A sunny outlook: Company-wide information management for Sunrise

- Company-wide Doxis4 ECM platform
- Audit-proof archiving and deletion of mobile phone contracts, invoices, etc.
- ECM integration into Sunrise's own customer portal

BEST PRACTICE   Sunrise Communications Group AG

Management Summary
Company-wide information management implemented

Sunrise Communications AG is the largest private telecommunications provider in Switzerland, serving over three million customers. With so many customers, the document volume is likewise high. Before partnering up with SER in 2000, Sunrise employees managed customer documents, e.g. mobile phone contracts, all by hand using hard copies. They often had to search long to find the necessary documents. It became clear that there was a need for more efficient and digital working methods. Doxis4 was the solution for this – and so much more. With the Doxis4 ECM platform, the company established company-wide information management and digitized document-intensive processes. Sunrise manages all contracts, invoices and more centrally and compliantly with Doxis4. Employees can access this information – also from the CRM system – at any time and provide information to customers. What's more, Sunrise is already lining up the next digital solution. It plans to roll out automated inbound mail processing in the very near future using the extendible ECM platform, Doxis4.

The company

Sunrise Communications Group AG (Sunrise) is the largest private telecommunications provider in Switzerland. It is a leader in both the mobile (prepaid and postpaid) and landline network sectors and is the third-largest provider of landline network, internet and TV services. Sunrise benefits from an 11,800-kilometer-long, state-of-the-art fiber-optic network. Mobile services are provided over its own network using GSM/GPRS/EDGE/UMTS/HSPA and LTE/4G technologies. In landline operations, Sunrise has over 600 points of presence (POP) in its fully-invested local loop unbundled network, covering around 85 percent of households in Switzerland.

In the fiscal year 2017, the Swiss company posted revenue of 1.854 billion Swiss francs and adjusted EBITDA of 601 million. The company is based out of Zurich. With a team of 1,645 employees, Sunrise operates out of eight locations across Switzerland serving some 3.43 million customers.

Project facts and figures

TOPIC: Doxis4 ECM platform for company-wide information management

CUSTOMER: Sunrise Communications Group AG

INDUSTRY: Mobile communications, telecommunications

EMPLOYEES: 1,645 (2017)

CUSTOMER SINCE: 2000

SER SOLUTIONS: Doxis4 iECM suite with DMS, archive, BPM, email management, ERP and CRM integration, automated inbound mail processing (planned), SharePoint archiving (planned)

INTEGRATION: Microsoft Office, SharePoint, CRM, ERP (SAP)

DOCUMENT VOLUME: Approx. 200 million documents (almost 13 TB); ca. 30k documents added daily

HIGHLIGHTS: Digital customer and project files, audit-proof archiving of sensitive documents, deep ECM integration into the My Sunrise customer portal

Why SER and Doxis4

- Long-standing and trusting working relationship

- Future-ready, extendible ECM platform technology

- Extremely stable and scalable ECM system

- Multilingual capability – Doxis4 supports all languages commonly spoken in Switzerland

- State-of-the-art clients

- And many more reasons

"Our employees and project partners can securely exchange documents via the ECM system, which significantly shortens lead times."

Martin Mermolja, Senior System Administrator of Customer Management at Sunrise Communications AG

Target: Company-wide information management

Bold, positive, intuitive: These three values symbolize the telecommunications provider, Sunrise Communications Group AG. With a broad portfolio of products ranging from landline to mobile to IPTV, Sunrise offers a whole host of customized solutions for business customers and consumers alike. They can choose from mobile contracts plus device (smartphone, tablet, etc.), landline, internet and digital TV services, alongside mobile, connectivity and Work Smart solutions for everything from startups to SMEs and large companies.

The three company values also play an important role when it comes to digitalization. On the one hand, Sunrise strives to be bold in exploring new horizons and rethinking its existing approaches – all while maintaining a positive view of the digital revolution. On the other hand, Sunrise knows that intuitively choosing the right partners and solutions to help successfully shape its digital transformation is equally important. Not only has Sunrise found a reliable digitalization partner in SER with whom it can collaborate on an equal footing, it also now has the ideal extendible enterprise content management (ECM) platform in place. Thanks to Doxis4, Sunrise has reached a key milestone of its digitalization strategy: a company-wide, end-to-end information management system. The innovative, future-ready ECM platform has opened the door for the Swiss company's successful digital transformation.

