

Swisscom Case Study

Business Objective

Maintain and extend leading customer service experience whilst simplifying the network to reduce costs.

The Challenges

- Protect revenues across existing fixed and mobile IN services following vendor EOL notification
- Enable competitive service innovation and faster time to market
- Avoid service chaining and the expense of re-routing calls between fixed and mobile networks

The Solution

Converged Service Delivery Platform – To decouple services from underlying network technologies and host new services

Key Points

- Enable services native to one domain to serve subscribers attached to another without inefficient and costly trigger chaining
- Re-create services originally provided by EOL platform, including sophisticated ‘language aware’ services
- Enable creation and delivery of new and enhanced convergent services

Solution Benefits

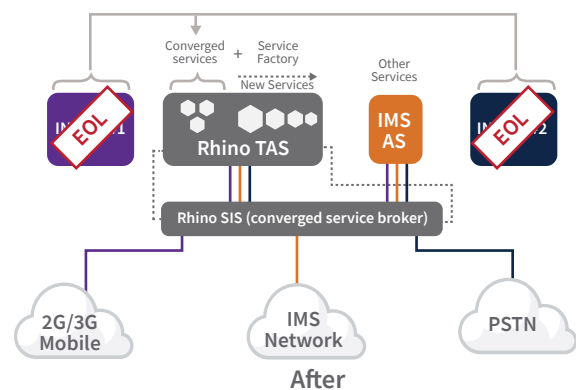
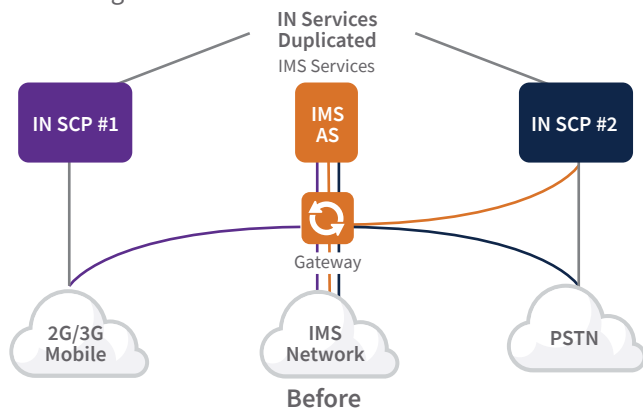
- **Cost Saving** – reduce complexity in service-layer changes, avoid cost of service chaining, replace expensive EOL platforms and avoiding the need to duplicate services in each network
- **Improved Subscriber Experience** – subscribers enjoy a consistent service experience regardless of how they connect

Net Results

- **Significantly less CapEx** investment than competitors’ alternatives
- **Substantial OpEx saving** by eliminating service duplication, complex network interconnections and enabling 3rd party developers
- **No longer require separate platforms** to deliver converged services to fixed, mobile and IP connected users
- **Able to retire EOL platforms** in <18 months

About Swisscom

As a former state-owned PTT, founded in 1852 and privatised from 1988 Swisscom holds 60% of the mobile market in Switzerland (8 million population). Swisscom has about 6.4 million (mobile) connections and is based in Switzerland.



Swisscom Before and After the implementation of a Converged Service Delivery Platform