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
AT&T Wireless

Providing Wireless Services Nationwide

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. The company's suite of IP-based business communications services is one of the most advanced in the world.

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, AT&T'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 with all the mergers in our company. AT&T 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 AT&T's IT and human resources departments managed thousands of distribution lists with hundreds of thousands of 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, AT&T 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."

AT&T 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,

Accurate & Standardized Distribution Lists in Hours, Not Days

Jensen says automation of distribution list creation is especially important due to the AT&T Wireless merger. "My department was asked to create 34 temporary distribution lists which could have had a huge impact on our workload. What could have taken days took a matter of 5 hours and now we can focus on more strategic initiatives. The Imanami solutions work like a champ!"

AT&T has implemented Imanami's GroupID Automate and GroupID Synhcronize solutions system-wide for their AT&T branded operations and is currently focusing on the employee address book and common email address functions. "Peoplesoft is our master record of employee information and we also have an employee locator application which may be retired as we start to use Imanami's GroupID Synhcronize product as a provisioning application. GroupID Synhcronize is so easy to use compared to other Meta Directories: what beasts! With GroupID Synhcronize, we don't need as much professional service time, Zscript and other unwieldy products. GroupID Synhcronize is intuitive and turnkey. Without a doubt we will use Imanami's solutions to synchronize the AT&T Wireless directories."

Unifying human resource and IT operations- instead of having some information managed from individual business units and others managed at the corporate level- will better target employee groups, improve the use of employee information, and achieve significant cost savings, according to Jensen.

Leveraging Employee Directory Information to Lead in the Wireless Market

As AT&T utilizes Imanami solutions across the country, the company will become increasingly proactive in meeting employee communications requirements according to changing business conditions.

"We are consistently impressed by the people at Imanami," Jensen says. "They understand information and identity management, and they are committed to getting solutions live and putting them to work for AT&T. We think we have found a partner who will keep us on the leading edge of distribution list and identity management- and this is extraordinarily hard to do."

Contact Imanami for a free demonstration at: 1-800-684-8515
or visit our website at: http://www.imanami.com
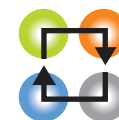
GroupID
Synchronize

GroupID
Automate

About Imanami

Imanami develops software that delivers Point Solutions for Identity Management. We focus on the high value milestones that you can realistically accomplish today and provide the quick wins, meaningful ROI and increased end user satisfaction that helps ensure internal company support for your IdM rollout.

Trial Software
30 Day Evaluation version at:
www.imanami.com/download

Contact Information
Phone: 1 800 684 8515 Option 1
Email: sales@imanami.com
Web: www.imanami.com

imanami

Microsoft®
GOLD CERTIFIED
Partner