

Customised All IP solutions for SMEs

Ready for the opportunities of digitalisation thanks to All IP

Growing requirements for quality, availability and data security on the client side as well as within the network of translators and proofreaders around the globe demanded new ways of virtual collaboration. Diction Ltd came to realise as much and pushed ahead with the switch to All IP technology. This example of a language service provider demonstrates the most important aspects involved in the process leading up to final commissioning; it also highlights the importance of integrating client and user viewpoints in the planning stage so that the opportunities of IP telephony can be used efficiently.



Managing Director Patrick Fassbender is delighted with the flexible communications solution for his 88 employees.

Done. Since February, the entire communication at Diction Ltd with registered offices in Buchs (SG) has been running via All IP. Patrick Fassbender, Managing Director of the company for two years, is relieved. After all, the goal was for clients to remain unaware of the switch to IP technology and for the operation to continue seamlessly. Save for a few minor hiccups at the start, the switch came off flawlessly. Now all 88 employees are reachable 24 hours a day, 7 days a week via IP telephony – regardless of whether they are based at one of the company’s locations, or working from home on a decentralised and cross-border basis. Setting up the complex on-call service with employees in Spain and Vancouver over the weekend went according to schedule as well. This was a particularly important issue for Diction because the company is flying the flag for excellent client service.

Planning the future from the ground up

Diction had reached its limits with its old telephone system. “This gave us the chance to plan everything from scratch. We thought a great deal about the future of our business, the requirements placed on communication with our clients and the collaboration in our company,” says Patrick Fassbender about the strategic approach. The following questions were central for the company: How can IP technology be used efficiently and sustainably? How can we ensure that the solution provides the opportunity for flexible expansion and keeps pace with the growth of the organisation? What will the financial aspects of telephony look like in future? How is secure transmission and storage of confidential data ensured?

Prioritising data security

Diction considers data security a priority for cooperation based on trust with their clients. With regard to guaranteeing storage and transfer in secured networks within Switzerland for its primarily Swiss clients, Diction chose Swisscom as its partner. “Swisscom stood out as a domestic provider in data storage and as a premium partner of Skype for Business (professional telephony, messenger and video solution for business clients),” explains Patrick Fassbender.

The switch to All IP was intended to facilitate video telephony, the confidential sharing and sending of documents and the virtual gathering – via audio or videoconferencing – of employees working on a decentralised basis. As this type of communication is familiar to many from personal use, Skype for Business with its various options was an obvious choice for collaboration.



Translation projects come in from around the world to Buchs, where Diction’s main office is located. Patrick Fassbender, Managing Director of Diction, implemented the switch to All IP in cooperation with a local installation partner.

Step by step towards a new solution

“We took many iterative steps to analyse and document the needs in order to then test them for feasibility with our partners. Once we were aware of all requirements, the project manager at Swisscom implemented the switch to All IP in cooperation with the local installation partner. It was a well thought-out and structured process that included target dates and deadlines for running through the test scenarios before the final switch.”

No time wasted on covering the same ground, and creating acceptance

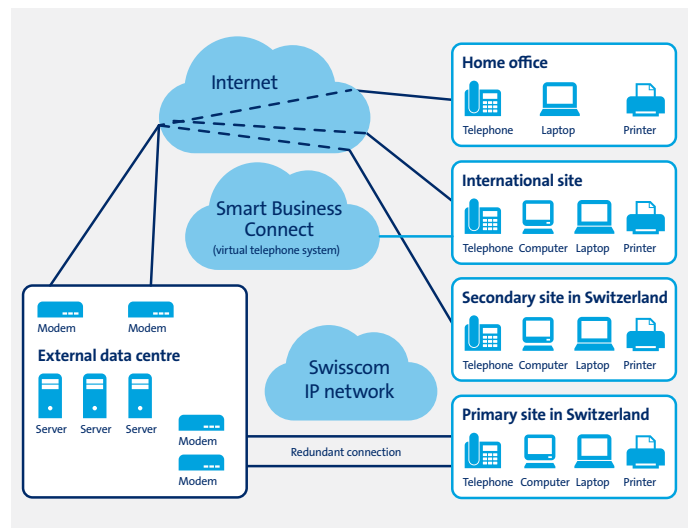
Patrick Fassbender’s advice is to plan early and involve specialists from the very start in order to thoroughly examine any relevant issues and discuss the precise needs and requirements with the staff as well. Because the more detailed the analysis of user demands, the higher the acceptance among the employees for discovering new opportunities with the new technology and leaving old habits behind.