Stem the tide of paperwork

A major mark of Sunrise's success is its growing customer base, which has now reached some 3.43 million customers. This growth entailed a sharp rise in the number of documents over the years. Offers, contracts, invoices, correspondence – every new customer generated additional information to be processed and archived. Yet there was virtually no structure in place at all. Documents were stored in an unstructured way in paper files or in different file directories across various folder structures. "It was difficult to find the right documents. Employees just filed their documents where there was room," says Martin Mermolja, Senior System Administrator of Customer Management at Sunrise Communications AG, who heard many stories about the legacy system. It wasn't unusual for employees to delete important customer documents from the file directories by accident – actions that were impossible to retrace. The result? Documents that were gone forever. "We wanted to move away from this unstructured filing system at long last," says Martin Mermolja. The introduction of Doxis4 has been a profound transformation for everyone. Now, documents are all filed in the ECM platform under a uniform structure and can be accessed from anywhere. It's easy for Sunrise employees to find exactly the information they need without any time-consuming searching.

ECM requirement: Multilingual capability

Sunrise operates out of locations across Switzerland comprising three office sites and five business locations. The local language differs from place to place: While the most commonly spoken language in Zurich is German, Sunrise employees at the Prilly site near Lausanne communicate in French and those in Lugano predominantly speak Italian. On top, English is the lingua franca for exchanging information with large business customers and partners. That's why Sunrise needed an ECM solution that could cope with all languages.

