



Sunrise Communications AG

Efficient IT Service Management Increases Competitiveness for Sunrise Communications AG

Geography

Switzerland

Industry

Telecommunications

Business Need

Sunrise was faced with the challenge of replacing the existing service desk so that it could continue to cope with increasing requirements. Its main aim was to increase user friendliness and to simplify the processes in IT service management.

Solution

BMC Remedy Service Desk was the ideal solution for Sunrise to cover the high demands on the service desk. Today the system is the central hub and pivotal point for requests from all 2,200 users.

Results

- > User-friendliness greatly increased
- > Very well accepted by the staff
- > Easy to operate SRM portal
- > Requests can be processed faster
- > Increased productivity from service desk agents, support staff and users
- > High level of automation frees up resources
- > The whole inventory is stored in the system
- > Improved availability of the IT infrastructure

As the second biggest telecommunications supplier in Switzerland with some 2,200 staff, Sunrise Communications AG has a separate department for IT services and support. The service organisation is a central contact point for users with problems and ensures that the user's IT infrastructure runs smoothly. BMC Remedy Service Desk ensures that the service desk can fulfil its duties in the best possible way.

Today, the success of many companies depends heavily on whether all IT systems are working correctly. Correspondingly, the quality of the service provided by the IT organisation has a direct effect on the performance of the company. It is, therefore, strategically important to improve IT service quality in such a way that it contributes to the achievement of the company's targets. To do this, not only must processes be automated, but IT resources must also match business requirements and be used purposefully. In other words: Effective management of IT resources and active IT support can significantly reduce the number of errors and breakdowns in IT.

The telecommunications industry itself knows this phenomenon only too well. In a strongly competitive, extremely dynamic market – which continues to develop at breakneck speed and is subject to constant change – the overall IT infrastructure has a great influence on the competitiveness of individual suppliers. At Sunrise, the demands on the service organisation with its 140 or so staff are correspondingly high. The previous service desk, acting as a central hub and contact point for the staff, could no longer keep up with the increasing requirements and had reached its capacity.

THE MAIN PRIORITY – IT SHOULD BE MORE USER-FRIENDLY

Martin Vogt, the project manager within the department for IT services and support, was given the job of removing the existing solution and, while doing this, improving various processes at the same time. "The project was originally IT driven. Removing the old system was vital so that we could continue to meet our commitments. Our main aim was to optimise user-friendliness for the end user," said Martin Vogt, remembering the initial situation. "Because the more user-friendly a system is, the more a new solution is accepted and overall confidence in the IT system increases."

Based on these demands, Sunrise worked out comprehensive, detailed performance specifications with clearly defined aims and put the project out to tender. In the various evaluation rounds with different suppliers – the whole phase lasted almost three months – ITConcepts, with its Business Service Management (BSM) approach by BMC Software, was the most convincing. "ITConcepts' performance was extremely professional and the staff left us with the impression that they were extremely competent," said Martin Vogt. "It was important to us that we opted for a partner with a great deal of experience in implementing BSM strategies." Another important point was that by consolidating existing licences, a not inconsiderable sum could be saved. For these reasons ITConcepts was finally given the contract for the project.

In joint workshops Sunrise and ITConcepts set down the requirements that had to be covered by BMC Remedy Service Desk and defined the corresponding processes. In this phase it became obvious that internal expertise relating to these processes was extremely important because it formed the bases for all technical configurations. First of all the existing processes were taken over, then optimised and simplified. The consequence of this was that certain processes could even be left out because they were only used rarely or even not at all or just didn't make sense.

USERS LEARN TO VALUE THE ADVANTAGES

The aim for implementation was very ambitious: in only seven months the old solution was to be replaced by BMC Remedy Service Desk – which was achieved. After test runs there was a two month transitional period and then the old system was turned off completely. Some of the most important advantages of the new system for Martin Vogt were the high level of automation, the flexibility and transparency of the system. For example, each user can view the status of his request and the user finds it easy to operate. Also a large part of all communication is done directly by the system which makes separate e-mails superfluous and also clearly controls responsibilities.

Since it has been introduced, the BMC Remedy Service Desk has acted as the sole platform for all user inquiries. Even events forwarded by users or generated by the infrastructure converge here. IT automates incident and problem management processes and enables the service organisation to process events quickly and efficiently. The far-reaching, flexible best practice ITIL (IT Infrastructure Library) workflows record and track relationships from incident initiation up to problem allocation, finding the cause, known errors and change requirements. Thus it speeds up the restoration of normal service and prevents future events having a negative influence on company services. In addition it enables IT staff to be more efficient because, as a result of automation, human resources can be used for other tasks.

Finally, we go back to Martin Vogt: "Collaborating with ITConcepts has worked out exceptionally well and BMC Remedy Service Desk has, up till now, proved itself exceptionally well in productive use. The widely applied internal information has certainly contributed to this too. And so the feedback that we have received from users is absolutely positive. The BMC Service Request Management (SRM) module, which is available to staff as an online portal for their inquiries or orders, is particularly popular. Thus we have fully achieved our main aim, i.e. increasing user-friendliness!"

ABOUT SUNRISE

Sunrise is the second largest telecommunications' supplier in Switzerland. More than 2.2 million customers use Sunrise's services for mobile phones, landlines and the Internet. The GSM, EDGE, UMTS and HSDPA-based mobile radio networks supply more than 99% of the population with the latest mobile radio services with transmission rates of up to 3.6 Mbps. A high-capacity fibre optic network more than 8,900 kilometres long provides a comprehensive range of high quality voice and data services. By 2010 Sunrise will provide 80% of households with their own broadband services. Sunrise is the trademark of Sunrise Communications AG, whose share capital is fully owned by TDC A/S. For further information please see www.sunrise.ch.

"BMC Software's IT Service Management solution, which is consistently focussed on the business aims, helps us to improve process procedures, constantly optimise service quality and increase user satisfaction."

— Martin Vogt,
Project Manager Information Technology,
Sunrise

Key Products Used:

- > [BMC Remedy Service Desk](#)
- > [BMC Service Request Management](#)

About ITConcepts

ITConcepts is one of the leading Business Service Management (BSM) integrators in Switzerland, Germany, France, the Benelux countries and in Southern Asia. The company provides customer-specific consultancy products and technology solutions. With its "Strategic IT management" concept, ITConcepts uses certified methods (ITIL V3, ISO 20000) to move barriers between business processes and technology out of the way and make a strategic supplier of business-related benefits from the IT service providing organisation. For further information see www.itconcepts.ch.

About BMC Software

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best practice IT processes, automated technology management, and award-winning BMC Atrium technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the midsized business. Founded in 1980, BMC has offices worldwide and fiscal 2007 revenues of \$1.58 billion. Activate your business with the power of IT. www.bmc.com.



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