



## Improving Employee Communications while reducing administrative and IT costs with the help of solutions from Imanami

*"Imanami brings accuracy, speed and efficiency to the process of creating employee distribution lists. Our CIO and HR teams love the fact that what was once an unreliable and complex procedure is now an automated process."*

*Timothy Jensen  
Messaging Architect  
Cingular Wireless*

### **Providing Wireless Services Nationwide**

Cingular Wireless is the largest wireless company in the United States, with more than 46 million subscribers and a 2003 annual revenue of more than \$15.4 billion. Cingular is a joint venture between the domestic wireless divisions of SBC (NYSE: SBC) and BellSouth (NYSE: BLS). On Oct. 26, 2004, Cingular Wireless completed its previously announced merger with AT&T Wireless Services Inc., creating the nation's biggest wireless carrier with the largest digital voice and data network in the country.

### **Harnessing the Internal Communication Power of Employee Information**

Throughout the telecommunications industry, internal communications cycles are being compressed as companies expand through acquisitions. In this changing atmosphere, Cingular's operating departments such as IT and human resources face new pressures to create common employee address books and distribution lists. Streamlining and automating this process is key to cost-effectively managing operations and deploying resources.

"Improving our employee communications and targeting communications to particular audiences has been a long standing business objective," says Scot Steele, Manager of Network Services. "Our operating departments are very busy, especially now that we are merging with AT&T Wireless. Cingular has always had a complex environment: SBC alone had 11 cellular companies and we strive to find products that help us improve internal communication. We now need to be able to generate on-the-fly distribution lists to address immediate employee communication needs such as when Hurricane Hugo hit, we were able to reach employees in the affected areas in a matter of minutes rather than days."

In the past, the Cingular IT and human resources departments managed over 400 distribution lists with 40,000 users at the local and corporate levels, only with a lot of help from 11 system analysts and administrative staff doing data entry. As a result, data was unreliable and Trouble Tickets averaged 2,300 per month. The turnaround time to fulfill a request was an average of 3 to 10 days. Using the Imanami solution, Cingular was able to reduce the amount of Trouble Tickets by 45% down to around 1,500 per month.

"We had all this information, but it was too hard to extract from Peoplesoft applications and the data was unreliable," says Douglas Kremer, Director of Employee Communications. "We needed to worry a lot about producing employee lists for executives using information extracted from Peoplesoft, updating the information on Excel spreadsheets, and incurring huge costs in manual labor for data entry. Overall, our goal is to improve employee communications and reduce the costs at the same time: a challenge given our complex and changing operations."

Cingular began looking for ways to make employee information more accessible. "Some of our most skilled people are not necessarily experts with spreadsheets, nor should they be" says Timothy Jensen, Messaging Architect. "We wanted to make it easy for our people to individually query the system for things like distribution lists by state, business unit, job function,