Basel

Zurich

Bern

Sunrise

Prilly

Meyrin

Lugano

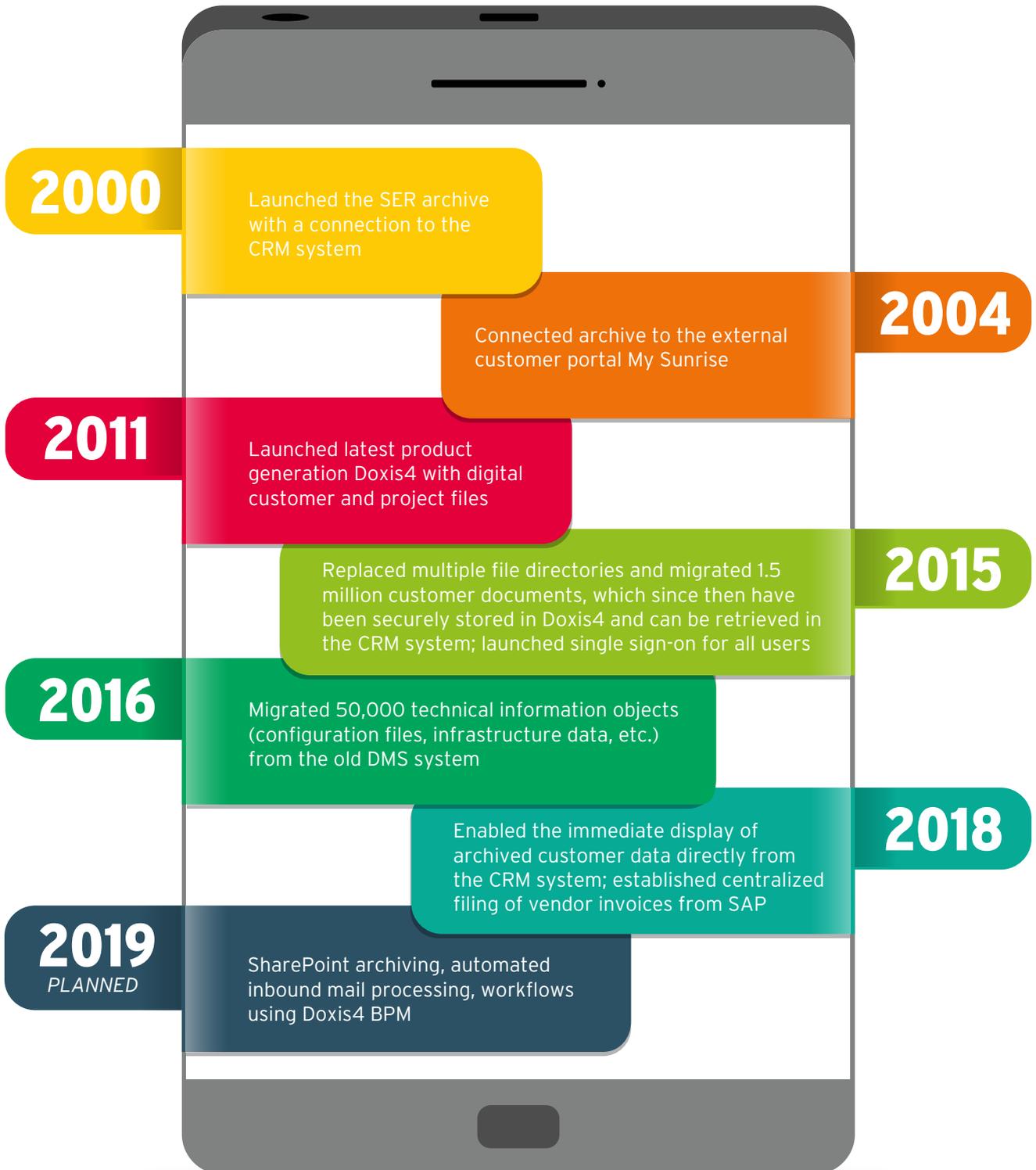🔴 Sunrise office location

🟢 Sunrise business location
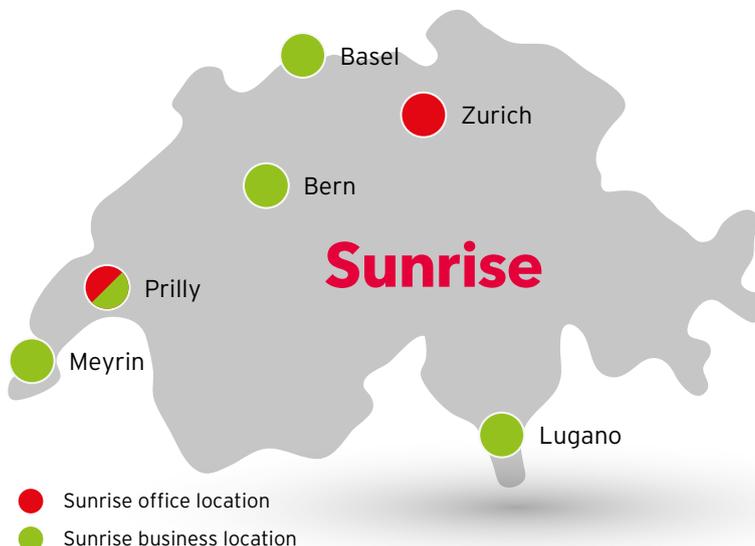
One of Doxis4's strengths is its multilingual capability. The ECM solution has been localized for speakers of twelve different languages. "It made the decision to choose Doxis4 even easier," says Martin Mermolja.

Customer eFiles make information retrieval a cinch for Sales

The first step of Sunrise's digital transformation journey was to build an electronic file structure in the ECM system. Digital files help users across the company and its departments to take advantage of information in processes. They also create greater document transparency and streamline daily work considerably. The deep integration of ECM into the CRM system was key for Sunrise from the get-go, as this would enhance process efficiency – especially for the Sales team. Previously, Sales employees would have to switch between various systems to gain a full overview of customer data and documents. The roll-out of Doxis4 makes this laborious and time-consuming process a thing of the past. Employees can now access key customer documents – like emails, contracts, etc. – directly from the CRM system (and vice versa), where they are archived in uniformly structured digital customer files. This provides a 360-degree view of the customer relationship, including the customer history. During inbound customer calls, employees can, for instance, quickly look up the customer's current mobile contract and view the terms and conditions. With this information at their fingertips, employees are perfectly placed to negotiate a new mobile contract with the customer that has maximum appeal.

