

Swisscom is expanding its IP portfolio for SMEs with Smart Business Connect

Fixed-line telephony, Internet and services — that's Smart Business Connect from Swisscom. An IP-based complete solution that meets the individual needs of SMEs with a telephone system. With the launch of this product, Swisscom is expanding its IP portfolio for SMEs and paving the way to the digital world for many companies.

Smart Business Connect is an IP-based complete solution for modern business communications, comprising telephony, Internet and services. With My SME Office, Swisscom already has a comparable product in its offering for straightforward communication requirements. Smart Business Connect is ideally suited to SMEs with more than five employees or even multiple locations and the resulting additional communication needs. With the market launch of Smart Business Connect, Swisscom is expanding its IP portfolio for SMEs.

A solid foundation: a high-performance, reliable Internet connection

SMEs can select and combine the type of telephony solution as well as the Internet and service components to meet their individual needs. If changes are required over time, for example because of a new site or new hires, the solution can be flexibly expanded. The service is available for a fixed monthly fee. This ensures that costs are always transparent and easy to budget. The communication solution is based on a high-performance, reliable Internet connection. In the event of a temporary disruption to the connection, the router automatically switches to the mobile data network. In such a scenario, Internet-based services could still be used and, thanks to call forwarding, employees would remain contactable by phone.

Future-oriented communication and collaboration

With Smart Business Connect, SMEs can use a virtual telephone system in the Swisscom Cloud, so there's no need to invest in an on-site telephone system or maintenance costs. Swisscom provides the selected services from its own data centres. With this solution, mobile fixed-line telephony is increasingly finding its place in the office. This means phone calls can be made and received using the fixed-network number on a PC or smartphone.

SMEs also have the option of continuing to use an on-site telephone system with Smart Business Connect. Either they can connect the existing system to Swisscom's IP network or they can instead opt for the Full Service Solution, which provides SMEs with a modern system that takes care of operation and maintenance.

Ready for the future: SME checklist for switching to IP

Smart Business Connect enables SMEs to lay the foundations for a future-oriented IT and communications infrastructure. "By allowing SME customers to select the individual components, we are addressing their advanced communication requirements while offering them future-oriented solutions for the challenges of the digital world," explains Thomas Bachofner, Head of Product Development for SMEs.

Swisscom is gradually expanding the product to include new services that enable communication and collaboration across any device and regardless of location. The switchover to IP is the first step to achieving this goal. A short checklist for SMEs gives an indication of what to keep in mind when making the transition.

1. *What is your existing communications solution capable of?*
2. *Does the service still meet your communication requirements?*
3. *What requirements will your communication solution need to meet in future?*
Do you require standard call functions or additional functions for working as a team?
Is communication across multiple locations important?
How many calls need to be supported at the same time, etc.?
4. *Find out about the IP offerings available on the market in good time and arrange a consultation with the telecommunications service provider or IT/telecommunications partner of your choice*
5. *Which offering on the market best meets your communication requirements?*
6. *Check with your electrician as to whether changes need to be made to the in-house wiring (generally only for buildings without star-shaped wiring)*
7. *What other applications (e.g. lift telephones, alarm systems, fax and other modem applications) are currently connected to the conventional fixed telephone network?*
8. *Check with the manufacturers of these applications if they are IP-enabled or will need to be replaced.*
9. *Initiate the switchover in good time and plan the time and the steps to be taken together with your provider or partner*
10. *Activate the new products and enjoy the benefits of IP technology*

Find out more about Smart Business Connect at:

<https://www.swisscom.ch/en/business/sme/smart-business-connect.html>