



arvato – Competence in Technical Information

Managing Information Complexity Effectively
for an efficient and cost-reduced In-Service Support

S1000D USER FORUM 2013, Viena

»CORPORATE INFORMATION MANAGEMENT

arvato
BERTELSMANN

AGENDA

Bertelsmann & Arvato

Our Value Chain

Expertise in Aftersales

Typical Customer challenges

Changes in user behaviour

About Standards

Our approach & Some examples

Conclusion

01

Arvato &

Bertelsmann

Bertelsmann – a true multi-media company



TV & VoD



(e)Books



Magazines



Services



Printing



Every day...



Penguin Random House



Gruner + Jahr

... Gruner + Jahr's readers in more than **30** countries worldwide can choose from **500** different media offers.

Facts

... **1.9 million** people worldwide purchase books, audiobooks or e-books from Penguin Random House. They can choose from more than **100,000** titles.

... **145 million** times, people tune in to one of RTL Groups' programs, with a choice of **53** TV and **28** radio channels.



RTL Group

... **166 million** times, customers in Germany alone will come into contact with any one of the Arvato services.



Arvato

... Be Printers' **18** operations in **6** countries produce some **30 million** printed magazines, catalogs, brochures, books and calendars.

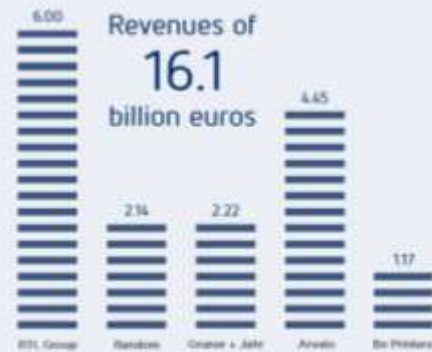


Be Printers

104,286
employees worldwide



11,931	5,712	11,585	63,818	6,380
RTL Group	Penguin House	Gruner + Jahr	Arvato	Be Printers



