



ADAC Nordrhein

“Yellow Angels” in Action

The German Northrhine Automobile Club (ADAC Nordrhein e.V.) optimizes telephone support with windream

More than two million members are supported by the German Northrhine Automobile Club (ADAC Nordrhein e.V.) in 23 service centers and 35 ADAC-branches between the German cities of Wuppertal, Aachen, Kleve and Meckenheim. The ADAC's range of services includes a whole variety of different offers. E.g., the club answers questions all around topics like mobility, travelling, holiday, traffic, but also automobile technology, consumer protection and driving safety. Complex checks, e.g. when a member plans to buy a new car, are also included in the range of services. With all these topics, the ADAC can offer any service that active drivers need for safe driving on wheels. And in case it should become necessary, about 470 “Yellow Angels” will offer first aid on car breakdowns.

The support of the club members can only be organised effectively at the ADAC Cologne headquarters, if the service teams are equipped with powerful information systems to support their daily consulting jobs. Since autumn 2005, the council's teamwork is supported by the document management and archiving system windream.

Organising information overload

Basically, emphasize Ulrike Becker and Manfred Schenk of ADAC Cologne, the investment into a modern DMS had already been

decided years ago. The two-people team is in charge of the DMS-project at ADAC



Northrhine. It was important to optimise the customer service by phone and to make the

service more customer-friendly. An ideal club member support should be achieved by a consequent filing structure containing all information on the basis of quick retrieval options. An effective availability of all important documents should be achieved by the creation of a complex information portal. At the same time, the new system should be easy to handle without training efforts. For Ulrike Becker and Manfred Schenk, the aspect of intuitive handling was top priority while selecting a suitable system.

After intensive internet retrievals, several fair visits, presentations and accompanying talks with DMS-suppliers, the responsible team decided in favor of windream. "Except the fact that windream fulfills all technical demands that are important for us, the system's price/performance ratio is also very attractive," says Ulrike Becker.

windream for Citrix

Another decisive argument was that windream can be integrated into existing IT-environments seamlessly, as the ADAC Cologne uses a Citrix Terminal Server environment representing the central IT-platform. The Citrix integration centrally provides the windream Client application in Terminal Server environments for all ADAC-users.

The basic principle of the Citrix Terminal Server systems is to separate the program logics and the user interface from applications and to run the applications as so called terminal

emulations exclusively on central enterprise servers which are used as application servers. This way, the Terminal Servers allow users to access programs, data and stored information independent of devices and locations. Because windream cooperates with



these Terminal Servers via a specifically adjusted VFS-driver, the new DMS-solution was able to operate in productive use after two days of installation and introduction only.

Support via the web

Only the customer-specific adjustment of the windream web portal according to the ADAC's needs required a minimal effort in time. With the web portal, authorised ADAC staff can access windream documents stored at the Cologne headquarters via the internet without additional software. The specific adjustment of the web portal to the ADAC requirements is that functions which are not needed temporarily can be switched off any time. However, the DMS-functions can be activated again if desired. This procedure makes the user interface more concise, as only those functions are offered on the screen which are actually needed.

Key facts:

- Creation of a complex information portal for club member support
- Seamless DMS-integration into the Citrix Terminal Server environment
- User-friendly system handling without training efforts
- Efficient capture and storage of different document types in the press archive

Information always accessible

The creation of a structured and electronically controlled information portal quickly led to enormously shortened reaction times to requests of the club members by phone. However, the types of documents administered are quite heterogeneous. Typical documents are office files like Excel sheets and Word documents, but also PDF-files, emails with their specific attachments and different image formats like TIFF and JPG. Even links between documents are administered in the DMS effectively.

Due to the fact that windream supports all possible file formats including scanned paper documents, the DMS is of course quite interesting for other business sectors, too. "Besides our telephone service and our press archive, which also works with windream, the DMS should also be used in the sectors of tourism management and telecommunications," says Ulrike Becker. In addition to these sectors, windream shall also be introduced to other ADAC departments. On the DMS-fair at Essen, some other interesting software tools enhancing the DMS-features have already been presented by windream partners. These add-on products are also quite interesting for the ADAC purposes.

Administering the press archive

Besides the optimization of the telephone service, windream is also used for administering the press archive. In this context, the ADAC Northrhine uses a special windream OCR-and scan-solution with integrated character recognition. With this solution, users can digitize paper documents quickly and conveniently and organise them as electronic

files automatically in folders of the windream archive.

This automated process means an enormous assistance for the staff of the press archive, especially because the archive had still consisted of paper files before the DMS was

The ADAC Northrhine



"ADAC. We are there." – This is the slogan of the automobile club which more than two million people between Wuppertal, Aachen, Kleve and Meckenheim rely on. They know that nearly 470

"Yellow Angels" in Northrhine Westphalia come quickly for assistance in emergency cases. They also know that they can ask their club any question concerning mobility, travelling and holiday, traffic and law, technology, consumer protection or driving safety and that they can choose from a large variety of goods.

They receive a personal service in 23 service centers and 35 branches on location, e.g. travelling advice including an ADAC tourset, vouchers and transit tickets, assurances and financial services as well as consumer protection up to maps, travel literature, high-quality casual clothing and useful travel accessories. In the ADAC check centers at Aachen, Cologne and Oberhausen, certified car mechanics offer a whole variety of checks, e.g. a used car inspection, air condition device check or a car inspection before summer holiday. All over the region of the ADAC Northrhine, mobile check centers are on the road to offer a car brake check free of charge. These facilities and the training possibilities in most modern driving safety centers situated at Grevenbroich and at Rhein-Erft in Weilerswist as well as on training courses in Kaarst and Weilerswist contribute to more security for mobile people in Northrhine-Westphalia.

Around the clock and at 365 days a year, the staff of the ADAC info service help ADAC club members. The ADAC staff answers questions concerning the current traffic holdup situation or the trafficability of alpine routes. Finally, club members can of course also receive information under www.adac.de. A visit of the ADAC's homepage is worth it.

introduced. We need not explain the efforts in time which were required in the past to find a specific document. "In former times, the press archive consisted of numerous filing cabinets and innumerable folders. A quick document capture via OCR-scan now allows us to store information individually in flexible and hierarchical structures," says Ulrike Becker and emphasizes the advantages of the electronic windream press archive.



Conclusion

Besides the integration abilities of the DMS into existing IT-environments, the example of the ADAC Northrhine also illustrates the versatile sectors in which the software can be used. And besides telephone service and press archive, a whole number of further sectors could be imagined in which windream might prove its powerful abilities in administering any type of document – independent of a specific customer's situation and of complex IT-infrastructures.

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