



Advance Info Service

Expediting information retrieval and response to customer inquiries while providing end-to-end information lifecycle management

Benefits

- Improved customer service by enabling faster responses to customer inquiries
- Increased efficiency from instant access to information
- Reduced cost and risk of lost documents by eliminating need to send documents to central office for scanning
- Rapid deployment
- Seamless, end-to-end information lifecycle management

Business overview

Advance Info Service Public Co. Ltd. (AIS), an affiliate of the Shin Corporation, is widely recognized as the leading mobile network system provider in Thailand. AIS provides GSM service. Through continual development and innovation, the company strives to provide the best network today and in the future. Its goal is to enable its mobile customers unlimited, anytime, anywhere network access.

Challenge

With over 2.1 million subscribers, AIS has a lot of customer information to maintain and manage. Subscriber contract information as well as personal identification information are needed regularly by customer service as well as other departments. Because of the company's continued success attracting new customers, AIS was quickly outgrowing its legacy systems for managing subscriber information.

AIS knew it needed a more scalable, flexible solution that could cost-effectively manage the 1.4 terabytes of data that had already accumulated and were continuing to grow. AIS also wanted a solution that would enable the company to make future modifications on its own, rather than having to call in external contractors every time a change was needed.

EMC solution

AIS chose EMC® Documentum® ApplicationXtender® because it met the company's requirements for scalability and flexibility, and because it could be deployed rapidly, with minimal disruption to employees. "ApplicationXtender was exactly what we were looking for," said Supot Punnachaiya, vice president of IT operations at AIS. "It had all the features we needed to support us today as well as to grow with us in the future, at a cost-effective price."

With help from local EMC partner NeoPlus Thailand, AIS rolled out ApplicationXtender in January 2005. The base implementation took only a few weeks—much less time than developing code from scratch. Migrating the 1.4 terabytes of data from the repositories stored on Hitachi Data Systems hardware to EMC Centera® took a while longer as data was migrated only at night so as not to disrupt operations.

Reducing risk of loss and shipping costs

Today employees at headquarters and the 14 AIS major branch offices scan documents, such as subscriber contracts and personal identity cards, into ApplicationXtender. These images are then indexed, verified, and migrated to a central repository that can be accessed via the company intranet using any web browser. As a result, any risk of misplaced documents is greatly reduced and the cost to send documents to a central location has been eliminated.



Increasing efficiency and improving customer service

Having all this customer information in one easily searched, common repository, accessible from any web browser on the company intranet has made it easier for AIS employees to do their jobs. Now they have the information they need in front of them with just a few mouse clicks. They can search on designated record fields, such as date or record number, or on the Thai characters contained in the documents.

“With EMC Documentum ApplicationXtender, we can quickly access over 1.4 terabytes of customer information from any of our major branch offices, plus we have the scalability and flexibility to support further growth. Add to that EMC Centera and EMC Documentum software solutions, and we have seamless, end-to-end information lifecycle management.”

Supot Punnachaiya, Vice President of IT Operations

Business profile

Advance Info Service plc

Leading mobile network provider in Thailand

Industry

Telecommunications

Geographies

Headquarters in Bangkok, with 14 major branch offices nationwide

Business solution

Document management

EMC products

EMC Documentum ApplicationXtender, EMC DiskXtender, EMC EmailXtender, EMC Centera

Deployment summary

Two hundred employees at headquarters and major AIS branch offices nationwide have instant access to over 1.4 terabytes of subscriber registration forms and identification documents. These documents are now scanned at any of these locations and indexed, verified, and migrated electronically to one central repository.

EMC partners

NeoPlus Thailand

As a result, customer service representatives can now answer customer inquiries much faster. “With ApplicationXtender, we have both increased efficiency and improved customer service,” said Punnachaiya.

Providing end-to-end information lifecycle management

By choosing other EMC products to complement ApplicationXtender, AIS implemented a seamless, pre-integrated foundation for extracting and managing its customer-related content throughout the lifecycle of that content. ApplicationXtender captures images and data and enables indexing and verifying of content. Then EMC DiskXtender® hierarchical storage management software migrates that content to the EMC Centera storage platform based on AIS-defined policies.

ApplicationXtender can be used to search both primary and secondary (migrated) data in the EMC Centera repository for all occurrences of documents meeting certain search parameters. This capability makes it significantly easier for AIS to manage control over the lifecycle of its documents. EMC Centera also provides Write Once, Read Many (WORM) protection and other features that facilitate compliance with recordkeeping best practices and industry regulations.

Leveraging ApplicationXtender to benefit other departments

AIS is beginning to leverage ApplicationXtender beyond customer service and legal affairs, the two departments that were using the legacy systems that ApplicationXtender replaced. The human resources department is now scanning employee identification records into ApplicationXtender for easy access and better recordkeeping practices. Because ApplicationXtender can image-enable almost any type of content, other areas within the company could easily benefit as well. In the future, AIS also plans to take advantage of the solution’s workflow capabilities to automate document approval and review processes.

Summary

“Everyone who has used ApplicationXtender has been pleased,” said Punnachaiya. “We’ve already experienced significant benefits, such as increased operational efficiency in every department in which it has been introduced, and we expect to see more in the future.”

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