

SWISSCOM

#1 regional telco, more agile than ever

Swisscom's business customers need to move fast.
See how Swisscom matches their pace.

CHALLENGE SOLUTION RESULTS

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21,600
employees

CHF 11.7B
2015 revenues

But in today's global economy, regional leadership isn't enough. Global communication service providers are continually snapping at Swisscom's heels. And rapidly changing technologies and consumer behaviors continue to erode prices and volumes of the classic usage-based telco business model.

To thrive in this new telco world, Swisscom must drive revenue-generating innovation. In its enterprise services business, Swisscom must be more agile, responsive, dynamic, and creative. It must introduce and deliver solutions quickly and seamlessly, without interrupting its existing mission-critical service to business customers.

CHALLENGE

Global competitors as a regional threat

Swisscom, a provider of mobile, fixed, broadband, digital TV, and IT services, is one of the most trusted brands in Europe.

“Virtualization is, for us, a means to cope with the increasing pressure on the market and to bring products faster on the market, to have a better customer experience.”

Jean-Daniel Steiner, Head of Tribes for Telco Cloud & Products, Swisscom



SOLUTION

Virtual network supports service on demand

To continue to deliver a superior experience to enterprise customers, Swisscom had to take full advantage of agile development processes and tools.

The company virtualized its network and automated internal IT provisioning. Working with HPE Technology Services, Swisscom designed and implemented a flexible new operations methodology and toolset based on orchestration and network functions virtualization (NFV) technologies, moving Swisscom to the telco cloud.

A key component of this solution: vCPE (virtual customer premise equipment), which lets Swisscom manage customers’ network infrastructure from a central remote location and supports service on demand.

“By partnering with HPE, we were able to quickly design, develop, and integrate a new product based on full automation, virtualized production, and fast time to service.”

John de Keijzer, Head of Development, Swisscom



50%
faster delivery of
new enterprise
services

90%
of fulfillment services
have become
automated

Quicker service time,
from an average of
30 days to
5 minutes

As a result, Swisscom's business customers enjoy not only accelerated delivery of new enterprise services, but also dramatically improved service, with service deployment time slashed from months to minutes.

By leveraging its new, agile business operations model, Swisscom is moving more nimbly, responding faster to enterprise customer trends, and developing and launching new services more quickly.

The company can now move at the speed of the market in responding to the needs of the businesses it serves.

RESULTS

Moving at the speed of the market

Swisscom can now push new, innovative offerings to market faster and at lower cost. Its developers can leverage agile sprints. Services fulfillment is automated.

USEFUL TIP

“Courage is the most important transformation lesson. Because there will be setbacks, and courage gives you the focus to overcome setbacks.”

Julian Doemer, Product Manager SDN/NFV Products, Swisscom



SOLUTION RECIPE

Here are the technologies Swisscom enlisted in transforming operations to virtualize its network functions.

Swisscom is utilizing a number of HPE technologies for its virtualized network solution. Chief among them is the **HPE OpenNFV Program**, which accelerates NFV deployment and provides the company with a simple, end-to-end experience from ordering to deployment, operations, lifecycle management, and services.

Other HPE technologies used by Swisscom include **HPE Virtual Services Router** for managing firewall and routing, **HPE Service Director** for orchestration, and **HPE Technology Services** for consulting and implementation to deploy a low-cost virtual customer premises equipment (vCPE) solution.