BERTELSMANN



More than **450** employees

18 international locations in 7 countries

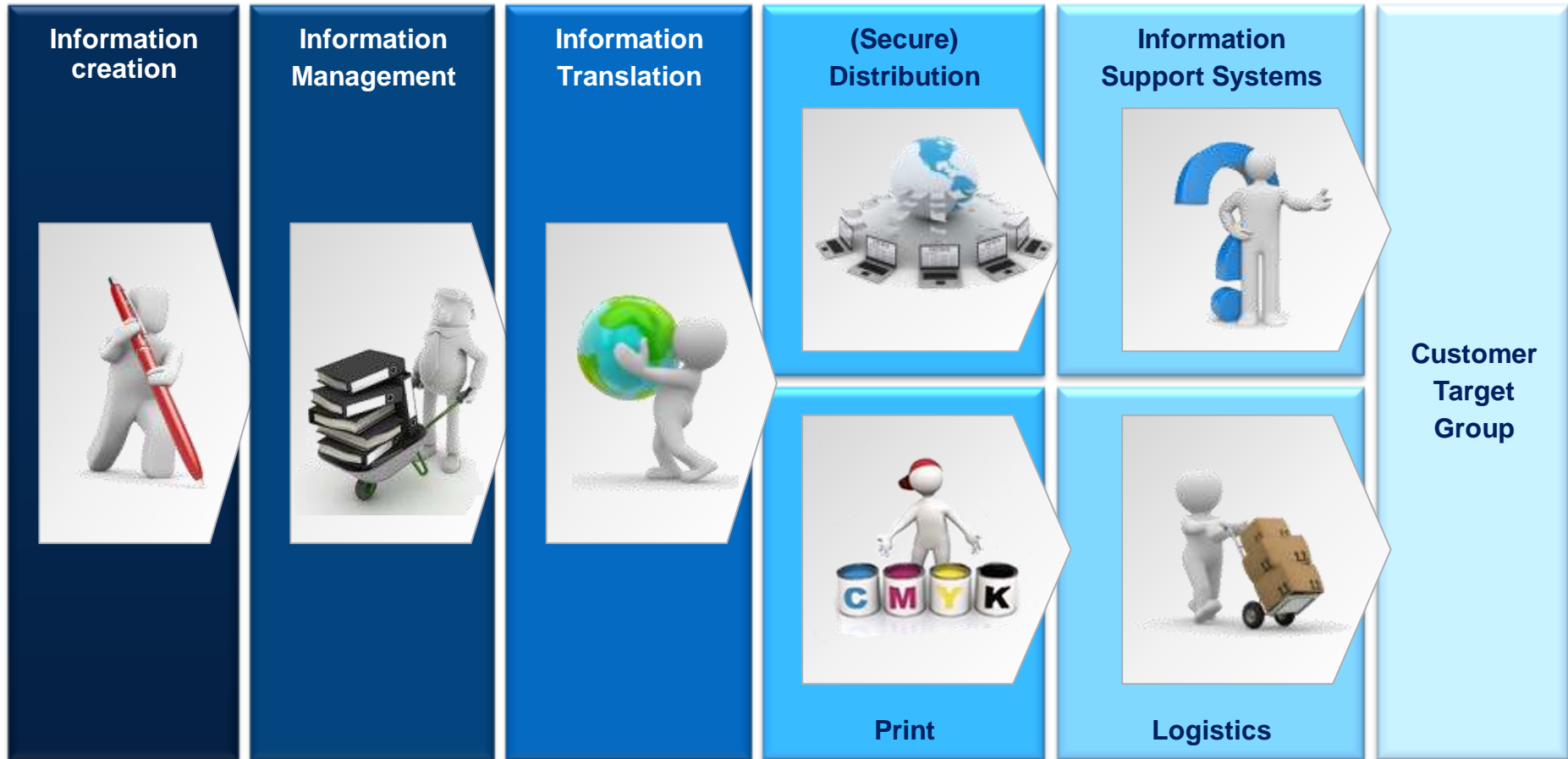


- **DIN ISO 9001:2008**
- **EN 15038 (Translations)**

02

Our Value Chain

The „Standard“ Information Management Process



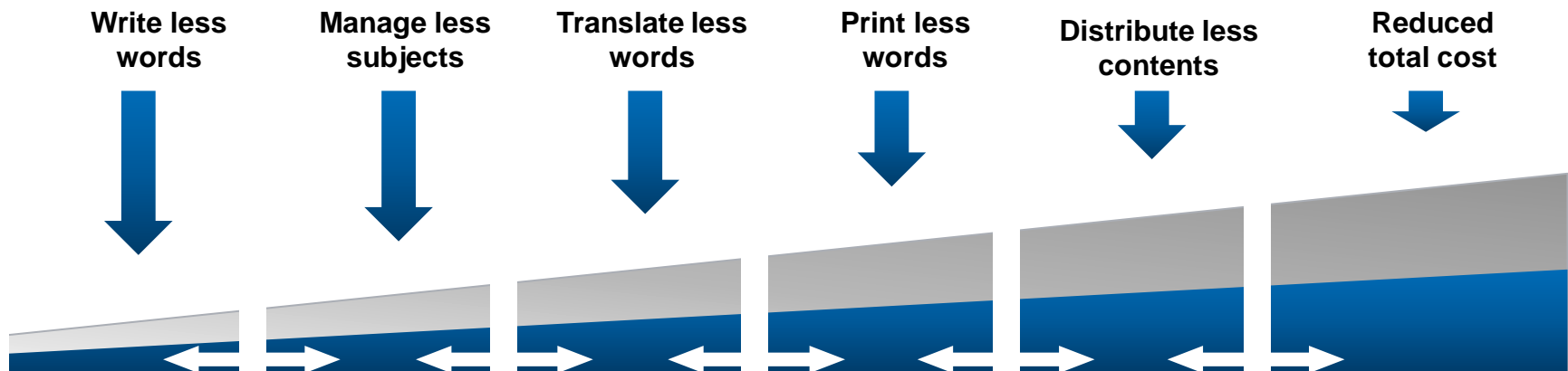
arvato's customers benefit from lower costs and a significant reduction in complexity

Mission Statement

CIM (creates and) operates international service platforms that help our customers to provide their end customers with **quickly and cost effectively** with marketing and service information.

CIM has a unique media value chain based on intelligent IT solutions in order to **reduce complexity and costs** for our customers, hence providing measurable value-add.

Our Solution



03

Expertise in
Aftersales

arvato's competences in the management and distribution of information in the field of After-Sales

Information portal for repair operations and workshops

Licence management of SW and distribution solutions

Intelligent information viewfinder



Mechanic /
In service Support staff

Operation manuals – physical & digital format

APPs – custom-made

Digital Marketing for outlets



Final Customer

Authoring systems

Content Manager

Communication sites

Webshops Platforms

Mgmt. of Serial numbers

Marketing databases

Workflow-Mgmt.



Organization

... covers the entire information value chain in the after sales area

Maintenance & Repair

- Repair manuals
- Working hours
- Circuit diagram
- Maintenance tables
- Illustrations & Animations
- Installation manuals
- eShops

Service Operations

- Operations guides
- Service manuals
- Quick guides
- Illustrations
- Accessories manuals
- Service Portals

Diagnosis

- Fault finding strategies
- Diagnosis concepts
- Diagnosis programme
- Translation management

Training

- Training documentation
- eLearning / CBTs
- Self-study programme
- Web based training

Translation of technical contents into more than 40 languages

Design, implement & Operate the Supporting IT-Solutions

Financial Processes

Call Center / Customer Contact Centers

A partner for the global Roll-Out of
After Sales Standards, processes and philosophies

