

DPWN Corporate Intranet - An Overview  
29.05.2001

# Corporate Intranet

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- Deutsche Post World Net
- Corporate Strategy
- Corporate Intranet Vision
- Components of Corporate Intranet
- Roll-out
- Benefits

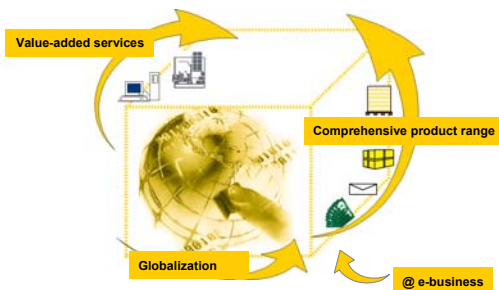
Deutsche Post World Net is becoming a leading company in all its business areas

revenues: €32.71bn (2000)  
EBITA: €2.38bn (2000)

Deutsche Post World Net  
MAIL EXPRESS LOGISTICS FINANCE



The Corporate Strategy is focused on extending the business platform



In 1999 Deutsche Post World Net operated several intranets driven separately due to the independence of business units

1999



2001+



**The Internet-intranet**

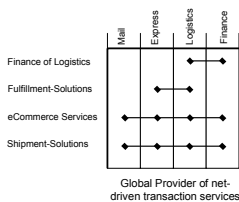
- DPAG: Two intranet pilots
- DPEE: Several intranets in all parts of the network
- Postbank: No intranet yet
- Danzas: Several intranets in most country units
- DHL: More than 30 different intranets

**3-Tier Corporate Intranet Architecture**

- 1. Tier: Replication Master
- 2. Tier: Co.In Nodes in business units
- 3. Tier: Local intranets run in local responsibility

The strategy of becoming a net-driven company directly implies the need for a central instrument of internal web-based services

**Business Vision**



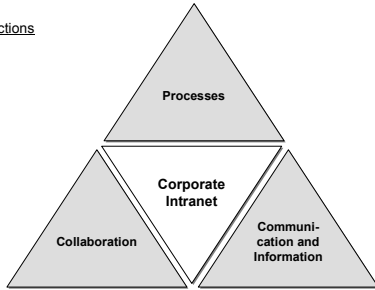
**Communication needs**

- Enabler to
  - Share Knowledge
  - Globalize Customer and Product Management
  - Integrate Corporate Divisions
- Functions to
  - Yield Collaboration in and between business units
  - Ensure Group wide steering and reporting
  - Decrease costs of Change Management by providing efficient means of communication

## Project Corporate Intranet

The Corporate Intranet is one key for the integration of business units and cultures as well as knowledge-sharing among all users

### Intranet functions



## Project Corporate Intranet

By e-enabling strategic business processes important potentials can be unlocked

### Processes

- Efficient Global Key Account Management for customers
- Transparent structures in HR Management
- Streamlined procure to pay process
- Integrated eBusiness-Platform to leverage customer value
- Role-based eLearning available at the employees workspace

## Project Corporate Intranet

The Corporate Intranet supports company-wide collaboration

### Collaboration areas

- Project coordination from and between distributed locations
- Distributed compilation and exchange of documents
- Provision of Virtual Libraries
- Location of experts
- Set up of Communities of practice

## Project Corporate Intranet

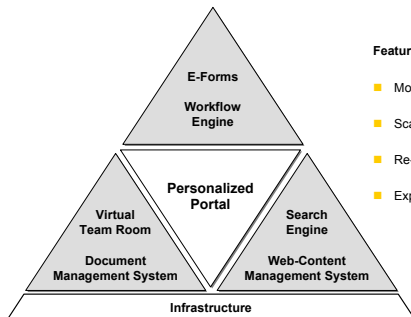
The Corporate Intranet offers a consistent platform for communication and management information

### Communication and Information

- Personalized Information and digital distribution of Corporate Communication items
- Just in time provision and distribution of globally available investor information
- Timely and efficient reporting of controlling information

## Project Corporate Intranet

To ensure the best possible solution on a high technological standard, Corporate Intranet is based upon components



### Features

- Modular on open standards
- Scalable
- Re-useable
- Expandable

## Project Corporate Intranet

The Corporate Intranet delivers the best possible services

### Services

- Availability 24x7 hours
- Hotline
- Content Management-Agency

### Support

- Helpdesk
- Web Based Training
- Styleguide/Toolbox
- Migration

## Project Corporate Intranet

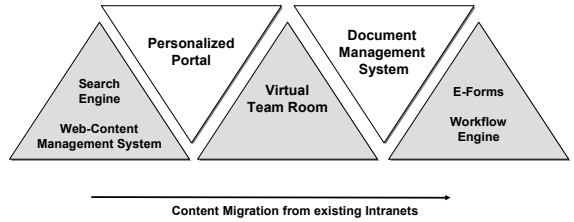
The benefits of the Corporate Intranet can be leveraged at once and for free

- Intranet components are easy-to-use and free of charge for divisions
- Common know-how on standard intranet components
- Reduction of administrative and operative costs and future integration expenses
- Integration of the company (Merger ready), fusion of the different UB Intranets

## Project Corporate Intranet

The Corporate Intranet components are available step by step, reaching the company-wide roll-out in 2002

### Future prospect



## Project Corporate Intranet

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Backup

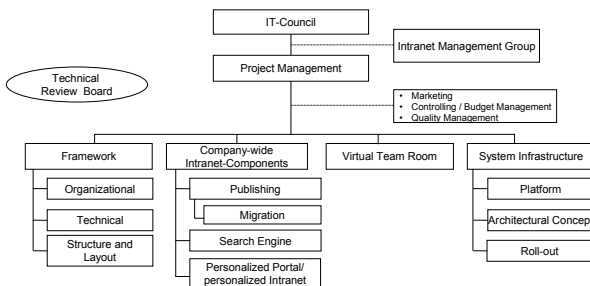
## Project Corporate Intranet

### Driving forces behind the Project Corporate Intranet (Co.In)

- **Corporate Strategy**
  - Implementation of the Corporate Strategy/Enabler for a Net Driven company.
  - Optimization of process organization (Cultural Change), digital process support (customer, company, suppliers and partners) (Internet/Intranet/Extranet)
  - Integration of the company (Merger ready), fusion of the different UB Intranets
  - Facilitating services for co-workers in global organizations
- **Costs**
  - Reduction of transaction costs (digitized processes)
  - Resource bundling - avoidance of parallel Intranet application development within individual CD, reduction of administrative and operative costs and the future integration expenses (component-based applications, Platform)
  - Reduction of change management costs
  - First step towards activity based costing in IT
- **Knowledge Management**
  - Improvement of CD-, country- and time-spanning co-operation
  - Increase of topicality of information and reaction rate
  - Support of interaction, reduction of media disruption
  - Base layer for interlaced IT applications

## Project Corporate Intranet

### Project Organization



## Project Corporate Intranet

### Scope of the Project Corporate Intranet

