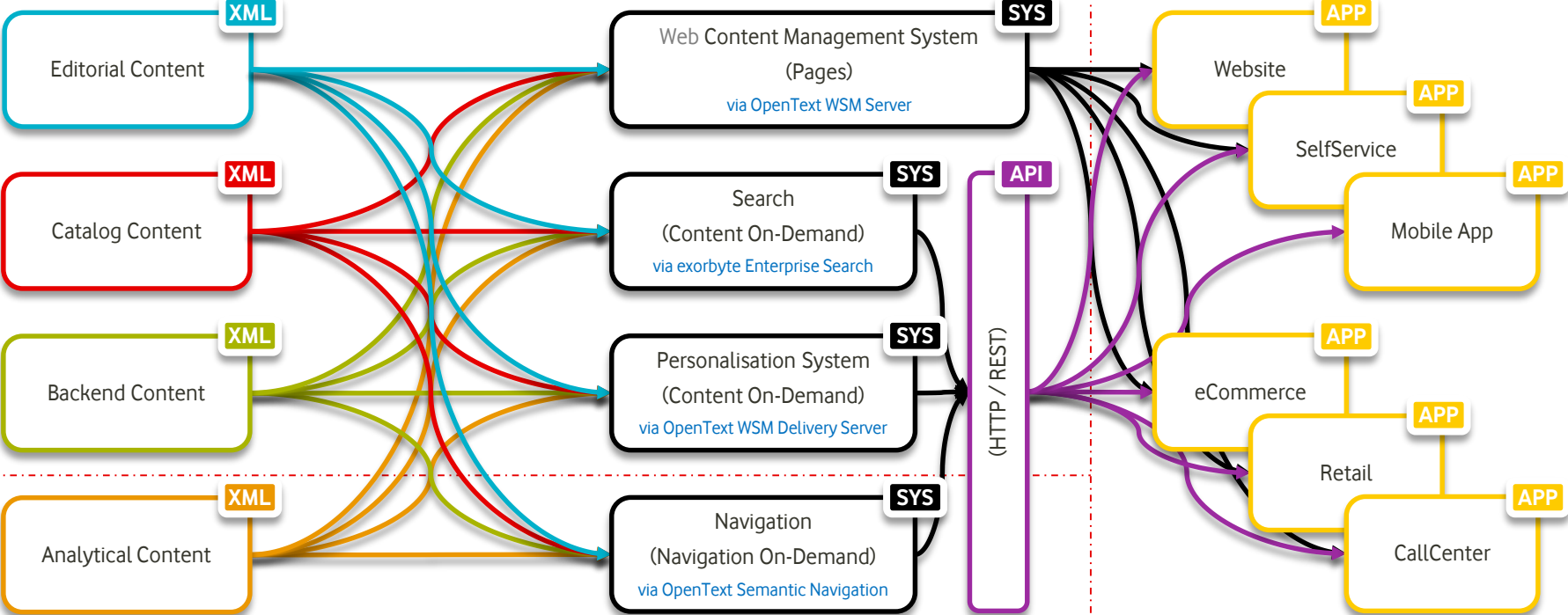
- 2007 | 4 Editors, 1 Admin, 2 Enablers (hosted by Vodafone IT)
- 2009 | Launch „AskVodafone“ with WSM Release 11
- 2011 | Launch „Fachhandel Online“
- 2012 | Migration to self hosted infrastructure
- 2015 | Introduction of Delivery Server
- 2016 | Re-Lunch of „Innovation Park“
- 2017 | Update of self-hosted infrastructure & WSM Release 16



-
- Over 60 projects & ~ 400 users
 - 100k Publishings since last 9 months
 - 2.6m Pages created
 - 5.7m Assets distributed



OpenText @ Vodafone | ...and where we are right now



#2

How was that possible?





CONVENIENCE

OpenText @ Vodafone | An inconvenient convenient truth!

- People are lazy but demanding!
 - It should be easy
 - It should be cost efficient
 - It should be available fast
-



OpenText @ Vodafone | An inconvenient convenient truth!

-
- ✓ The license is already bought
 - ✓ The support team is in place
 - ✓ The product solves your problem
 - ✓ End users feel comfortable with it
 - ✓ The team delivers



#3

**My Learnings for
Digital Transformations**





OWNERSHIP

Software Isn't Enough | Ownership rules!

- Does your unit pay the license?
 - Are you hosting the infrastructure?
 - Do you know the DevOps team?
 - Can you change things by your own?
-



Software Isn't Enough | Ownership Rules!