04

Typical Challenges
of our Customers

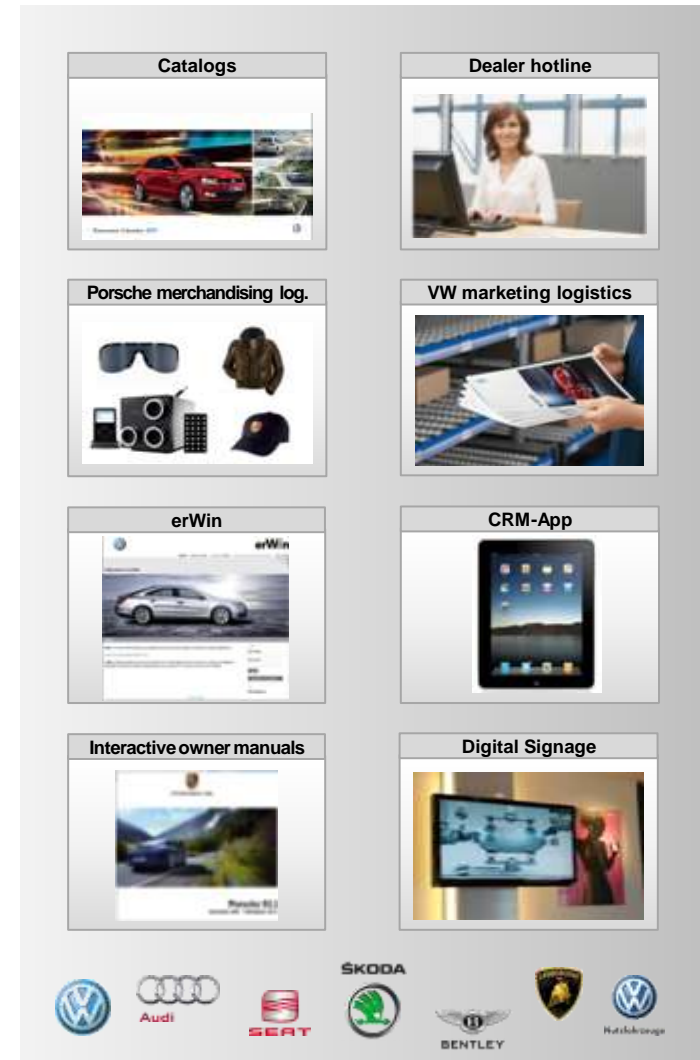
Challenges for the Information Management caused by multi-dimensional complexity increase



Case Study VW – arvato is the central provider of marketing and service support media within VW

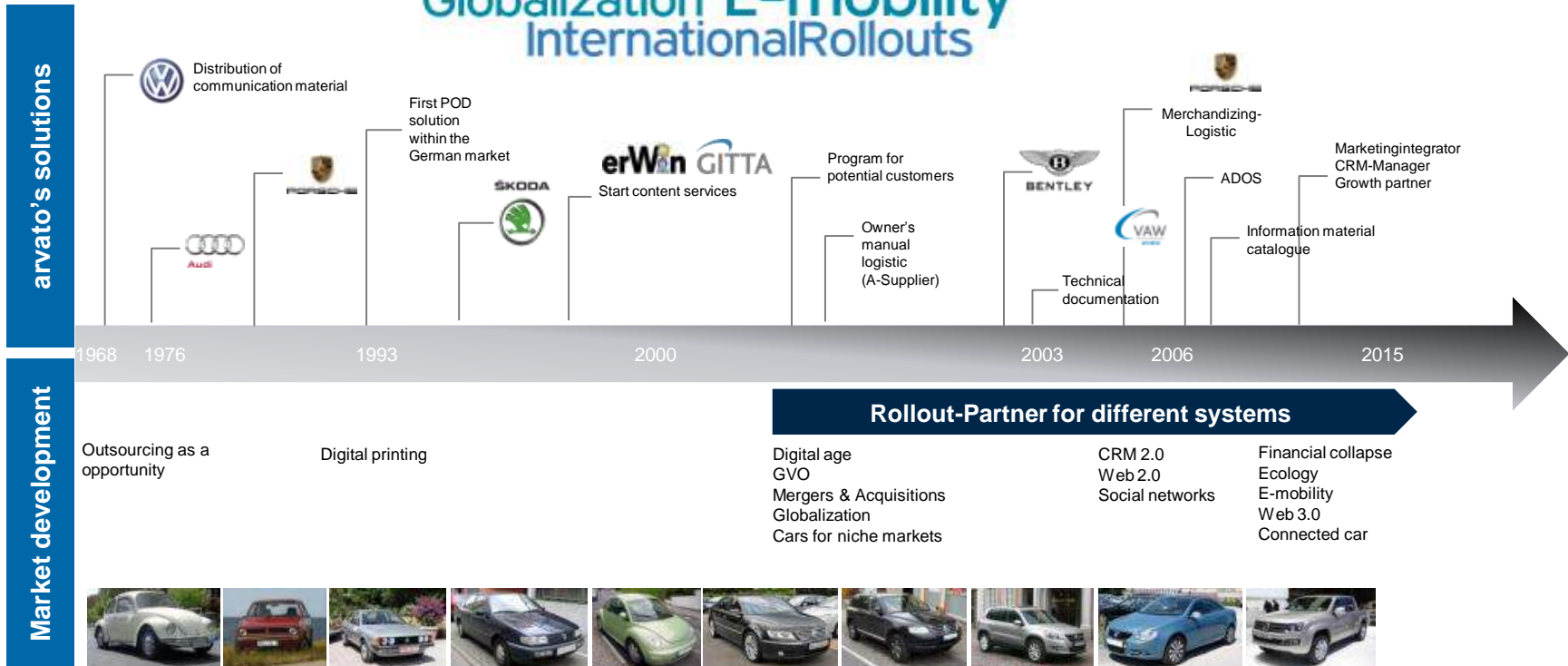
Our services:

