

Swisscom selects E2E Bridge

Increased agility in process monitoring, higher service quality for small and medium business customers

BASEL, September 13, 2007. – Swisscom, the leading telecom enterprise in Switzerland, has selected the E2E Bridge as the integration platform to allow its Process Performance Management system access to Key Performance Indicators (KPIs) from backend systems. The project is designed to streamline, control and optimize business processes which address its small and medium enterprise customer base, ranging from bid proposal management and contract management to the technical implementation and settlement. As a key integration point, E2E has leveraged its partnership with IDS Scheer using the E2E Bridge to deliver up-to-date information for ARIS Process Performance Manager (PPM). Swisscom selected E2E based on the extraordinary flexibility of the solution – any necessary modifications can be performed instantly.

The main focus of the project entails improving transparency for Swisscom employees while enhancing service quality for its midmarket clients. The new system delivers accurate KPIs and graphical reports. Based on a sophisticated drill-down capability, KPIs can be verified effectively. Escalation procedures are triggered automatically if process steps are not performed within predetermined deadlines. All process participants have straightforward access to the process warehouse via ARIS PPM. The entire project initiative was completed from start to go live in less than four months.

Prior to selecting the E2E Bridge and ARIS PPM combination, Swisscom used a traditional integration approach that required any change requests at the middleware level to be scheduled a minimum of six months in advance. Beyond the actual implementation, most of this six-month period was allocated towards manual testing and writing up-to-date documentation. Each modification of the backend systems, changes to the process or any updates to the KPIs caused considerable effort.

With the new joint solution based on the E2E Bridge and ARIS PPM, simple modifications are completed within half an hour. Previously, these modifications would have to be collected and provided with substantial delay within two to three annual releases. All changes are now fully documented at all times in form of the Unified Modeling Language (UML), automatically tested and implemented.

"The level of agility we were looking for"

Markus Witschi, in charge of business operations for small and medium businesses, Swisscom Fixnet AG, highlights the capabilities of the solution with a real-life example: "A few days before the new system was supposed to go into production, we were forced to upgrade the backend system to a new release. With our traditional methodology, such a last minute change would have caused a delay of at least four weeks. With the E2E Bridge, all necessary adaptations, including consulting, were completed in less than 16 hours, and we were able to go live at the same time as the new version of the backend system. E2E has proven in an impressive way that Model Driven Integration allows us to reach all our business objectives without compromise, and in record time. This is exactly the level of agility we were looking for."

The E2E Bridge is the leading solution for Model Driven Integration (MDI). E2E's unique integration approach completely eliminates the need for programming or any manual interface maintenance. All integration services are designed using UML, and are directly executed as models, without developing or generating a single line of code. This facilitates rapid, transparent and consistent management of interfaces.

About E2E

The Swiss software company E2E Technologies Ltd. is the world's first company to offer software for fully Model Driven Integration (MDI). Its flagship product, the E2E Bridge, allows companies to maximize automation of the end-to-end process for Application Integration and SOA Development, in order to facilitate cross-departmental and multi-enterprise business processes. E2E's MDI approach requires no conventional programming. All integration services are directly executed as a model. To enable this unique approach, E2E provides the industry's first Enterprise Service Bus (ESB) in the form of a UML virtual machine. By using the E2E Bridge, customers can implement integration projects economically, on time and on budget, transparently and in exceptionally high quality. System integrators, software manufacturers and providers of on-demand software use the E2E Bridge to offer products and services that can be more easily integrated into existing heterogeneous IT environments. The company was founded in 1996, is headquartered in Basel (Switzerland), and has offices in Boston, Denver, Portland, London, Munich, Kuala Lumpur, Sydney, Melbourne and Canberra. For more information about E2E, please visit www.E2EBridge.com