History of SER solutions at Sunrise

2000 Launched the SER archive with a connection to the CRM system

2004 Connected archive to the external customer portal My Sunrise

2011 Launched latest product generation Doxis4 with digital customer and project files

2015 Replaced multiple file directories and migrated 1.5 million customer documents, which since then have been securely stored in Doxis4 and can be retrieved in the CRM system; launched single sign-on for all users

2016 Migrated 50,000 technical information objects (configuration files, infrastructure data, etc.) from the old DMS system

2018 Enabled the immediate display of archived customer data directly from the CRM system; established centralized filing of vendor invoices from SAP

2019 PLANNED SharePoint archiving, automated inbound mail processing, workflows using Doxis4 BPM

Securely archive sensitive information

Sunrise also uses the digital files to archive highly sensitive customer documents, like NDAs or identity documents. The latter in particular are crucial to concluding a new mobile contract: When a customer signs up for a new contract online, they are asked to provide some form of ID (such as a copy of their passport/ID card or driver's license). This data allows Sunrise to clearly identify the customer as the contract partner and is required before any mobile services can be delivered. "We also archive this highly sensitive data securely in our digital customer files. Doxis4 gives us extensive security features that we can use to ensure customer documents don't fall into the wrong hands," says Martin Mermolja. The roll-out concept details exactly who can access which documents and who is authorized to view them. Doxis4 keeps a log of these activities. "With the new system we comply fully with the strict statutory data protection requirements in this area."

The certified Doxis4 ECM solution also allows the company to meet other important legal requirements specific to Switzerland, like the GeBüV accounting regulations and the OR code of obligations. Thanks to the automated archiving and deletion management features in Doxis4, Sunrise now stores and deletes all documents subject to retention requirements in accordance with the legal guidelines. "We're taking no chances this time around. Doxis4 safeguards the immutable storage of invoices for ten years without the risk of them being deleted prematurely," says Martin Mermolja.

Project collaboration goes digital

Sunrise also uses the ECM platform to digitally manage all customer projects plus supplemental documents. Say a customer expands to a new location and needs a VDSL line from Sunrise, this quickly generates a lot of paperwork – from inquiries, hardware offers and specifications, to network diagrams, notes, log files, correspondence and much more. Sunrise consolidates all this information in digital project files, ensuring employees can access any document they need at any time to keep projects running promptly and on schedule. They can also quickly jump to an existing customer's digital customer file.

Thanks to Doxis4, Sunrise can also integrate external partners securely into the project process. For example, site managers can upload construction plans directly into Doxis4 that Sunrise needs to organize the necessary fiber-optic lines for the site. "Our employees and project partners can securely exchange documents via the ECM system, which significantly shortens lead times," says Martin Mermolja.

