

Swisscom introduces mobile fixed network for SMEs

No one in the office? All your staff out on the road? “My SME Office” ensures they can still be reached: calls to the office are automatically put through to their smartphone or laptop. The office number is displayed for outgoing calls. My SME Office is the new combined Swisscom package for SMEs, incorporating fast Business Internet and comprehensive customer service in addition to modern business telephony. “SMEs are making the step into the networked world with our new communication package,” says Thomas Bachofner, Head of Product Development for SMEs at Swisscom.

With My SME Office, Swisscom is launching a combined offering for SMEs incorporating modern business telephony, faster Internet speeds and additional services in one package. The central element of the package is fixed-line telephony, to which Swisscom adds numerous functions via IP technology, thereby converting it into a mobile means of communication. Users of My SME Office can now also use their business phone via an app on their smartphone or computer free of charge. They can decide for themselves which number is shown on outgoing calls, which ensures, for example, that the same business number is always used in contact with clients. They can also easily adjust the required number of phone numbers for their company at any time, program call forwarding flexibly on the fixed-line phone, smartphone or PC, and block unwanted (cold) calls. “This gives employees in SMEs greater flexibility and enables them to structure their working day more easily. At the same time, they can be confident of making a professional impression to clients and partners,” explains Thomas Bachofner.

Uninterruptible connection with Internet backup

My SME Office is available in three package sizes: S, M and L. The higher-value packages offer fast Internet at a speed of up to 100 Mbps, additional phone numbers, free minutes for calls abroad and more comprehensive customer service. For example, Swisscom guarantees that it will rectify any interruption within just one day for business customers with higher-value My SME Office packages. SMEs also receive protection against outages of their Internet connection: if there is ever a network

failure, the router automatically switches to the mobile data network with the Internet backup stick. This means that uninterrupted surfing and phone calls are guaranteed at all times.

Further information can be found at www.swisscom.ch/mysmeoffice

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