

Swisscom extends cloud portfolio with global solutions

Swisscom is expanding its own cloud with global solutions from Amazon Web Services and Microsoft Azure. Companies can now benefit from the wealth of services of a global provider whilst at the same time gaining the expertise of a local partner.

Swisscom is expanding its own cloud portfolio with global cloud offerings from Amazon Web Services (AWS) and Microsoft Azure. In this set-up, Swisscom is the service provider, integrating the solutions into hybrid environments. Marcel Walker, Head of Network and Cloud at Swisscom Enterprise Customers, says: “This means that our customers benefit from all the advantages of a huge range of services whilst retaining the “Swissness”, local knowledge and transformation expertise of Swisscom.”

Amazon Web Services’ wealth of services teamed with local expertise

Many companies would like to use market-leader Amazon’s public cloud services. However, they also want a local partner to support them on their journey to the cloud ecosystem. As a local partner, Swisscom provides advice and project services to customers who want to achieve economies of scale and for whom data storage in Switzerland is not a top priority. Swisscom has extensive expertise in cloud transformation and supports companies every step of the way from design through to implementation and finally to migration to the cloud solution. To this end, Swisscom is launching a package of professional services for AWS that is being expanded on an ongoing basis. It initially comprises four modules:

1. Starter Kit

This introductory workshop provides a quick overview of the AWS universe. In proof of concept, a selected use case gives companies an overview of the way their challenges can be dealt with by the AWS platform combined with Swisscom’s expert knowledge.

2. Solution Design

Future requirements are clarified and documented with the customer. Based on these requirements, Swisscom advises on the definition of optimal design solutions, either for specific applications or for the standard integration of AWS into an existing IT landscape.

3. Migration & Integration Services

With this service module, the defined solution concepts are implemented in the AWS cloud and the migration and integration processes are planned and executed. This is based on “Journey to the Cloud” methodology which applies to all Swisscom cloud projects.

4 Expert Services

To gain maximum benefit from AWS services, Swisscom provides additional expertise for specific issues. This may include a cloud readiness assessment, AWS back-up solutions, data security and anonymization, automation or global website architecture. Swisscom also has the expertise to support its customers with value-added services for the Internet of Things (IoT), Big Data or Artificial Intelligence (AI).

During 2018, Swisscom will see the successive expansion of its comprehensive managed service portfolio for the operation and support of cloud solutions, including for hybrid environments. Marcel Walker says: “With these services, we are able to generate added value for cloud customers and remain true to our claim of being a trustworthy companion in the digital world.”

Secure connection to the Microsoft Azure Cloud

For companies who are at home in the Microsoft ecosystem, Swisscom is now offering Azure within Microsoft’s Cloud Solution Provider programme. Customers obtain their infrastructure and platform as a service from a Microsoft data centre and receive support and usage-based billing from Swisscom. Swisscom enables companies to access the Microsoft cloud via a direct network connection using Multiprotocol Label Switching (MPLS). These connections do not use the public Internet, are more reliable, more rapid and secure and have lower latency than typical Internet connections.

In addition, Swisscom offers professional services which support Microsoft-savvy companies as they enter the global Azure cloud ecosystem. These include the Starter Kit, Solution Design, Migration &

Integration and Expert Services components. This enables companies to benefit from the expertise of over 200 certified Microsoft professionals. In addition, Swisscom is one of only ten global service providers participating in the Azure Stack Early Adopter programme. We are therefore exploring the possibility of providing Azure Stack in one of Swisscom's own data centres. In addition, Swisscom is the first provider in Switzerland to carry out proof of concept tests with customers. Azure Stack is the on-premise version of Azure. Azure Stack has a number of advantages: data remains in Switzerland, latency is low and workloads can be shifted between the local and global cloud by virtue of having the same technological structure.

Managed Smart Workplace on Azure Technology

Alongside infrastructure and Platform as a Service from the Azure ecosystem, Swisscom also provides a managed smart workplace using Microsoft Azure technology. This working environment is enhanced with artificial intelligence. For instance, a chatbot helps users to set up their own device quickly, orders software and trawls through databases. Swisscom handles the operation of the smart workplace including security and software management and support services.

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For more details about Amazon Web Services by Swisscom: swisscom.com/aws

For more details about Microsoft Azure by Swisscom: swisscom.com/azure