Deep SAP integration accelerates invoice processes

Manual workflows also used to be widespread in invoice processing. Previously, vendor invoices generated in SAP were printed out manually, sent via internal mail, scanned in again, and stored in an unstructured way as PDFs in various file directories. These workflows are now automated thanks to Doxis4. Vendor invoices generated in SAP are stored as PDFs automatically and context-related in Doxis4 in an audit-proof format, where they can be viewed by authorized employees.
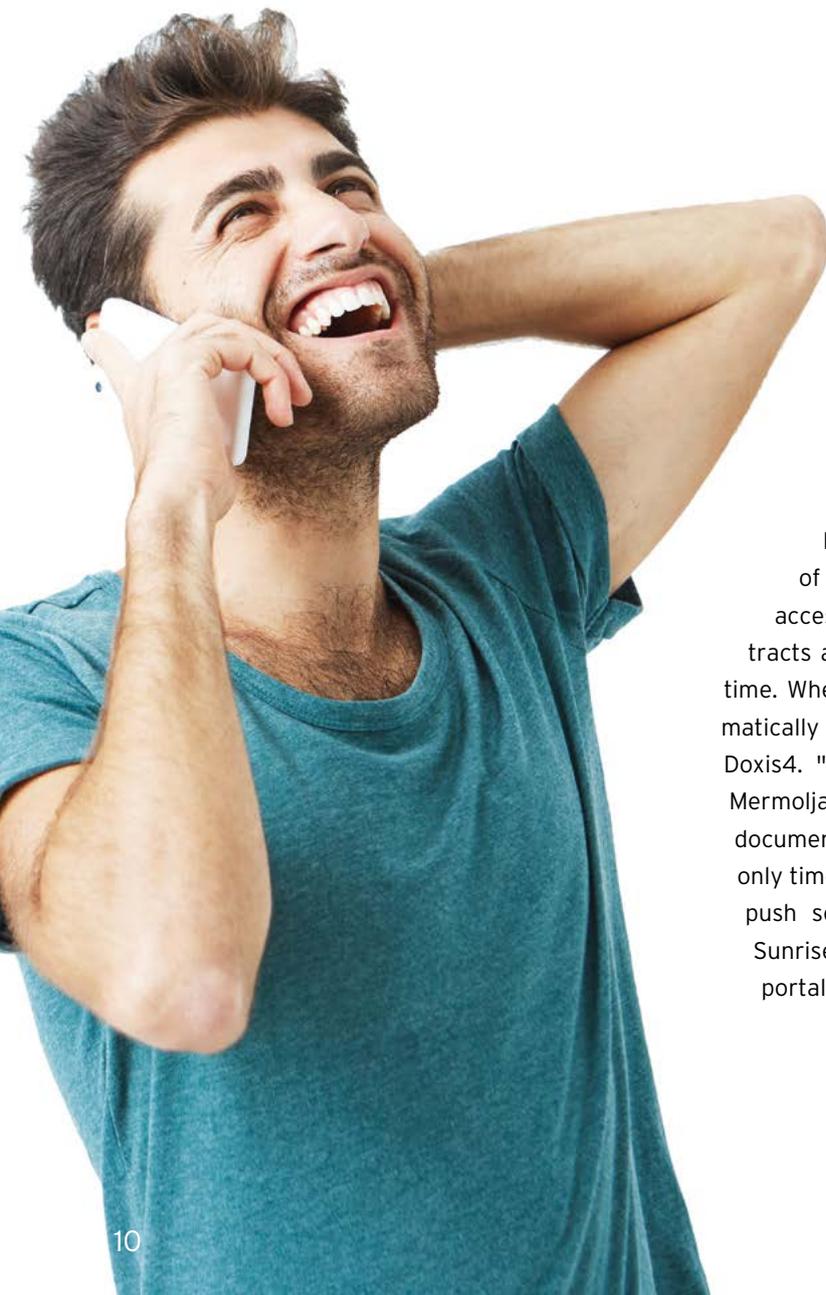
The best customer service − guaranteed

Attention to customer needs and customer satisfaction is an integral part of Sunrise's sustainable business strategy, which aims to establish long-term customer loyalty to the company. Digital services are a major priority for the Swiss company, which it makes available via a range of channels, including its own customer portal: My Sunrise. Doxis4 plays a key role here, too. The integration of Doxis4 into the portal means that Sunrise customers can access their documents from home − such as their mobile contracts and invoices for the last six months − via the portal at any time. When a customer concludes a new mobile contract, it is automatically made available directly in the customer portal courtesy of Doxis4. "This helps us to keep our service promise," says Martin Mermolja. The number of telephone requests asking for these kinds of documents has also fallen dramatically as a result, which saves not only time but also postage costs. Sunrise is considering integrating a push service in the near future that will automatically inform Sunrise customers directly when, for example, Doxis4 updates the portal with a new invoice that the customer can access online.

*"It runs and runs and runs −
I'm a Doxis4 convert!"*

Martin Mermolja, Senior System
Administrator of Customer Management
at Sunrise Communications AG

Break the paper chain
with digital inbound mail

As the company prepares to move its offices to a new location, it already has its sights set on the next milestone of the digitalization strategy: Sunrise aims to further stem the tide of internal paperwork and take a big step closer to the highly touted paper-free office. The solution to this? Company-wide digital inbound mail courtesy of Doxis4. Sunrise is digitizing all inbound mail and automating the mail processing workflow. "We want to be using as little paper as possible in the new building while speeding up inbound mail processes. Doxis4 is the ideal solution," says Martin Mermolja. All inbound customer letters, inquiries, personal invitations and even Christmas cards will be sorted digitally and automatically. Dedicated mail is then sent directly to the employee's Doxis4 workbasket. "This takes the pressure off our colleagues in Facility Management, who used to have to walk the entire length of the building delivering mail."

