



Hutchison 3G Austria GmbH  
Vienna, Austria  
www.drei.at

#### Industry:

Communications

#### Annual Revenue:

US\$82.9 million

#### Employees:

430

#### Oracle Products & Services:

Oracle Database  
Oracle Financials  
Oracle Purchasing  
Oracle Field Sales  
Oracle Order Management

#### Implementor:

Oracle Consulting

**“The highlight of Oracle E-Business Suite is that it can be easily combined and integrated with other IT solutions. That is one of the biggest challenges facing mobile operators. In addition, Oracle is a software supplier covering both database and application products.”**

– Werner Wagner, Information Technology Lead, Hutchison 3G Austria GmbH

## Hutchison 3G Austria GmbH Integrates Platform for Greater Autonomy and Faster Reaction Times

Hutchison 3G Austria GmbH, a 100%-owned subsidiary of Hutchison Whampoa Limited of Hong Kong, is the first purely universal mobile telecommunications (UMTS) provider in Austria. The company was established in May 2003 under the brand name 3. It offers multimedia products such as video telephony, music videos, and TV via UMTS mobiles as well as the full complement of classic mobile communications. With more than 370,000 customers, 3 is the clear market leader for UMTS applications in Austria.

### Challenges

- Build the 3 brand in Austria by ensuring high system flexibility
- Unify and streamline financial, sales, and purchasing information so the company can react swiftly and competitively to market and product fluctuations
- Guarantee the autonomy of Hutchison 3G Austria while simultaneously ensuring that its IT systems integrate easily with other solutions at headquarters and elsewhere

### Solution

- Implemented a package of financial, sales, and purchasing modules from Oracle E-Business Suite, building a distinct yet easy-to-integrate solution for Hutchison’s Austrian operations
- Reduced costs and achieved greater flexibility through standardization; also reduced implementation time by going with one vendor and one product line
- Gave the Austrian subsidiary the autonomy it desired in managing its own operations; also made it more self-sufficient in being able to adapt the system to new processes and other IT systems
- Gave the company a competitive edge by enabling it to spot and respond to local market demands more quickly and effectively
- Increased productivity through automatic and simplification, enabling the company to accomplish more work with fewer people
- Collaborated with Oracle Consulting as the implementation partner, fostering a strategic partnership between the companies