

SWISSCOM

#1 regional telco, more agile than ever

Today's businesses want fast, flexible access to networking services. Drawing on its deep understanding of its market, Swisscom leveraged HPE services and technology and built a platform that makes it easier than ever for companies to request, manage, and control network resources and support.

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

Putting control in the customers' hands

Swisscom saw an opportunity: offer enterprise customers a robust suite of network services to support their business-critical workflows — paired with user-friendly ways to request and manage network resources.

But to realize its vision, Swisscom needed a different underlying architecture that would support a different operational model. In a multi-phase project, it partnered with HPE to design and implement a flexible new cloud platform featuring HPE Network Functions Virtualization (NFV) solutions. The new platform lets Swisscom add capacity instantly as needed, and to manage the entire network from a single, unified control application.

HPE Technology Services played a lead role in the design and deployment, ensuring the platform would meet Swisscom's needs and would be up and running on time and on budget.

Along with the cloud platform, Swisscom moved from a waterfall to an agile development model, equipping its engineers to deliver a continuous stream of projects and to prioritize service deployments strategically. Functionality added most recently to Swisscom's network services portfolio includes support for multiple Virtual Private Networks, Wi-Fi Management capabilities, support for Voice over IP (VoIP) and TV network services, and enhanced customer self-care features.

“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

With its development teams now equipped to work in agile sprints, the company can push new, innovative offerings to market faster and at lower cost. Swisscom is moving more nimbly and responding faster to enterprise customer trends. It is positioned to move at the speed of the market in responding to the needs of the businesses it serves.

Equally important is the benefit to Swisscom business customers: it is easier than ever to request and manage the network services they need to run their operations. They enjoy not only accelerated delivery of new enterprise services, but also dramatically improved service, with service deployment time slashed from months to minutes.

RESULTS

Moving at the speed of the market

Swisscom has enhanced its business services portfolio in ways that matter to both the telco and to its customers.

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, **HPE Aruba ClearPass Policy Manager** to support user and device policy management, and **HPE Technology Services** for consulting and implementation to deploy a low-cost virtual customer premises equipment (vCPE) solution.