According to him, the investment in time pays off as it eliminates having to cover the same ground repeatedly after introducing the system. Especially when selecting a tailor-made solution, it is important to know that this type of process takes longer and is more complicated than expected. More than a year passed from the time of purchase until installation. In his opinion, this is something to keep in mind especially in SMEs because there is hardly ever enough time when having to keep up with daily business.

Cultural change through new forms of cooperation

In order to familiarise employees with the opportunities and the use of the new technology and ensure a smooth start, training sessions were held for Skype for Business, some of them online, others on site. Although employees of Diction mostly work in their home offices, they gather regularly at the headquarters. A chance to get to know the tools for digital cooperation. And a chance to learn more about the opportunities for sharing knowledge and for joint development in a knowledge organisation thanks to All IP.

For instance, the industry has been working with computer-aided translation systems for years. They are used to ensure continuous quality. For years, translation tools have progressed significantly due to progressive digitalisation. "We use these tools and do not want to work without them." Nevertheless, even in translating, Patrick Fassbender is convinced that people are going to be at the centre for a long time to come. He says he is not worried that machines will be able to completely take over the sophisticated work with languages any time soon.



More and more companies rely on mobile ways of working. In doing so, they also position themselves as attractive employers.

Checkliste

Approach

- Check existing infrastructure
- Replace or upgrade solutions not compatible with IP
- Order an IP connection via Swisscom or a partner
- Put the new solution into operation



Important questions relating to the switch to All IP

- Where in the company specifically is the topic of All IP an issue?
- What are the requirements for the new solution – function, availability, IT security, etc.? What are the requirements for expansion of the solution?
- Will the new applications require changes in the wiring of the building?
- What is needed: a standard offer or a customised solution?
- Which applications will be affected by the switch? (telephones, end devices, special applications such as alarm systems, lift telephones, building technology systems, etc.)
- What interfaces must be ensured? (call forwarding, 24-hour availability, on-call services, emergency calls, etc.)
- How will employees handle telephone calls with clients? Are training sessions needed? Will the company need IP telephones or does the telephone conversation happen directly on the screen?
- What other communications or database solutions are planned? What will internal and external collaboration look like in future?
- How can business processes be designed to be even more efficient?
- How can the company use the new ways of working to position itself as a modern employer of choice that acquires and develops the best employees?

For more information, please visit www.swisscom.ch/ip

Company profile



*Patrick Fassbender,
Managing Director of Diction*

Diction Ltd with registered offices in Buchs (SG) is a language service provider that offers translation, editing, proofreading and copywriting services in more than 30 languages. The start-up established in 2004 as a one-man business now has more than 80 permanently employed translators and works with a network of external translators. Diction maintains additional sites in St. Gallen and Vancouver and offers their clients 24-hour personal service. The organisation is set up to be decentralised; employees in various countries work flexibly in their home offices. ten flexibel im Home Office in verschiedenen Ländern.

www.diction.ch

Switch to All IP by Swisscom



By the end of 2017, Swisscom intends to switch all conventional, outdated telephony to future-oriented All IP. With All IP, all services – Internet, TV and now landline telephony – are transmitted via the same network. Starting in 2018, entire regions will be modernised and completely switched to All IP. The switch to All IP is taking place worldwide.