



CASE STUDY

Swisscom Accelerates Time to Market and Gains Critical Flexibility



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Switzerland’s leading telecommunications provider optimizes the user experience with a centralized platform.

Challenge

Swisscom is Switzerland’s leading telecommunications provider and also one of its largest providers of IT services. Swisscom offers mobile communications, fixed networks, and Internet and digital TV to corporate and residential customers. The organization builds and maintains infrastructure for mobile and fixed-line telephony, transmits broadcasting signals, and is active in the energy and healthcare sectors. It is also one of the most environmentally sustainable companies in Europe.

As the telecommunications industry moves towards commoditization, Swisscom is looking to strengthen its leadership position in the market. In order to remain relevant to customers, Swisscom needs to go beyond offering traditional core telecommunication services while utilizing the massive volume and efficiencies of that business. Its main goals are to differentiate by providing additional services, prevent potential churn in the future, and place Swisscom on the growth path towards new areas. The company sees value in bundling SaaS applications like security, storage, website development, and web conferencing with its core telecommunication services in order to deliver additional value to customers.

Swisscom had previously launched two products (Microsoft Office 365 and Smart Monitoring) on a platform provided by another vendor. As the Swisscom team looked to expand their ecosystem of value-add services, they felt it was important to optimize the user experience and consolidate onto a single platform. A new flexible and scalable solution was needed to support this continued growth.

EXECUTIVE SUMMARY

COMPANY NAME: Swisscom
INDUSTRY: Telecommunications
LOCATION: Bern, Switzerland

CHALLENGE

- > Required a differentiated offering to maintain market leadership
- > Existing traditional software solution was difficult to launch, very complex, and expensive
- > In-house teams spending too much time and effort testing, maintaining, and managing the software

SOLUTION

- > Attach cloud services to core telco offerings in real time
- > Self-service capabilities for end users to find, buy, use, and manage applications
- > Ease of use in integrating in-house or third-party products and applications
- > Flexibility with customizations

RESULTS

- > Marketplace and Management Service including access to 250+ applications in the network catalog
- > Custom user interface
- > Integrations to Swisscom’s Identity management, CRM, and billing systems
- > On-premise deployment of the AppDirect platform on Swisscom’s infrastructure



Solution

The AppDirect Cloud Service Commerce Platform helps address the operational complexity and ease of use Swisscom is trying to solve. It serves as the engine—for CRM, billing, service activation, order management, and order fulfillment—which Swisscom can attach to its core system to launch new cloud services. The platform delivers the monetization and management capabilities required by Swisscom to sell Microsoft Office 365 and any other leading cloud services, from ISVs or those internal to the organization.



CASE STUDY

Swisscom was looking for a strategic and nimble partner. AppDirect releases new software on a weekly basis, enabling the Swisscom deployment to always be current. Swisscom appreciates this agility and commitment to the partner ecosystem, two of AppDirect's guiding principles.

The AppDirect platform is highly flexible with the ability to provide customizations to meet partner requirements. As such Swisscom was able to integrate the platform with its core BSS systems to provide a superior customer experience.

Swisscom has integrated two new services using internal resources by using the AppDirect APIs. As the AppDirect integration pattern is easy to use and based on industry standard REST protocol, no special skills were needed, nor was there a need to contract corresponding services.

It was key for Swisscom's digitalization strategy that end users have the ability to access a self-service solution where they can find, buy, use, and manage applications. The AppDirect Cloud Service Commerce Platform is intuitive and well-designed for a superior user experience.

Self-service access and management capabilities allow the business teams to relieve their dependence on the IT team. The business unit can now change pricing, create special offerings, and more in real time without opening an internal project ticket for the IT department.

As a cloud-based SaaS platform, AppDirect is deployed on Swisscom's infrastructure and ongoing management is taken care of by AppDirect, saving the Swisscom team significant time, resources, and money by hosting internally.

"At many telecom companies it takes a lot of effort and resources to deploy new services. Time to market is essential and we use AppDirect not only as a marketplace solution, but also as a beachhead between our legacy back-end systems and our Swisscom cloud services."

JONAS KRENSLER
SWISSCOM, HEAD OF MESSAGING AND COLLABORATION



Results

The end user experience is seamless and straightforward, helping end users easily find, buy, use, and manage cloud services from one location including one consolidated bill outlining usage.

Time to market with new applications is fast, making the business unit agile and flexible to market needs. Onboarding new products and applications is simple, quick, and less costly with AppDirect's robust APIs. Operational costs are reduced with one platform that delivers all cloud services and is completely managed by AppDirect.



CASE STUDY

The business unit has control over key decisions such as bundles, discounts, promotions, and pricing, as well as how they relate to the new line of business (cloud services) further extending the value of the incumbent line of business (core telecommunication services).

Going forward, Swisscom plans to continue to add value to its core telecommunications business and will consider adding applications from other leading ISVs. In addition, Swisscom will enable the sales of cloud services through a channel network of resellers. Swisscom may also plan to deliver Infrastructure-as-a-Service and Platform-as-a-Service to its enterprise customers. The breadth and depth of the AppDirect Cloud Service Commerce Platform will help Swisscom drive its wide-ranging, innovative plans for growth.

ABOUT APPDIRECT

AppDirect is the leader in cloud service commerce making software accessible globally. The AppDirect Cloud Service Commerce Platform unites providers, developers and consumers of cloud services into a single ecosystem. This makes it easy for businesses to find, buy, and manage cloud services from a central location and delivers new opportunities to distribute, sell, and market cloud services.

AppDirect-powered marketplaces, billing and distribution, and reselling services help providers—including Telstra, ADP, Samsung, Deutsche Telekom, Cloud Foundry, Rackspace, and others—connect millions of businesses to solutions from Google, Box, DocuSign, Intel Security, and more.

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