- Operation of a **central media distribution storage**
 - ▶ aprox. 70,000 articles
- Push- and Pull **Marketing and Service Media logistics**
 - ▶ 1 mio. mailings per year
- **JIS owner manual management**
 - ▶ 2 mio. owner manuals to 10 factories worldwide
- **Technical editing and illustration** of service media
 - ▶ WOB, ING, China, Brazil, Spain, South Africa
- **CRM operations**
 - ▶ 250,000 individual customer requests per year
- **Planning, construction und operation of e-platforms**
 - ▶ GITTA, erWin, IK, ADOS, etc
- **Support** of retailers and importers
 - ▶ supporting the process chain until the final customer
- Bertelsmann as a **strategic partner** for innovative content, digitalisation and management solutions



Being a trusted partner for VW during 45 years ... makes them involve us into their STRATEGIC Projects

CallCenter
Digitaler Schauraum
SocialMedia
CRM Dealer Management System
Aktivierungsdokumente
AppProvider
Globalization
E-mobility
International Rollouts
DigitalDistribution
ConnectedCar



05

Changes in

User Behaviour

Consumer behavior is changing – new daily routines

Typical Media Usage in our daily routine: Comparing the years 1997 and 2012

1997

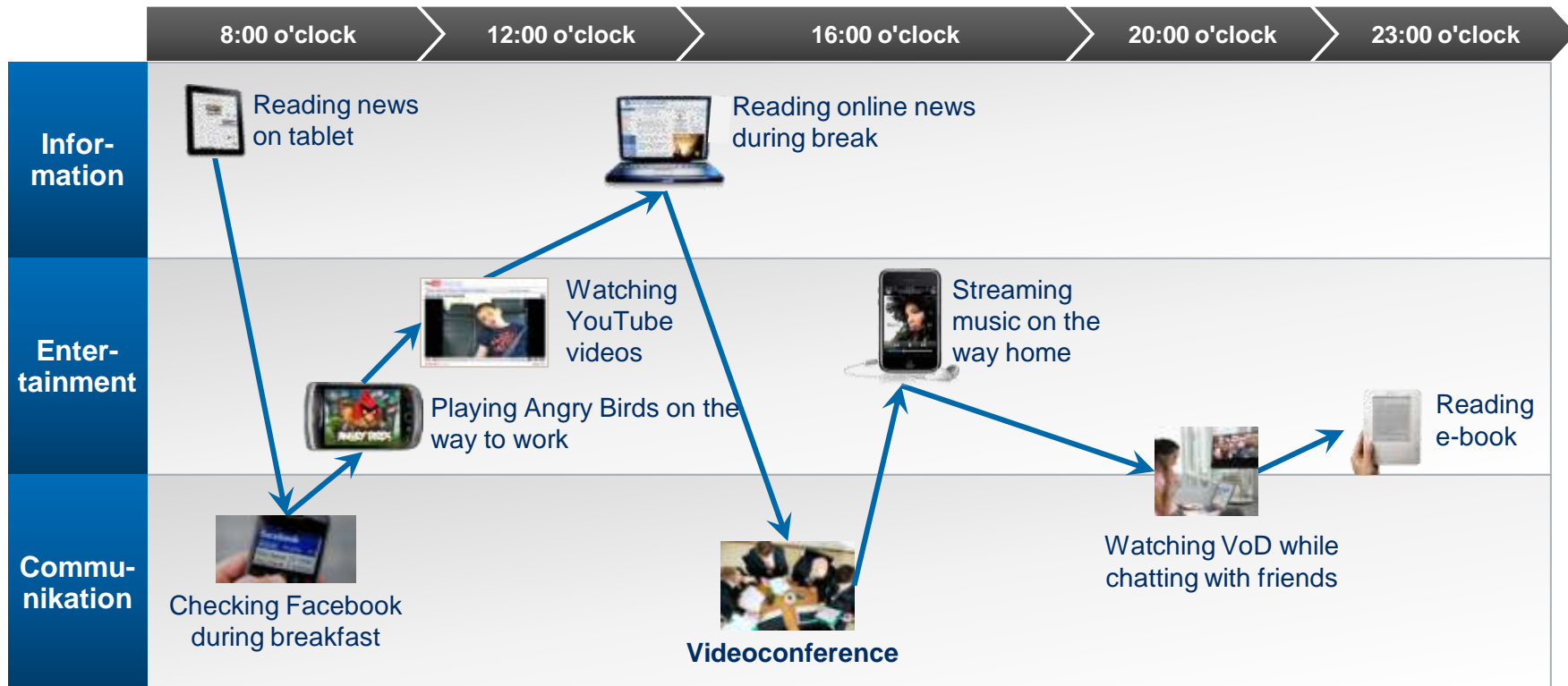


Quelle: BCG Analyse

Consumer behavior is changing – new daily routines

Typical Media Usage in our daily routine: Comparing the years 1997 and 2012

2012



Quelle: BCG Analyse

- ⇒ Today's media usage today is fragmented, digital and "always on"
- ⇒ "Tablets & Smartphones Will Drive 60% of all IT Market Growth in 2013" *

