

## BT INFONET MANAGES NETWORK BUILD-OUT FOR DINERS CLUB EUROPE

### BUSINESS NEEDS

- › Improve communications network; increase the efficiency of network applications and more effectively manage European network build-out

### SOLUTION

- › Build one European network with secure, regionalised support that capitalises on the synergies between operational areas and the existing internal network applications

### RESULTS

- › Prioritised and consolidated network traffic and created a single European infrastructure with a single point of contact, improve quality and support



Headquartered in Rome, Italy, Diners Club Europe is the pan-European financial services company with approximately 1.5 million cardholders and a network that covers a large portion of the European Union. As the premier provider of payment systems and information management for business travellers, Diners Club Europe is an extended franchise operating unit of GTP Holding S.p.A, which acquired the Diners Club franchise operations, in select European countries, from Citigroup in November of 2000.

The parent company, comprised of 60 companies, 2,800 direct employees and 10 manufacturing plants worldwide, is a global player in fashion, luxury goods and art publishing, with brands that include Versace Jeans, D&G, Malo, Exte and Gianfranco Ferre for fashion and Franco Maria Ricci for arts.

### Creating A Single European Infrastructure

Santo Leonardo is the Chief Information Officer for Diners Club Europe. Based on the organisational structure of the previous parent company — Citibank, and as a result of acquiring licenses to run businesses in additional countries, Diners Club Europe faced the challenge of improving its communications network. The company needed to increase the efficiency of its network applications, including AS400, email and HTTP, while more effectively managing its European network build-out in ten locations including the UK, France, Germany, Italy and Benelux.

Diners Club Europe issued a comprehensive request for proposal and conducted thorough reviews and in person meetings to evaluate potential suppliers over a three-month period, “Our commission was to build one European network. We sought a vendor who could provide rapid implementation, then provide the on-going high level quality of service and performance we required,” observed Leonardo. “Our vendor selection process was challenging, with scoring metrics and selection criteria encompassing many different areas including reputation, service quality, coverage of countries, technical expertise and pre-existing service level agreements,” he added.

Diners Club Europe ultimately chose BT Infonet to expand its network and provide secure, regionalised support that capitalises on the synergies between its various operational areas and Diners Club Europe’s existing internal network applications.

“On a country-by-country basis throughout Europe, the proper and timely prioritisation and consolidation of network traffic was imperative. In order to maximise our return on investment, we need to achieve an infrastructure that created one seamless point of contact very rapidly, a critical necessity to our on-going business objectives,” Leonardo observed.

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### Achieving Global Objectives by Maximising ROI

BT Infonet provided Diners Club Europe with Internet access and firewall protection within a two-month period. The implementations were completed on a country-by-country basis throughout Europe and Diners Club Europe is pleased at having found a supplier that could meet its quality and performance objectives promptly and efficiently — without interrupting day-to-day operations for personnel or facilities. As a result, the cities of Brussels, Vicenza, Rome, Merrbusch, Frankfurt, Amsterdam, Zurich, Paris and London have been linked to ultimately create a single European infrastructure. “In selecting BT Infonet to build the single European network, our decision was based on the company’s current network performance, its quality of service, regional and global reach — and proven track record in consolidating infrastructures effectively,” stated Leonardo.

## Looking Ahead Toward the Future

As new connectivity objectives have surfaced beyond the scope of existing services, Diners Club Europe has asked BT Infonet to provide voice integration, managed extranet and X.25 services. These new services will assist Diners Club Europe in accommodating the user connectivity requirements for the new payment terminals in Europe. "Our relationship with BT Infonet continues to evolve to become a true long-term partnership. With all the requirements of our projected network expansion, timely implementation and turnaround are imperative. We have the utmost confidence in BT Infonet's ability to provide Diners Club Europe with the security, quality and support we need to remain highly competitive within our market sector," concluded Leonardo. Michel Vervoort, BT Infonet's General Manager of Belgium also notes, "BT Infonet is proud to have driven the complex Diners Club Europe network migration in a short timeframe. Our established partnership is based solely on serving Diners Club Europe and its user community, as proven by our ability to implement, manage and support critical real-time network migrations across regions."

## About BT Infonet

Infonet Services Corporation, a member of the BT Group plc group of companies, known for its quality of service, is a leading provider of managed network communications services for multinational entities.

Employing a unique consultative approach, BT Infonet offers integrated solutions optimising the complex relationship between enterprise applications and the global network. Extensive project management capabilities are the foundation for the services and solution offerings (broadband, Internet, intranet, multimedia, videoconferencing, wireless/remote access, local provisioning, application and consulting services) positioning BT Infonet as a single-source partner for multinational entities. In particular, BT Infonet IP VPN solutions offer multinationals a unique combination of Private and Public IP services as well as a

full set of Managed Security and Mobility Services.

Rated "Best in Class" overall in Telemark's survey of Global Managed Data Network Services, Infonet Services Corporation has also won "Best Customer Care" and "Best Carrier" at the World Communication Awards. Founded in 1970, Infonet Services Corporation owns and operates The World Network®, accessible from more than 180 countries, and provides local service support in over 70 countries and territories.

Additional information about Infonet Services Corporation is available at [www.bt.infonet.com](http://www.bt.infonet.com).

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