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## Outsourcing the Voice Infrastructure of SWISS to T&N

In addition to cost factors and guaranteed productivity, focussing on one's core business is one of the most important arguments for the outsourcing of Voice Infrastructures. The core competence of SWISS is certainly not the maintenance and operation of the Voice Infrastructure, but the flight operation. SWISS has therefore decided on an outsourcing solution, and has chosen Telekom & Netzwerk AG as its Partner.

### >>> Initial situation: Focussing on core business

It is almost certainly unnecessary to introduce SWISS in our degrees of latitude. We will nevertheless briefly give you a few glances behind the curtain. It all began in February 2005, before the take-over of Swiss International Air Lines by Lufthansa, which has been decided in the meantime. It is a well known fact that airlines are currently subject to an enormous price pressure, which is also having its effect on SWISS International Air Lines. For cost-saving reasons, SWISS is now outsourcing those services that can be obtained cheaper externally. The corresponding external providers are being appointed step-by-step. This strategy meant that SWISS has had to analyse its processes in detail, and has determined the areas it wished to entrust to external partners, and with what consequences. It goes without saying that this process was very demanding, as SWISS places the highest value

on quality and service. The right partner had to be found – someone who could satisfy the very specific and high requirements of an airline in order to thereby also become a long-term partner. As a result, the operative IT area was entrusted to Swisscom IT Services AG. <

### >>> The decision-making process

In February 2005, SWISS also decided to outsource the Voice area. After an intensive evaluation phase, the outsourcing of the complete Voice area was awarded to T&N AG, with its experience on the outsourcing sector and its well-proven specialist staff. Reto Largo, Project Manager for Special Projects at SWISS: «T&N was selected for a number of reasons. From the very beginning, T&N accepted that they had to align themselves to our requirements and wishes. T&N precisely analysed our needs and infrastructure, and we were therefore able to quickly agree on the transparent fixed price per port.



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A very high availability of the telephone system and the complete Voice Communication is vital to us - we therefore specified a very high availability of the complete system 365 days a year, 24 hours a day. We also specified the guaranteed intervention times for the various types of faults. A decisive point was presented by the penalties that we had defined in case of non-compliance with the agreed SLAs. In addition to the good price of the quotation, the excellent references of T&N from similar outsourcing projects all around the country and the high training level of those working on the project, the decisive factor in the end was that we felt ourselves to be understood and believed that, working together, we would be able to develop and implement a new cost model. A model that would allow us to define a fixed unit price for the workplaces». <

### >>> The implementation of the solution

After the short and intensive evaluation phase with the goal of switching over operatively to T&N from the 1st June 2005, there were still a great deal of tasks to be completed. For example, the conditions regarding the employees of SWISS who changed to T&N has to be worked out in an agreed and socially-acceptable manner. The drawing up of the Operational Handbook as a basis was also completed. The administration of the Avaya Voice

Systems (digital and VoIP) at the Basle and Zurich locations, together with the external locations of Geneva, Bern and Lugano, was transferred to the outsourcing organisation of T&N in a centralised and dedicated manner. The IMAC area (Installation, Move, Add & Changes) was also defined, as well as the system administration of the special SWISS applications. Gerold Wiesler, Senior Manager at IT Service Delivery Management, part of SWISS: «The start on the 1st June 2005 was a success. The subsequent process was also carried out with hardly any problems. It was clear that a certain amount of «fine tuning» would be necessary, and detailed procedures for emergency cases were therefore drawn up in more detail and were also practiced, while the reporting was mutually adapted and certain workflows were optimised. In order that corrections could be implemented in an uncomplicated, coordinated and practical manner, monthly Review Meetings were agreed for the first half year, and have already proven their effectiveness. Together with our partner T&N, we will be able to achieve the goal of focussing on the core business, of making costs variable and reducing them, and maintaining the defined Service Level within the shortest possible time». For T&N AG, the provision of services to SWISS means that it has been able to set an important milestone in the development of their activities in outsourcing. <



### >>> The Outsourcing Philosophy of T&N

To us, outsourcing means a long-term partnership with our clients. Even if the technology cycles and requirements change, our goal is to make the optimal solution available to our clients over the long-term. By an optimal solution, we mean a balanced solution consisting of the best service and technology that optimally supports the company and its goals. Your Outsourcing Solution is in the best hands with T&N – and we can provide you with certified references. <

### Services and extent of the project

AVAYA Voice Infrastructure of SWISS International Air Lines in Switzerland:

- Voice Client management of 3,800 Clients
- Voice Server management
- Voice Software management
- Problem Management System
- IMAC (Installation, Move, Add & Changes)
- Release Management
- Intervention 365 days a year/24h a day
- Emergency interventions
- Voice Traffic costs management
- Reporting

### Benefits

- Concentration on the core business
- Single Point of Contact
- Lower operating costs (TCO)
- Fixed calculated costs/transparency
- Quality assurance
- Solutions tailored to needs