* Source: IDC 2012

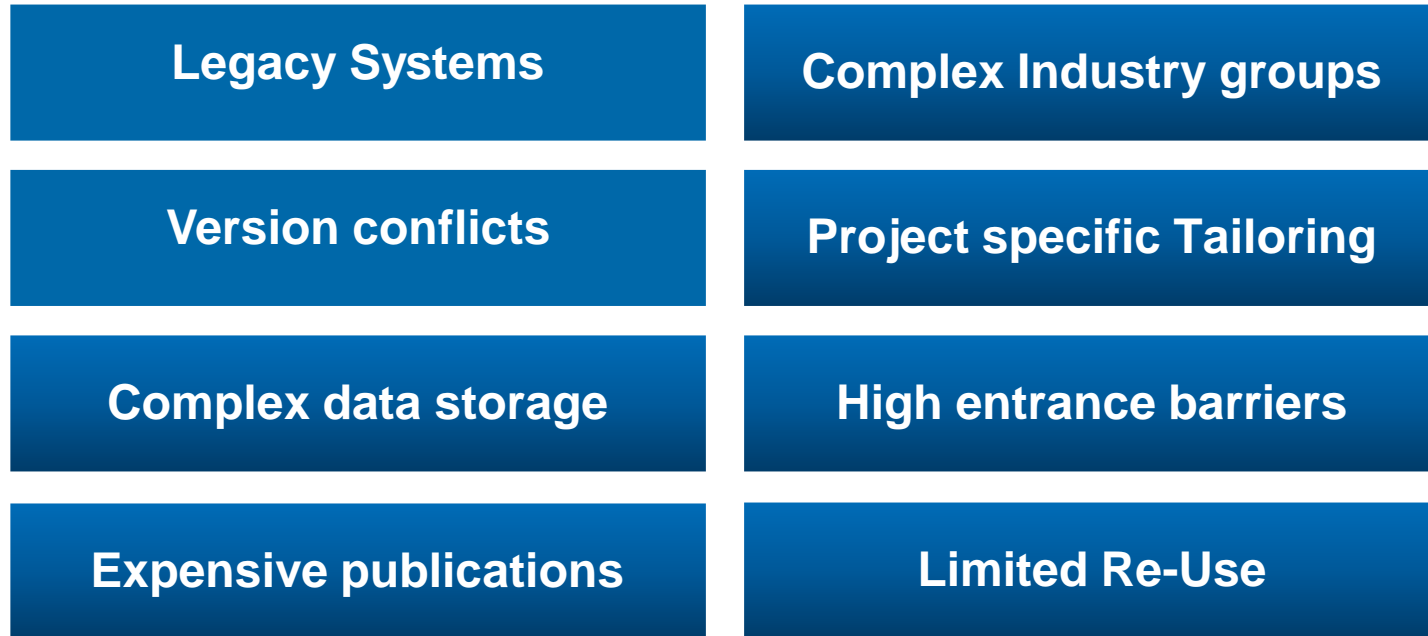
06

About Standards

Working towards “One common global standard”

- We are **actively supporting S1000D** and the ASD Spec Initiatives
 - (Spanish) Industry Observer in S1000D SC
 - Participation in SMTT Working Group
- We are realizing **many projects in S1000D** :
 - Several projects on the military side (KODIAK, BOXER, etc)
 - Other Projects on the civil side (wind energy, etc)
- We are **actively promoting S1000D** in front of potential customers
 - whenever it is reasonable
 - discussing Pro’s and Con’s of the Spec openly with the Customers
- We are closely following **new interesting initiatives**:
 - RailDex, ShipDex, etc

But: What reality do we see in the Industries?

