



Report on benchmarking project at Swisscom IT Services

Pricing IT services at market levels

Swiss IT service provider Swisscom IT Services identified the market levels for pricing its newly developed services and products by means of a benchmark.

Swisscom IT Services, a subsidiary of Swisscom AG, is a partner for strategic IT outsourcing and professional IT services. With a workforce of over 2,500 people, the service provider counts well-known companies from all sectors of industry among its clients, including the airline Swiss, the Swiss Federal Railways (SBB) and various Swiss banks. However, its major clients also include its sister companies within the Swisscom Group.

In its role as a leading IT service provider, the company is committed to continually improve the services that it offers. The declared aim of the company is to provide first class services at prices which are both transparent and commensurate with market needs – both within the Swisscom Group and also for external clients. To ensure that it remains the first choice of its clients, Swisscom IT services reviews its attractiveness to the market on an ongoing basis. “We decided to undergo a benchmarking process to compare our current range of services and our prices with the general market”, says Senior Program Manager Hans Leuenberger. And to ensure that the company could continue its successful growth in the market, the company also had to revise and extend its product portfolio. Therefore the benchmarking project was also designed to find the correct price levels for these new services.

After looking at a number of possible companies, Leuenberger decided to award the contract to Maturity. In addition to the quotation presentations, the main reasons for this were the expertise of the company and the reference projects that it could demonstrate. “They managed to respond to all our inquiries competently and what is more Maturity specialises in benchmarks”, explains Leuenberger. The benchmarking project adhered to a strict timetable of around four months. The success of the project was heavily dependent on Swisscom IT Services being able to specify concrete requirements for the data collation process. Maturity then supplied the company with valuable ideas for revising its product portfolio.

One of the central elements of this was the extension of the service and product structure. Swisscom added a 3-tier server architecture. Not only is it possible to maintain this type better than other solutions, but it is also generally more economical to run. In addition Maturity identified potential improvements in the fields of storage/backup, midrange servers and mainframe hosting. It was the first experience of a benchmark for Program Manager Leuenberger and he was very satisfied with the results. “The project helped us to continue to provide our customers with the best services for their needs at the right price level.” ■

Profile



Company

Swisscom IT Services

Websites

www.swisscom.com/IT

Benchmark targets

- Analysis of the service and product structure
- Comparison with current market prices
- Identification of potential improvements

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Hans Leuenberger, Program Manager,
Swisscom IT Services

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