

# How Deutsche Telekom Geschäftskunden GmbH Redefined the Reference Process with DigiWhat

Deutsche Telekom Geschäftskunden GmbH has taken a central step towards digitizing its marketing processes with the introduction of the AI-supported SaaS tool DigiWhat. The solution specifically addresses the challenges in the area of customer reference creation and enables significant efficiency gains while maintaining consistently high quality.

#DEUTSCHE TELEKOM GESCHÄFTSKUNDEN GMBH #B2B MARKETING

## About Deutsche Telekom Geschäftskunden GmbH

Deutsche Telekom is present in more than 50 countries. With a staff of some **200,000** (Dec 31, 2024) **employees** throughout the world, we generated **revenue of 115.6 billion** Euros in the 2024 financial year. Deutsche Telekom is the **digitalization partner for business customers worldwide**. The range of services extends from global solutions for connectivity and infrastructures to cloud services and digitalization strategies for companies and the public sector. The Group also stands out in future areas such as data spaces, cyber security, quantum computing and artificial intelligence. Deutsche Telekom is there for around three million companies, from the smallest entrepreneurs to multinational corporations.

## Digitizing Processes, Scaling Success Stories

At Deutsche Telekom Geschäftskunden GmbH, numerous **innovative digitalization projects** are created daily. To make this diversity visible and inspire potential customers, **impactful references** are a central sales tool. They build trust, showcase concrete solutions, and make Telekom's added value tangible. The increasing demand from sales highlighted the importance of professionally prepared references. The desire for **greater efficiency, independence from agencies, and more direct customer contact** was therefore a key driver for the digitization of the reference process.

## Results and Successes of the Project

- **Centralization** of all content and processes
- **Automation** of formatting and CI compliance
- **Flexibility** in creating different output formats
- **Reduction in time-to-market**
- **Scalability** for various customer types and project sizes
- **Closer customer proximity - despite (or precisely because of) AI** - through the automation of administrative tasks.

## What Makes the Solution Convincing

- AI-supported **central platform**
- **100%** adaptable to **brand guidelines**
- **Adaptation to customer structures** and approval processes
- **User-friendly** marketing cockpit
- **Multilingualism** and **versioning** for different target groups
- **GDPR-compliant, B2B security standards**

## Why Telekom Sought New Paths in Reference Marketing

At Deutsche Telekom Geschäftskunden GmbH, numerous innovative digitalization projects are created daily – often tailored to specific industries and challenges. To **make this diversity visible**, impactful references are the most effective means. Requests from sales made it clear that the **demand for references** was steadily growing. Before the introduction of DigiWhat, the process of creating customer references was characterized by a **large number of manual steps**. Content was collected through various channels – such as emails, Word documents, or telephone interviews – and then laboriously converted into CI-compliant formats by hand. Approval processes were decentralized, often conducted via email, leading to long turnaround times and version conflicts. **Limited resources** meant that smaller projects were often not processed – a missed opportunity to showcase the full range of solutions. Additionally, there was a desire to **become less dependent on external agencies** to make customer contact more direct and keep control over timing. The goal was to make the **reference creation process** more efficient, cost-effective, and yet high-quality – particularly for strategically relevant solutions.

### Tailored to the highest standards: How DigiWhat works

As part of the project, **DigiWhat** was developed as an AI-supported SaaS tool that fundamentally digitizes and centralizes the entire reference creation process of Deutsche Telekom Geschäftskunden GmbH. The decisive factor for the decision was that the solution **meets strict security standards** and the **hosting location is within the EU**. These criteria were essential for the customer to comply with regulatory requirements and ensure a high level of trust in data processing – thus forming a key basis for the final go-ahead.

What does the "new" process with DigiWhat look like? The process itself begins with the structured **collection of content** from various sources – including questionnaires, interviews, notes, or already existing texts. This content is collected in the tool and forwarded through role-based workflows for **validation of core messages**. This ensures that all statements are factually correct, brand-compliant, and approved.

Subsequently, the integrated AI takes over the **automated formatting and layout creation**. The content is prepared in various, fully corporate design-compliant output formats – including PDF flyers, web texts, PowerPoint sales slides, Word documents, and social media visuals. Multiple variants can be created for each reference, such as for A/B tests or different target groups. An automatic **translation into English** is also possible.

In the **draft view**, final editorial adjustments can be made before the content enters the **approval process**. Here, an integrated reminder function ensures that all parties are involved in a timely manner and approvals are granted quickly. The central control via an intuitive **marketing cockpit** is considered one of the greatest added values of the tool: All steps – from content collection to final approval – are bundled in one place, transparently traceable, and efficiently manageable.

DigiWhat is suitable for both smaller and complex projects and offers high flexibility in integrating internal and external stakeholders. The development was carried out in agile sprints, allowing for continuous optimizations and close alignment with user needs. The solution also passed the **Privacy- and Security Assessment** of Telekom, resulting in a powerful, user-friendly, and secure tool that not only speeds up processes but also sustainably enhances the quality and reach of reference communication.

### Key Features at a Glance:

- **Content collection** via structured questionnaires, interviews, or existing texts
- **Automated preparation** in CI-compliant formats (PDF, PPTX, DOCX, PNG, Web)
- **Marketing cockpit** for central control of feedback, approvals, and versions
- **Reminder function** to accelerate approval processes
- **Multilingualism** and **versioning** for different target groups

The content can be iteratively edited before being sent for approval. The output formats can be generated at the push of a button – fully in Deutsche Telekom's corporate design.



“The introduction of the AI function has taken the creation of our reference materials to a whole new level – both in terms of time-to-market for the materials and the time effort for us marketers, our sales colleagues, and ultimately the reference customers. This is truly “marketing-life-changing” for us!”

Nicola Berthold  
Marketing Manager, Segment Large Enterprise, Deutsche Telekom Geschäftskunden GmbH

## Individual, Digital, Customer-Oriented: Success Factor DigiWhat in Telekom Marketing

With the introduction of **DigiWhat**, Deutsche Telekom Geschäftskunden GmbH has established a central lever for the professionalization and digitization of its reference marketing. The AI-supported tool not only optimizes the **speed and quality of content creation**, but also creates a scalable infrastructure for cross-channel use of references – from social media to web and trade press to events. The solution **replaces manual processes with a central platform** that efficiently orchestrates content capture, feedback loops, and approvals. Particularly relevant for marketing managers: DigiWhat enables **CI-compliant, automated preparation** of even smaller or thematically similar projects that previously remained unused due to resource constraints.

Independence from external service providers strengthens direct collaboration between marketing, sales, and customers – a clear advantage for brand management and customer experience. The reminder function speeds up approvals, while the tool's flexible architecture accommodates different customer structures and stakeholder setups. From the **iterative development and high responsiveness of DigiWhat** were perceived as best practices. The **marketing perspective**, DigiWhat is not only an efficiency driver but also a strategic instrument for strengthening content excellence in the B2B environment.

### Advantages at a Glance:

- **Significant reduction in turnaround times** for creating references
- **Increased number of usable references**, especially in the long-tail area
- **Reduction in dependency on agencies** and associated costs
- **Stronger integration of sales, marketing, and customers** through transparent processes

With DigiWhat, Deutsche Telekom Geschäftskunden GmbH has established a modern, scalable, and AI-supported reference process that significantly increases both efficiency and quality. The solution exemplifies how digital tools can be strategically used in corporate communication – and how agile collaboration across organizational boundaries enables true innovation.



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