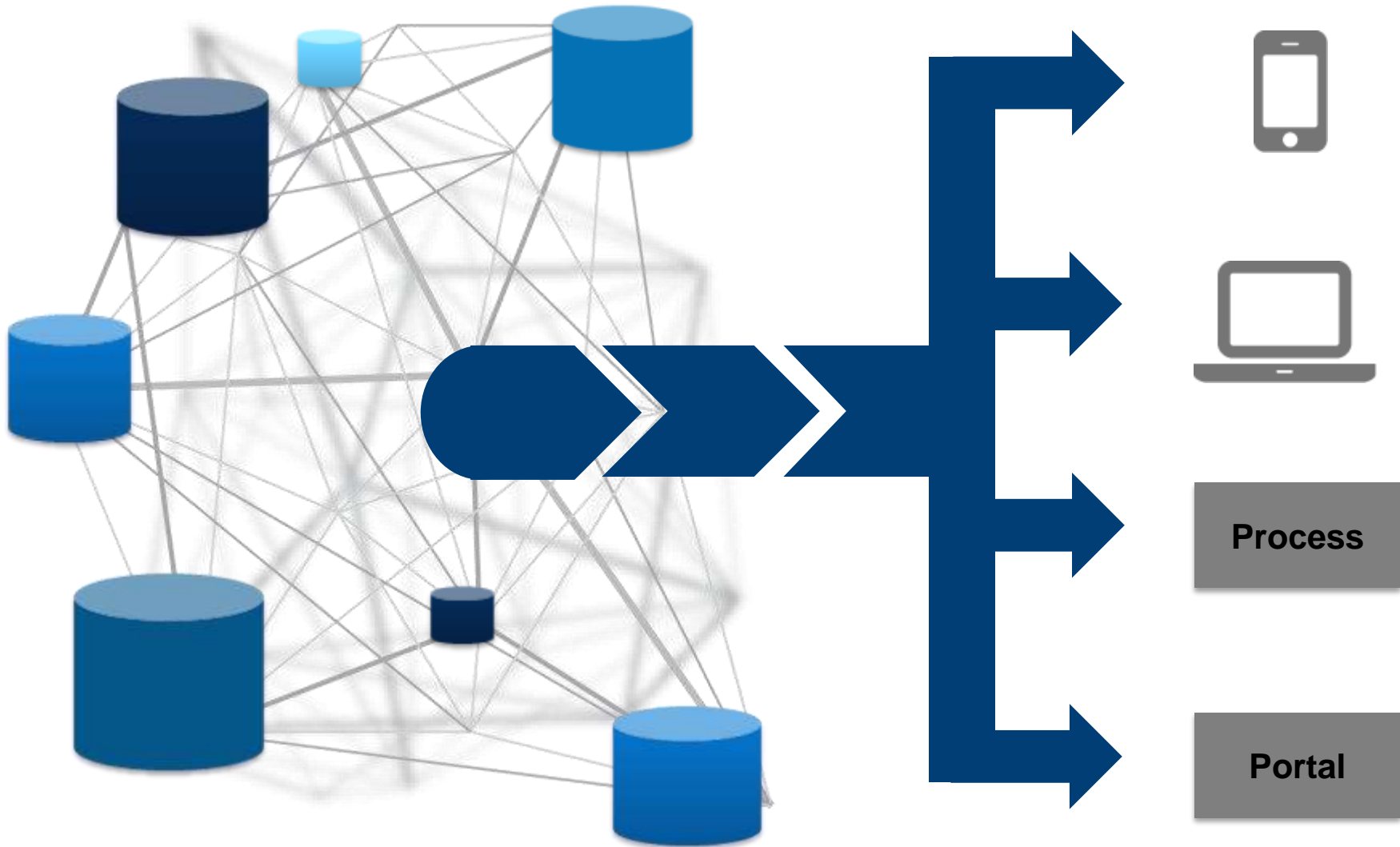


- **Standard potentials are often not used**
- **There's "customer-internal" impediments**

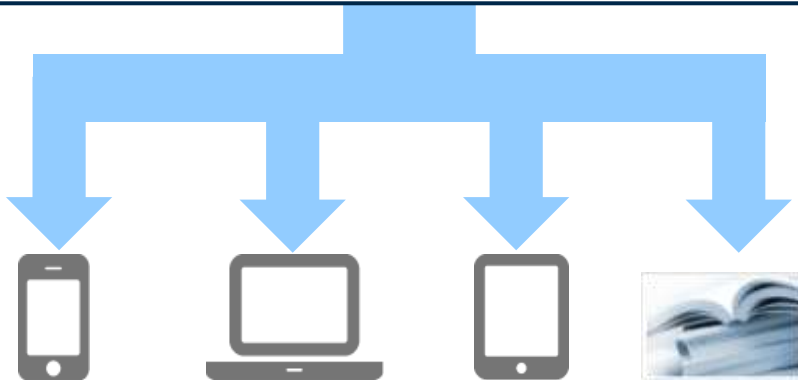
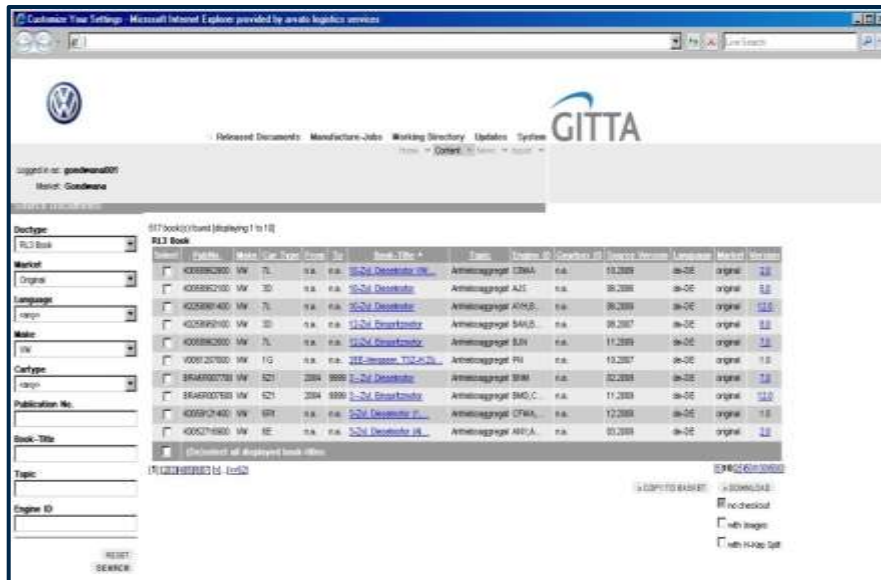
07

Digital Transformation: Some Examples

Our approach: Create open and integrated solutions, while integrating existing systems & processes



GITTA – the Global Data Hub for the VW group



Solution

- Global data repository (**Enterprise Content Management**) of all VW group service info.
- Includes VW group importers (B2B).
- **Translation and localization management.**
- Integrated editorial **workflow.**
- **Intelligent distribution of data packages** for dealer systems.
- Web platform, worldwide availability around the clock.

arvato's services

- Concept, specification, architecture & development.
- Digital distribution services
- Hosting and application support.
- 1st, 2nd and 3rd level user support.