Well equipped to handle what the future holds

The modular structure of SER's software means the telecommunications provider is perfectly positioned to incorporate further digital solutions. Sunrise is planning to gradually roll out additional ECM solutions for different departments. "In the future, we will be able to use Doxis4 to implement our own workflows and thus work even more efficiently across departments." As an IT professional, there's one thing in particular that Martin Mermolja loves about Doxis4, which also happens to be essential for deploying additional digital ECM solutions: Doxis4 operates stably with virtually no disruptions or downtime. "It runs and runs and runs − I'm a Doxis4 convert!"

Discover SER!

- SER is one of the top five software-only ECM vendors worldwide*
- A "Challenger" in Gartner's Magic Quadrant for Content Services Platforms 2018
- A "Strong Performer" in Forrester's ECM Waves
- Europe's largest ECM software vendor**

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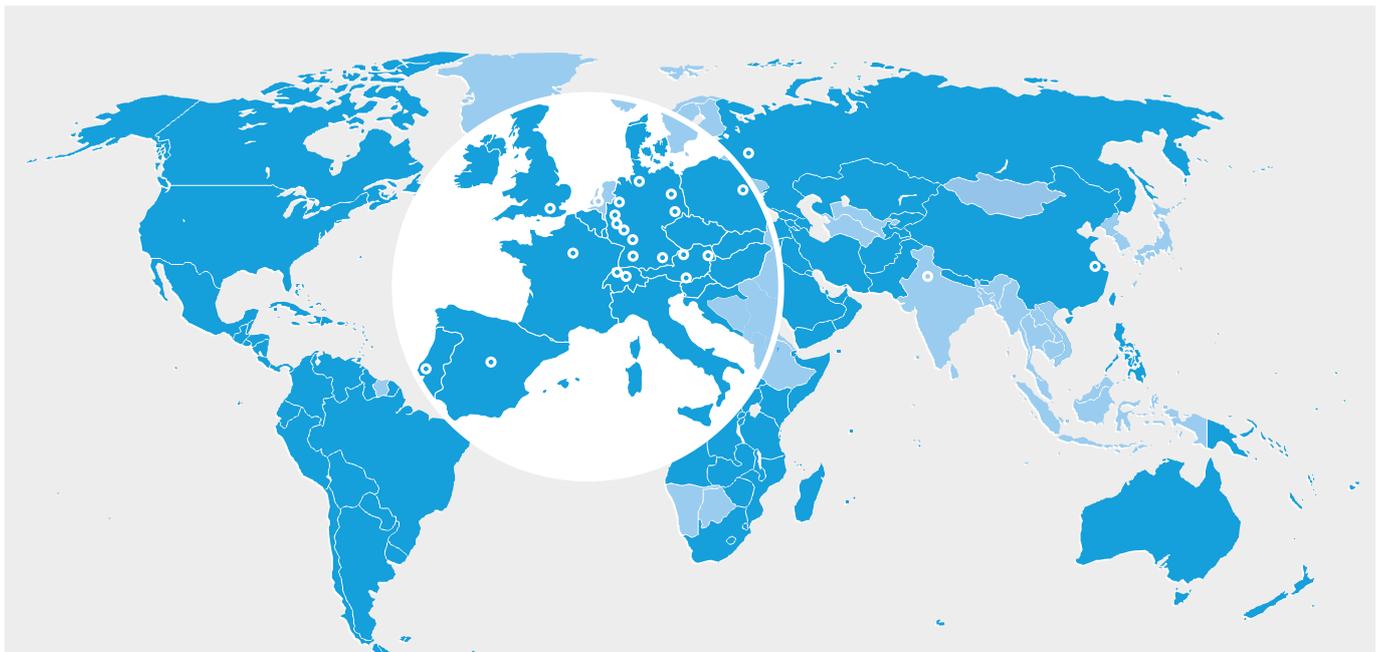
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Find out more about our SER Group offices at www.ser-solutions.com/locations

The countries marked in dark blue have 1 of the 12 languages supported by Doxis4 as their official language.