



## SWISSCOM'S ENTERPRISE SERVICE CLOUD FUELS BUSINESS INNOVATION



### CUSTOMER SWISSCOM

### WEB SITE WWW.SWISSCOM.CH

### INDUSTRY TELECOMS, IT PROVIDER

### LOCATION SWITZERLAND

### KEY CHALLENGES

- Build and launch a new cloud service
- Find a sustainable, cost-effective way of managing the cloud platform
- Provide innovative services to customers

### SOLUTION

Using a range of VMware solutions, including VMware vRealize Suite, Swisscom has built and launched the Enterprise Cloud Service.

### BUSINESS BENEFITS

- Helps Swisscom differentiate offerings, innovate and accelerate growth opportunities
- Customer IT departments much more agile
- Customers benefit from improved competitiveness and faster time to market

Swisscom, Switzerland's leading telecoms and IT company, maintains growth by continually expanding and improving the services it offers its residential and business customers. The company is known as a companion to organisations in the digital world and, recognising the importance of cloud in achieving this, it wanted to further enhance its cloud services.

Together with VMware, Swisscom built the Enterprise Service Cloud. Now it can offer customers the opportunity to benefit from the cloud in a secure, efficient and reliable way. The agile platform is fuelling innovation by enabling the telco and its enterprise customers to bring new types of services and features to market quicker.

Swisscom is a leading telecoms & IT provider, offering cloud, internet, TV and mobile services to residential and multi-national business customers across Switzerland and Italy. The company serves a range of enterprises, with a strong presence in the finance sector. The company is renowned worldwide for its high-quality network, driving innovation and for being a trustworthy partner. Annual revenues are around \$11 billion, with the majority from the residential space, but 40% is derived from the enterprise and small business sectors.

### The Challenge

As the leading Swiss provider of telco & IT services, Swisscom is a trusted companion to customers as they navigate through the digital world. To continue to offer its residential and business customers with the best possible services, it needed to enhance its existing cloud service offering.

"Our current business is important to us and to Switzerland - but the next generation of enablement is not only in the network- it's in the cloud. That's why we want to enable our customers to use our cloud in Switzerland, safe in the knowledge that it is secure and close to where they are," said Marco Hochstrasser, Head of Cloud Platform Development, Swisscom.

The company strives to become the biggest cloud provider in Switzerland, with cloud services known for the same quality and trustworthiness that its network is renowned for.

Swisscom was an early mover to the cloud, quick to recognise its future importance to consumers and enterprises. Due to the lack of mature products for cloud management in the market at that time, Swisscom decided to invest in building its own Cloud Management Platform in a first phase. Swisscom's internal, residential, and enterprise services were underpinned by this cloud platform that included VMware NSX® and VMware vSphere®.

“This cloud platform helps Swisscom differentiate our offerings, innovate and accelerate growth opportunities.”

MARCO HOCHSTRASSER  
HEAD OF CLOUD PLATFORM DEVELOPMENT  
SWISSCOM

#### VMWARE PRODUCTS

- VMware vCloud Suite Advanced
- VMware vRealize Suite
- VMware vRealize Operations
- VMware vRealize Automation
- VMware vRealize Log Insight
- VMware NSX
- VMware vSphere

#### DELL EMC HARDWARE

- VxBlock 740
- VMAX 400k
- VPLEX (Metro)
- NetWorker
- Data Domain DD9500



Due to the fast evolution of more mature and flexible cloud management tools over the next couple of years, Swisscom decided to go into the next phase with its platform and explore commercially available cloud management orchestration solutions.

#### The Solution

“The market developed faster than we’d expected. We realised that the market had finally caught up, and it no longer made sense for us to keep the software development in-house for the cloud management platform,” said Hochstrasser.

So Swisscom switched its strategy to focus on the development of services for its customers enabled by the cloud platform, rather than focusing on building the cloud management platform itself. Working with VMware, Swisscom created the Enterprise Service Cloud. It leverages VMware vRealize Suite® to automate and simplify the performance, troubleshooting and capacity management of the cloud infrastructure. The Enterprise Service Cloud also benefits from VMware NSX and VMware vSphere too, running on VxBlock and further hardware components from Dell EMC.

“From an internal perspective, we’ve benefitted from a standardized platform, simplified processes and improved automation. It makes the management of the cloud more efficient, all thanks to the VMware Suite of products,” said Hochstrasser.

#### Business Results & Benefits

The Enterprise Service Cloud is now a critical part of Swisscom services – to Swiss residents, international enterprise customers and its internal customers. The service is fuelling innovation in two ways: Swisscom customers are reaping the rewards of the new services the telco provider can now provide faster; and the platform is also helping the customers to innovate themselves.

“This cloud platform helps Swisscom differentiate our offerings, innovate and accelerate growth opportunities,” said Hochstrasser. “As our customers embark on their journeys of digitization, cloud is the prevailing solution they need and Swisscom wants to provide them the best cloud platform possible.”

Hochstrasser continued to explain the benefits for customers: “With the Enterprise Service Cloud, IT departments have a new level of agility. IT can enable the organisation to disrupt with new business models, and to take advantage of the next wave of technologies such as Internet of Things or Artificial Intelligence without jeopardizing the regulation and compliancy requirements they might have in various regions. This will improve competitiveness and help them to differentiate through services that open new revenue opportunities.”

The VMware-based cloud also enables Swisscom customers to work across multiple cloud environments in the way that suits them. “Whether its private cloud, public cloud or hybrid approach, using Amazon or Microsoft, our customers can build the hybrid cloud they want,” said Hochstrasser.

“We’re all about getting customers connected with the best services possible, in a compliant, secure and easy way. With the new cloud service, we’re helping Switzerland and our international customers to innovate.”

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HEAD OF CLOUD PLATFORM DEVELOPMENT  
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### Looking Ahead

Swisscom will continue to transform and reinvent its service offering. Its trials and services with the Internet of Things, Artificial Intelligence, machine learning and smart lifestyles are testament to that. The company even has an innovation scout that looks at trends and carries out early due diligence for investment. This person is tasked with answering: ‘what could work in the Swiss market?’ and ‘what products does Swisscom need to start developing now so that they will be ready for market in three years?’.

It is this pioneering spirit that will ensure the telecoms and IT organisation will stay ahead of the market, enabling its customers to embrace the digital world, innovate and shape their futures.