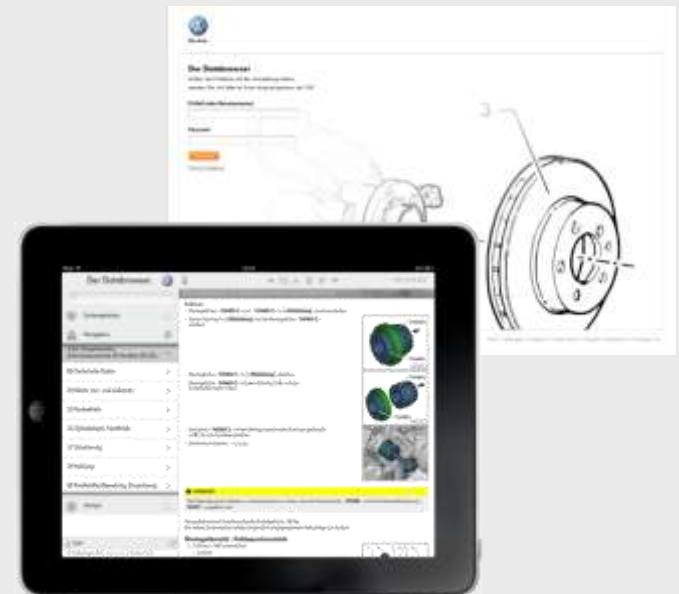
Facts and figures

- 5 VW-group brands.
- 19 languages content, 4 languages user interface.
- 300 registered markets/importers.
- More than 250,000 current and 410,000 archived documents.



DATABROWSER

- Intelligent display system for the presentation of workshop information in an easy-to-use manner
- Central and unified preparation from various source systems and different formats
- Cross search mechanisms (full text, terminology)
- „Dashboard functions“, fully integrated into the process
- Feedback channel and tracking of user behavior
- Support of different devices and operating systems: Web und App (Tablet)



The "Databrowser" can be seen at our booth

Firefox | Der Databrowser | + | https://www.vw-databrowser.com/databrowser/?wicketinterface=:3: | Google | Intranet ASTI |]PO[| https://intranet.arvato... | https://your-postbox.a... | + Paper.li | https://www2.executiv... | https://www.iberiacar... | https://www.american... | https://www.miles-an... | Marcadores

Sprache: de-DE | Profil | Hilfe | Rückmeldung | Abmelden

Das Auto. | Databrowser | Arbeitsmapen | VTO

121-CHYA-MHG[0CF] Kupplungsgeberzylinder

Strukturbaum

- 1.3 Kupplungsbetätigung
 - Übersicht - Kupplungsbetätigung
 - 1 Montageübersicht - Fußhebelwerk
 - 1 Montageübersicht - Kupplungshydr
 - 1 Montageübersicht - Kupplungsaur
 - 1 Lagerbuchse aus- und einbauen
 - 1 Kupplungsgeber- und Kupplungsne
 - 1 Kupplungspositionsgeber G476 au
 - 1 Kupplungspedalschalter F36 aus- und
 - 1 Zugfeder aus- und einbauen
 - 1 Kupplungspedal aus- und einbauen
 - 2 Lagerbock aus- und einbauen
 - 1 Lagerbock mit Kupplungspedal
 - 1 Kupplungsgeberzylinder aus- und e
 - 1 Kupplungsnehmerzylinder aus- und
 - 1 Leitungen für Kupplungsbetätigung
 - 1 Kupplungsbetätigung entlüften
 - 1 Kupplungsausrückung in Stand setzen
- + Kupplung
 - 2 34 Betätigung, Gehäuse
 - 35 Räder, Wellen
 - 39 Achsantrieb, Ausgleichgetriebe
- + Selbststudienprogramme
- + Infomittel

Suche schließen | Dokument(e): 8 von 22 | Suchergebnisse

- Bei Arbeiten im Fußraum den Bodenteppich mit einem Lappen vor auslaufender Bremsflüssigkeit schützen.
- Den Nachlaufschlauch »-1- am **Kupplungsgeberzylinder** abziehen.
- Zusätzlich, zum Abklemmen, kann er mit dem Verschlusswerkzeug - **T10249/1** - verschlossen werden (⇒ Abb. oben).
- Sicherungsklammer »-2- mit einem Schraubendreher oder spitzen Gegenstand bis Anschlag herausziehen und Rohrleitung »-3- am **Kupplungsgeberzylinder** abziehen.
- Abdeckung Fahrerfußraum ausbauen → Karosserie-Montagearbeiten Innen; [Rep.-Gr.68](#) [Ablagen/Abdeckungen; Schalttafelabdeckung Fahrerseite aus- und einbauen].

Fahrzeuge mit Kupplungspedalschalter - F36 -

- Kupplungspedalschalter ausbauen → [Kapitel](#)

Linkslenker

- Crashstrebe ausbauen; Schraube »-1-.
- Mutter »-2- beachten.