-
- Don't lose grip on your key assets!
 - If it's part of your value stream, own it!
 - Ownership means responsibility!
 - Take care of your investment!
 - Don't disconnect with your traditional IT!



Four colorful lorikeets are perched on a large, textured rock. The birds have vibrant blue heads, green bodies, and bright orange-red chests. They are looking in various directions, some towards the camera and others away. The background is a blurred natural setting with warm, golden light.

**ENABLE
YOUR TEAM**

Software Isn't Enough | Enable your team!

- Do you have more experts than managers?
 - Is your team part of a social community?
 - Is it connected to other DevOps Teams?
 - Do they have time to experiment?
-



Software Isn't Enough | Enable your team!

- Become a „Nerd-Lover“!
- Provide time for creativity!
- Share your knowledge!
- Trust your team!
- Treat your vendor as a partner!





JUST DO IT!

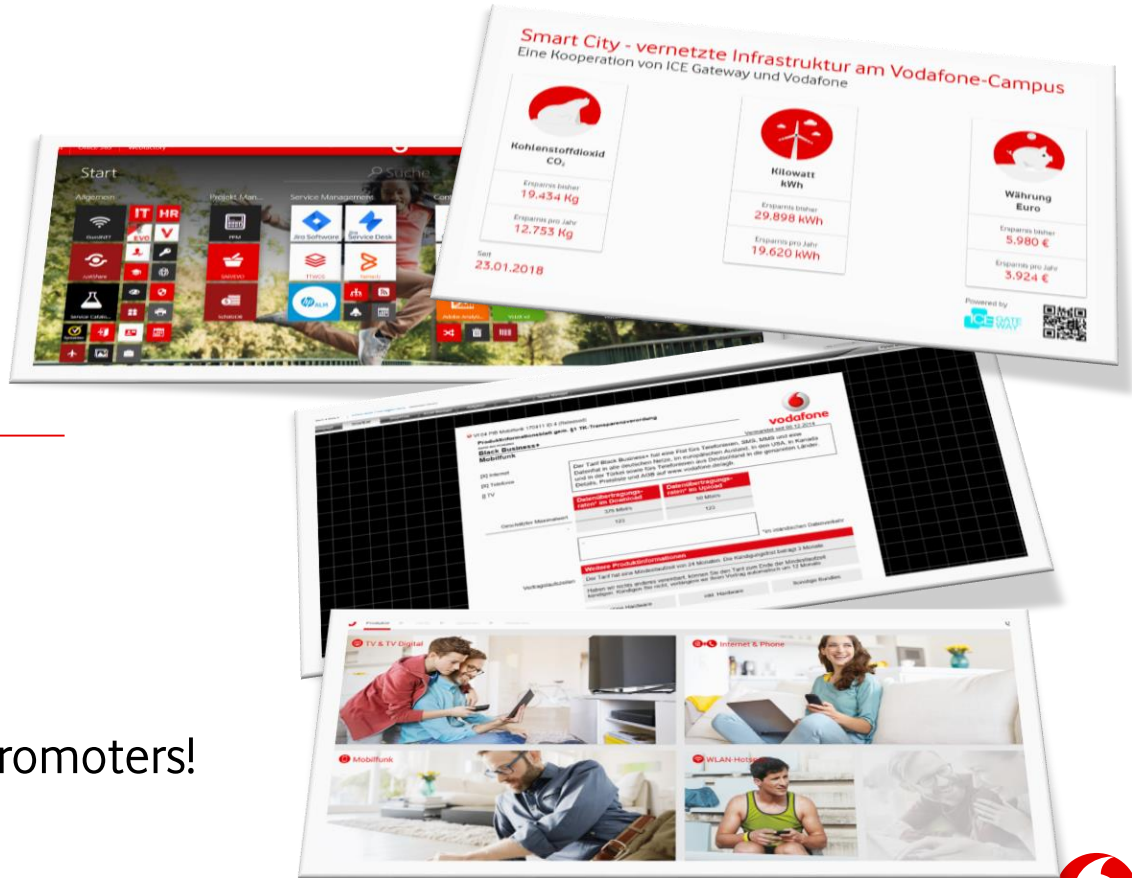
Software Isn't Enough | Just do it!

- Time is always against you!
 - Waiting = Wasting!
 - There's no perfection!
 - You'll never know if you don't try!
-



Software Isn't Enough | Just do it!

- Proof your value by delivering!
- Support showcases and MVPs!
- Enable other teams to scale!
- Success stories are your best promoters!



#4

Wrap Up



**Software alone
doesn't make
you digital...**



...humans do!

