



**Success Story**  
LOGISTICS & TRANSPORT

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## **SUSTAINABLE SUCCESS WITH SMART, SEAMLESS IT PROCESSES**

How DB Regio Bus gained maximum operational efficiency and transparency through optimized workflows along with state-of-the-art process management.

[demicon.de](https://demicon.de)

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DEMICON supported DB Regio Bus, a subsidiary of Deutsche Bahn AG, in optimizing and digitizing their operational IT processes. As a result, the company has achieved maximum efficiency and transparency. Together we created a scalable, secure IT infrastructure as a foundation for long-term digital success, while maintaining excellent customer service at all times.

**INDUSTRY** LOGISTICS & TRANSPORT

**CLIENT** DB REGIO BUS

**PROJECT PARTNER SINCE** DECEMBER 2017

**TOOLS** CONFLUENCE, JIRA SERVICE MANAGEMENT, JIRA SOFTWARE, INSIGHT, SCRIPTRUNNER, REFINED THEME

**SKILLS PROVIDED BY DEMICON**

Comprehensive analysis and consulting

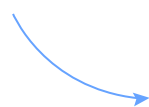
Individual solutions every step of the way

Longstanding experience combined with extensive technical knowledge of Confluence, Jira and customized add-ons

Strategic thinking, creative ideas and a people-first approach

We wanted to take our IT landscape to the next level with customized solutions and therefore were looking for IT experts with the right know-how. DEMICON has proven to be an excellent partner, guiding us every step of the way towards a more digital future with seamless processes. We are excited about the next steps of the collaboration.

MARC NIEDERFEICHTNER, APPLICATION MANAGER, DB REGIO BUS



**BENEFITS**

- ✓ Increased efficiency through digitalised, consistent and simplified IT processes
- ⚙️ Enhanced quality of IT systems
- 🗨️ Transparent communication, clear collaboration with stakeholders and increased team productivity
- 🛡️ A modern, secure and scalable infrastructure with maximum system availability making DB Regio Bus ready for the digital world of tomorrow.

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# DB REGIO BUS: SET UP FOR SUSTAINABLE SUCCESS WITH SMART, SEAMLESS IT PROCESSES

BERLIN & STUTTGART, DEMICON



Nowadays, a company's success depends greatly on their ability to perform and react to customer inquiries as quickly as possible, while maintaining high quality of products and services. This applies both internally and, even more importantly, when dealing with stakeholders and customers. Smooth, well-integrated IT processes thus are not just essential for creating the best possible customer experience in the digital age but also for scaling the business successfully. Ultimately, transparent, fast and future-proof IT workflows are a true USP for a company.

For DB Regio Bus, the market leader in Germany's bus transport, these are topics of relevance. With its services, DB Regio Bus ensures crossmodal mobility in urban and rural transport and connects metropolitan areas with the countryside. DB Regio AG, a subsidiary of Deutsche Bahn AG, in the business unit "bus", is responsible for keeping bus services running to ensure easy transport all across Germany, every day, and relies on more than 30 affiliates and holdings to do so.

**This success story will provide insights in how we have helped DB Regio Bus to gain maximum efficiency and transparency through optimized workflows along with state-of-the-art process management.**



## THE PROJECT AND ITS CHALLENGES

WHEN DB REGIO BUS DECIDED TO CENTRALIZE ITS REGIONAL IT DIVISIONS,

one of the biggest challenges was adjusting the IT infrastructure and customer service accordingly. In this transition phase, communication and business operations are likely to become messy, and valuable information can easily get lost due to poor documentation and unclear processes. **The result: the need to spend time and money on restoring assets.**

To avoid this, DB Regio Bus was looking for a powerful IT service management tool that could support operational business processes such as **incident management, knowledge management, service level and supplier management.**



The challenge for us at DEMICON was to select and implement **a single tool that would enable the more than 2,000 employees to manage service requirements and assets more efficiently.** The aim was to gain control over as many workflows as possible and be able to offer improved services to the customers of DB Regio Bus.



## OUR SERVICES AND SOLUTIONS

Based on our comprehensive recommendation, DB Regio Bus decided to implement **Jira Service Management, Jira Software** and **Confluence** for IT service management. These project management tools and their databases are very popular due to their reliability and strong performance.

 Jira Software

 Refined

 Jira

 ScriptRunner  
for Jira

 Confluence

 Insight

 Jira Service Management

We optimized Jira Service Management, Jira Software and Confluence by implementing add-ons such as Insight Asset Management, ScriptRunner and Refined Theme for Jira Service Management. They enable **digitized workflows with reduced errors and guarantee enhanced quality despite more and more complex IT processes.**

To ensure that DB Regio Bus can rely on smooth operation of the productive systems at all times, the DEMICON experts created an additional IT environment with identical configurations for testing and development. Now, updates and changes are first made in this second environment and are only implemented in the production system upon successful testing. This ensures the **reliability of IT systems** that is a crucial pillar for **scaling the business in a secure, sustainable way.**

In addition, we managed to **increase the speed of reporting, communication and transparency** via system connections: We linked additional modules to the existing set-up and identified ways to build interfaces with the Jira systems of the external stakeholders within the DB Regio Bus supplier network.

To optimize asset management, the DEMICON team analyzed the existing cloud-based hosting system with over 100,000 objects, the on-premise hardware along with the asset management add-on Insight, and has linked it with Jira Service Management. This way, issues can now be **tracked and solved faster, ensuring highest possible accuracy.** Automating these crucial business processes results in saving DB Regio Bus valuable time and money.

