



#### SWISSCOM MOBILE

Switzerland's leading provider in the Swiss mobile communications market.

**Industry:** Telecommunications  
**Geography:** EMEA

#### Deployment Summary

- Swisscom Mobile implemented a component-based architecture with intrac information consultants using TIBCO's business integration software.
- The enterprise application integration (EAI) solution integrates Swisscom Mobile's various systems, including customer relationship management (CRM) and billing systems.

#### Benefits

- Component-based architecture eliminates interdependencies and reduces the number of interfaces, giving Swisscom Mobile a more efficient system with room for further development and additional applications.
- Solution preserves previous IT investments.
- Integration of CRM and billing systems improves customer service significantly.



"This project makes customer service in the call centers far easier and replaces several applications that were not completely interconnected."

**Christoph Lukesch, Manager of EAI Competency Center, Swisscom Mobile**

## Swisscom Mobile Optimizes Customer Service with EAI

In the late 1990s with the boom in new technologies, Swisscom Mobile enjoyed explosive growth. But this growth left its mark on the company's IT landscape. Several packaged solutions, as well as components developed in-house, were interconnected using a plethora of interfaces that led to a tight network of interdependencies. The system functioned, but it was becoming harder and harder to implement new solutions.

Swisscom Mobile's chief architect, ordered an analysis of the system and soon recognized that it would implode if something was not done. On one hand, the central billing system dominated the entire architecture, and would need to be updated or replaced in the near future because of the changing market conditions. On the other hand, the various types of interfaces incurred disproportionately high development costs and significant time for testing and integrating applications whenever changes were made.

High costs and time requirements for the introduction of new services would impair the company's flexibility and competitive advantage. Swisscom Mobile decided to defuse the situation as soon as possible.

#### The EAI project is born

The company's management decided to consider an EAI project and began with a proof-of-concept study. If the initial study was successful, the company would first integrate a few non-critical applications. In a second phase, the new CRM system would be integrated with the central billing system using the EAI solution.

"After a detailed study, we decided on TIBCO's business integration software," says Christoph Lukesch, manager of the EAI competency center at Swisscom Mobile.

TIBCO completed the proof of concept and won a contract for the implementation of phase one of the EAI solution. This phase included the integration of the following components:

- Billing system
- Customer database
- Print shop
- Data cleansing system

For each of these systems, Swisscom Mobile had to define the relevant business processes and implement adapters for each application. TIBCO's product portfolio includes both standard adapters for certain applications, as well as a

software development kit for the rapid development of adapters for proprietary or legacy applications.

#### **Business integration helps optimize customer service**

Nowadays, technology investments are grouped into two categories: drivers and enablers. Drivers are used to increase revenues or reduce costs, and include new products, rationalization projects, and outsourcing. Enablers, on the other hand, are investments that do not directly generate value but are essential to making drivers work efficiently. An electricity network is a typical example of an enabler. The value to a user comes from plugged-in equipment – the driver, in this example – that the outlet powers. But without the electric current – the enabler – the equipment is useless.

“EAI projects are typical enablers, as can be seen in the Swisscom Mobile project. After the first phase of the project, the next step was the integration of the CRM application,” says Lukesch. “This CRM project, which involves EAI, makes customer service in the call centers far easier and replaces several discrete applications that were not completely interconnected. Of course, optimizing customer service was our focus, and the EAI aspect – while highly complex – is of secondary importance.”

#### **Secure portal links customers, employees, and partners**

By implementing a component-based architecture that communicates via an EAI bus, Swisscom Mobile untangled

its network of interdependencies and reduced the number of interfaces, giving it a more efficient system with room for further development and additional applications.

One of the key advantages of TIBCO's EAI solution is that a system component that delivers data does not need to know which other components use its data or in which order. In addition, components that receive data do not need to know where the data is coming from.

The company not only massively reduced the number of interfaces, but it also achieved a loosely coupled architecture. With this approach, the risks involved with changing or replacing a system component are minimal.

On the foundation of this loosely coupled architecture, Swisscom Mobile might be able to transfer its IT infrastructure to the new architecture in approximately five years through a series of projects to restructure, add to, or replace existing applications.

Currently the EAI solution integrates Swisscom Mobile's CRM system with the back-end systems. The integrated system is operational in all five call centers with approximately 800 users.

The next steps involve extracting additional functions from the central billing system to streamline and simplify it. In this way, the objective formulated in 2001 – the fundamental transformation of the system architecture – is being realized.

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**TIBCO Software Inc.** (NASDAQ: TIBX) is the leading independent business integration software company in the world and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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