Werkzeugliste

- Schlauchklemme **3094**
- Drehmomentschlüssel **V.A.G 1331**
- Montagewerkzeug für Federbandschellen **VAS 5024 A**
- Verschlusswerkzeug **T10249**
- Verschlusswerkzeug **T10249/1**

Bauteile

- Kupplungspedalschalter **F36**
- Kupplungspositionsgeber **G476**
- Kupplungspositionsgeber

Dokument-Informationen

© 2013 Volkswagen | Impressum | Rechtliches | Volkswagen International | Volkswagen AG

ES | 11:17 | 17/09/2013

Our approach: Use advanced information platforms as basis for multiple use cases & outputs



VW Bordbuch Online



arvato SINA
for Daimler & VWoA



Vodafone
Diagnosis Portal



Mobile Catalogue Solutions



Porsche Good to know iPad



Digital Signage TV

Our approach: Connect existing and new media to create additional benefit for end customers





Modern & user-friendly vehicle information

Our solution:

- **Media neutral processing of data** and content management
- Design, concept, usability and Media Asset Creation
- **Interactive linking** and **didactic treatment** of all information, animations and footage
- DVD-authoring and replication
- Integration of the media into the **customer contact program** (=retrieve customer data)
- **Full integration of the end-customer's mobile devices** into the solution (Apps, Car Access etc)

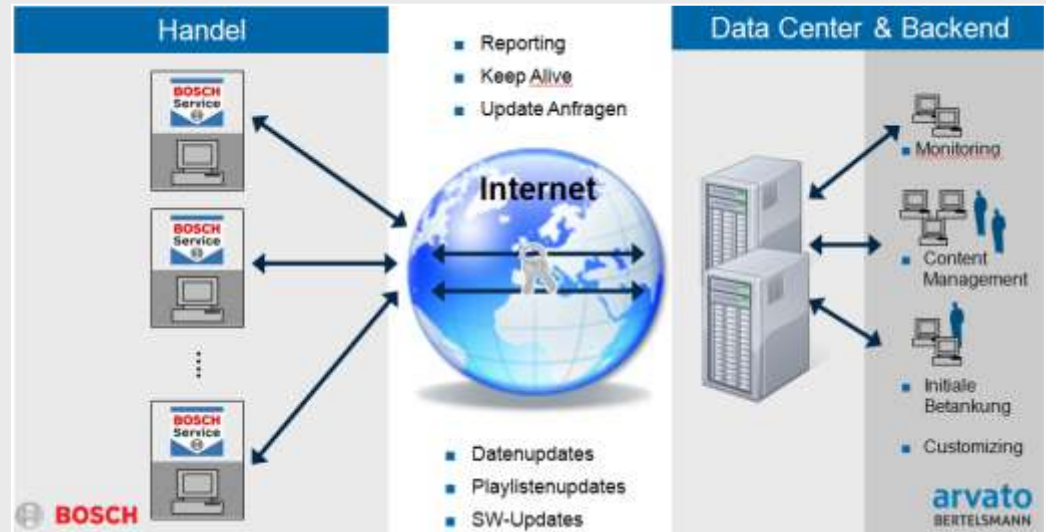
» This integrated, global service concept has contributed a lot to achieving our goals. One can see the many years of experience of arvato in the excellent process stability.”

Alexander Pretsch – Head of customer literature and media use
– Dr. Ing. h.c. F. Porsche AG



BOSCH – DIGITAL DISTRIBUTION

- Worldwide distribution of ESI[tronic]- and KTS diagnosis software for more than 75.000 recipients
- Hotline-Service for ESI[tronic]
- Worldwide, international finance development and subscription administration
- Digital PoS-Marketing (content creation, management and distribution) in over 100 German Bosch workshops



08

Conclusion

Summary

- ✓ arvato is Bertelsmann's Service Division, with global presence
- ✓ In arvato, we are experts in preparing and managing Customer Support processes, for both B2B and B2C customers
- ✓ arvato TI is an Information Management provider covering the complete Information Value Chain, from cradle to grave
- ✓ Our customers benefit from significant reductions in complexity and cost
- ✓ We manage - with our customers - the "Digital Transformation" by developing (and operating) state of the art IT solutions
- ✓ We create open and integrated solutions, while integrating existing systems & processes to avoid legacy problems ("data turn tables")
- ✓ Our customers benefit from state-of-the-art solutions in line with global trends, making their products attractive for the end-users

Arvato : Ensuring the right technical data to be available at any given moment, correctly, in the right format and ready to use!

And: We are experts in S1000D



Customer:
Rheinmetall Nederlands B.V.,
Amsterdam



Under subcontract of:
KMW RHEINMETALL
KRAUSS-MAFFEI WEGMANN



Customer:





We tailor **solutions**
to our clients' needs

Michael Hengst

General Manager

»CORPORATE INFORMATION MANAGEMENT

arvato Technical Information S.L.

Gran Vía de SEAT | 08760 Martorell | Spain

Phone: +34937 037 895 | Cell.: +34 609.675.199

E-Mail: michael.hengst@bertelsmann.de

<http://ti.arvato-cim.es>

**Thank you
for your attention!**

»CORPORATE INFORMATION MANAGEMENT

arvato
BERTELSMANN