opentext™

Success story

Osram GmbH

Industry
• Manufacturing

Solutions
• OpenText™ Web Experience Management
• OpenText™ Optimize Service Program (OSP)

Results

🎧 **Number of support incidents reduced** by 80 percent

⚙️ **System availability increased** to 99.97 percent

⏱️ **System administrator's working time reduced** by 20 percent

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OSRAM

Osram improves web content management system with OpenText™ Optimize Service Program

OpenText services reduce IT incidents and increase system availability

"Since using the OpenText Optimize Service Program, the number of IT incidents has decreased by 80 percent."

Lukas Pischala
Senior Technical Manager, IT Business Processes,
Information & Marketing
Osram GmbH
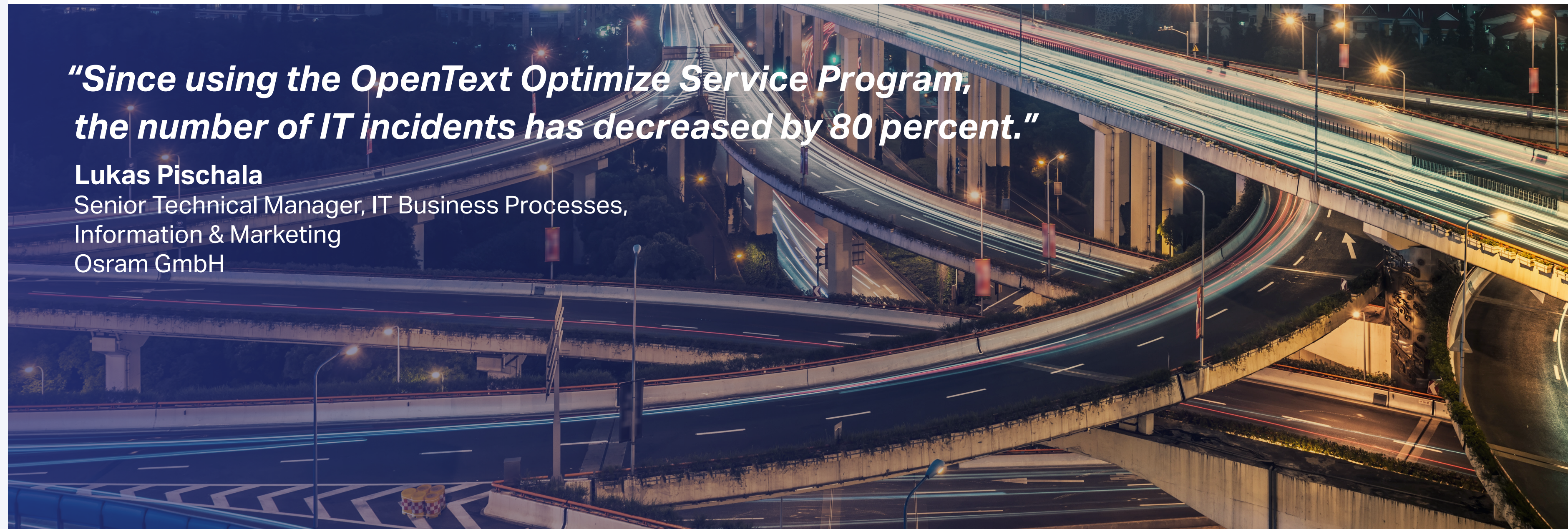
OSRAM, based in Munich, is a globally leading lighting manufacturer with a history dating back more than 100 years. The portfolio ranges from high-tech applications based on semiconductor technology, such as infrared or laser lighting, to smart and connected lighting solutions in buildings and cities. OSRAM had around 33,000 employees worldwide at the end of fiscal 2015 (September 30) and generated revenue of almost €5.6 billion in that fiscal year. About 43 percent of the total revenue is generated from semiconductor-based products.

The Osram brand stands for quality, service, and innovative strength, with more than 100 years of tradition. In the Internet age, this reputation is greatly influenced by the company's online presence, so its global websites need to be completely stable and highly available. In order to minimize the amount of administrative resources required to operate and manage the web content management system, Osram uses the OpenText™ Optimize Service Program (OSP), to help protect its online brand image.

Number of incidents reduced by 80 percent

"Our websites have always been important as an information platform for our customers and retailers. However, since our initial public offering in 2013, our global websites are also a strategic means of communication and a tool for maintaining our image and managing our brand," explained Lukas Pischala, Senior Technical Manager at Osram and Web Content Management (WCM) System Administrator. *"Let us take press releases as an example. They are an essential source of information, particularly for our shareholders. If the port- folio manager of an important investor is unable to access them, the Board of Management would get in touch with me very quickly."*

Osram has been using an OpenText WCM system to maintain its global websites since 2006. In the past, there were a frequent number of incidents, some of which were major and occasionally led to system failures. Among other causes, these were due to compatibility issues with the solution (e.g., with a new Java version or proprietary developments). Since 2010, to reduce the number of incidents per year from 25 common and 7 major incidents, Osram has been participating in the Optimize Service Program. *"As a result of monitoring carried out by OpenText as part of the OSP, the number of IT incidents has decreased by 80 percent,"* emphasized Pischala.

System availability increased to 99.97 percent

OSP is a modular service program that the customer can tailor to meet specific needs. It covers the entire range of administrative services—from training sessions that enable the customer to fully maintain an OpenText solution themselves to complete maintenance by OpenText, including hosting and strategic system planning. By default, service level agreements (SLAs) guarantee fixed response times, according to priority of one, two, or four hours. Service is provided either around the clock, 24 hours a day; seven days a week (24/7); or during office hours, eight hours a day, five days a week (8/5).

Osram has configured its package from this offering, including application monitoring, incident and problem management with two priority classes, and response times of one hour or 24 hours during 8/5 operation. OpenText carries out long-term root cause analysis, provides consulting, and rectifies problems at short notice.

Consequently, system availability has increased. Thanks to this, major incidents that lead to downtime or slow response times for users of the Osram websites are now a thing of the past. *"At the start of 2011, our system availability was 98.65 percent, but now it is 99.97 percent. I can't recall any downtime having occurred over the past two years,"* stated Pischala proudly.

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OpenText solution eliminates help desk requests

Despite the WCM solution's strategic significance as an information source, it is not part of the company's key systems. For security reasons, it is not directly connected to them. This is why Osram wants to use the least possible amount of administrative resources with respect to the WCM system. *"I am the sole system administrator worldwide,"* said Pischala. This is only possible because thanks to the OpenText solution, incidents do not lead to help desk requests. OpenText colleagues also consult with the in-house customer support team, if it is discovered during

root cause analysis that an incident is attributable to a problem with the WCM solution. Therefore, OpenText customer-service employees contact Osram's in-house help desk, relieving Pischala of this task. He, in turn, can focus primarily on monitoring the outsourced hosting provider, who operates and protects the WCM system. He ensures the solution always has sufficient memory and computing power, so that peak loads resulting from marketing campaigns do not lead to longer response times for users. *"This assignment of tasks works extremely well and saves a lot of my working time,"* summarized Pischala.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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