In the area of IT security, **DEMICON provides 24/7 system monitoring to ensure proper function and operation of all services** at DB Regio Bus. In case of critical incidents or deviations from the standard, alarms are sent off via SMS or email. For the event of an attempted attack, our experts at DEMICON have put in place fast and proven protection measures. Furthermore, **we provide a Service Desk and a support hotline for any incident-, support- and service requests** of the DB Regio Bus team.

**Automatic security updates and regular reviews guarantee maximum system availability, IT security and efficiency.**

In large projects such as the merger of divisions, transparent documentation is key. For this reason, we set up a **project intranet based on Confluence** for the DB Regio Bus team and relevant stakeholders. All tasks are tracked in Jira projects and linked to the corresponding content in Confluence, guaranteeing highest possible transparency for everyone involved.

This also applies to unresolved tickets that would usually remain unprocessed when the assigned person is on leave or has left the company. Thanks to the clear and user-friendly ticket status overview in Jira and the option to estimate and calculate a team's future capacities, **assigning and resolving tickets has become much easier.**

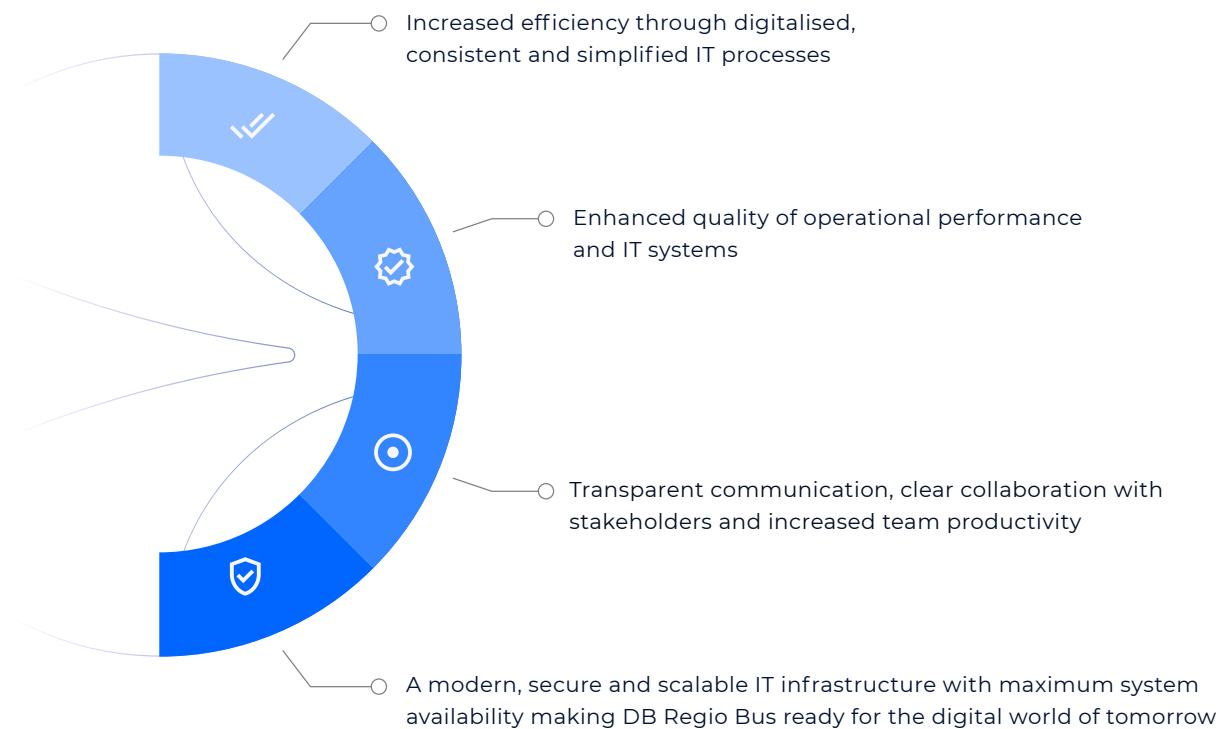
EQUIPPING YOU  
WITH THE  
FUTURE OF IT.

[TAKE A LOOK HOW](#)



## THE BENEFITS

INCREASED EFFICIENCY, TRANSPARENCY, SECURITY  
AND PERFORMANCE



Automated and digitized end-to-end IT processes create the perfect foundation for long-term success at DB Regio Bus. **By implementing Jira and Confluence and combining them with powerful, trusted add-ons, we have helped DB Regio Bus to optimize their IT landscape and operational workflows.**

The team's collaboration with stakeholders is now more transparent, and it is much easier for them to document and manage a vast amount of assets. **These changes boost efficiency and drive the company's digital transformation.**





## Conclusion

In their search for a powerful IT solution for the merger of divisions, DB Regio Bus trusted the technical expertise, methodological competence and vast experience of our team at DEMICON. In an approach of thorough analysis and comprehensive consulting we provided DB Regio Bus with solutions and end-to-end services that meet their individual requirements. The result is state-of-the-art IT process management that lays the foundation for sustainable success in the digital world of tomorrow.

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DEMICON is a multi-award winning IT service provider founded in 2008, and one of the leading AWS and Atlassian Platinum & Enterprise Solution Partners in the DACH market.

DEMICON has built a legacy based on deep technical expertise and strategic thinking, combined with a people-first approach. Our services range from customized software development and implementing scaled, agile methods, such as SAFe, to consulting on agile processes and hosting seminars and workshops.

Our team of experienced Enterprise Architects, Technical Consultants, Software Engineers, Business Consultants and Project Managers provide a wide range of solutions to help companies reach their digital goals.

TOGETHER WE WILL DESIGN  
THE RIGHT SOLUTIONS FOR  
YOUR VISION!



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