



Customer: Swisscom

Web Site: www.swisscom.com

Customer Size: 20,000 employees

Country or Region: Switzerland

Industry: Telecommunications

Customer Profile

Swisscom is Switzerland's largest telecommunications provider with 5.4 million mobile phone customers and 1.8 million broadband connections.

Software and Services

- Microsoft Office
 - Microsoft Office SharePoint Server 2007

Microsoft Services

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Swiss Phone Company Workers Retrieve Relevant Information with Search Solution

“Our colleagues are finding more relevant business information, more quickly, from more sources because of the Enterprise Search functionality in Microsoft Office SharePoint Server 2007.”

Daniel Arber, Corporate Communications Manager, Swisscom

Business Needs

Swisscom is the largest telecommunications provider in Switzerland, with 5.4 million mobile phone customers and around 1.8 million broadband connections. Over the years, the company has developed or acquired a number of business and operational systems. Information about company operations and projects is contained in a multitude of systems, making it difficult for the company's 15,000 knowledge workers and managers to gather and analyze data needed to make plans or decisions.

“It was hard to find company information within the disconnected systems by using the search tools,” says Daniel Arber, the Corporate Communications Manager responsible for the Swisscom intranet. “The search tools had such a poor reputation within the company that hardly anyone used them. It was almost always easier to call someone to try to get that information rather than search online.”

Difficulty in finding relevant company information meant that thousands of Swisscom workers were wasting time every day trying to find key information they needed to do their jobs.

Solution

Taking advantage of its enterprise agreement with Microsoft®, Swisscom and Microsoft Services investigated the possibility of leveraging the Enterprise Search functionality of Microsoft Office SharePoint® Server 2007. That option was attractive to Swisscom because the company was already using Office SharePoint Server 2007 as a collaboration platform.

“Swisscom had made a big investment in Microsoft technology, but they hadn't extended their use of it for search,” explains a Microsoft Information Worker Business Strategy Consultant assigned to Swisscom. The consultant and an architecture and planning advisor from Microsoft Services helped Swisscom design and plan the project to apply

Office SharePoint Server capabilities to the company's needs.

"The Swisscom IT staff had the technical skills to implement the Enterprise Search capability of Office SharePoint Server 2007; our role as consultants was to advise them on strategy and share the best practices we've gained from other customer implementations," says the consultant. In just a few weeks, Swisscom was able to launch the first phase of its new Enterprise Search capability.

Benefits

With a valuable search capability deployed enterprisewide, Swisscom has extended the value of its investment in Office SharePoint Server 2007. Even in the first few months that the new capability has been available, Swisscom employees have noticed a vast improvement over the former systems, which required them to use different search tools or facilities for individual data stores or information repositories. By engaging Microsoft Services, Swisscom received strategy and best practice guidance that helped reduce project risk and cost.

Reduced Risk

Swisscom reduced the risk of the project by taking advantage of its enterprise agreement with Microsoft Services. According to Arber, "Office SharePoint Server is relatively new technology, and the Microsoft consultants gave us direct access to insight into the technology and the best way to use it."

With help from the consultants, the company was able to organize the project into phases that it could implement quickly. "We showed the employees at Swisscom how they could start with finding company data in Office SharePoint Server, existing intranets, and shared folders. This helped with beginning the project quickly and offering real value to Swisscom employees in a brief period of time," says the Microsoft strategy consultant.

Created a Single Source for Company Information

Having a single place to search for company data was one of the project's key goals. "Our employees now have a single, one-stop shop for information searching," says Arber.

From a single entry point, they can search multiple intranets, multiple repositories, and obtain results that are ranked based on relevance.

"The results have the date of the information, the name of the author, and the source of the information, which also helps employees select the right information," says Arber.

Improved User Experience

Swisscom now has a system with features that make it easier to find data. "The results come with 'best bets' that put the most relevant results at the top of the list," says Arber. "We have links to related sites or similar sites that also help employees find what they're looking for."

"The feedback we are getting from employees is that it is much easier now to find company information than ever before," says Arber.

Increased Search Usage Companywide

Since the Enterprise Search functionality has been in place, search usage figures have increased substantially in just the first few months. Arber says, "Increased search usage tells us that our colleagues are getting results that are relevant to their business needs through the Enterprise Search tool. More people are able to find what they need to do their work without having to ask another person for help."