

Swisscom Group uses Microsoft Visio to effectively visualize complex logical and physical relationships

Microsoft Visio Case Study

May 2002

On behalf of Microsoft® Corporation, META Group Consulting recently conducted 13 interviews with employees at Switzerland's leading telecommunications corporation—Swisscom Group—to determine the corporation's diagramming needs and report the benefits of using Microsoft Visio® to fulfill those needs. Two thirds of those interviewed were technical professionals who expressed the need for a standard technical diagramming tool that enabled anyone enterprise-wide to create a variety of detailed, diagrams, such as network diagrams, directory service diagrams, database model diagrams, wiring schematics, and floor plans. The majority of those interviewed use Microsoft Visio to effectively visualize and understand complex logical and physical relationships, such as network cable and wiring connections, and are enthusiastic about the time they save by using Microsoft Visio as their standard diagramming tool.

Swisscom Group interviewees report the need for a standard technical diagramming tool

Swisscom Group, Switzerland's leading telecommunications corporation, employs more than 20,000 people and offers a comprehensive range of telecommunication products and services through its six companies: Swisscom Mobile, Swisscom Fixnet, Swisscom IT Services, Swisscom Enterprise Solutions, Swisscom Systems, and Debitel. Swisscom Group is also the leading Swiss provider of mobile voice and data services, fixed network voice and data services, and Internet-based services.

Two-thirds of the Microsoft Visio users interviewed at Swisscom Group were technical professionals and one third business professionals. These users included software developers, system architects, engineers, IT managers, consultants, project managers, administrators, and one instructor. Their interview responses reveal the need for a robust diagramming tool with which individuals and teams enterprise-wide can create diagrams that facilitate the following tasks:

- Planning, designing, and configuring telecommunication facilities
- Designing and managing customer telecommunication solutions
- Supporting, documenting, designing, and troubleshooting a vast technology infrastructure comprised of complex databases, intricate software systems, and fixed and wireless networks

Both business and technical professionals at Swisscom Group need a standard, flexible tool that is easy to use and implement across a large organization so everyone in the corporation can use the same tool to create diagrams—flowcharts, timelines, wiring schematics, network diagrams, database model diagrams, and software interface prototypes—and share them among everyone involved in a project.

Interview findings

The following information applies to those interviewed at Swisscom Group.

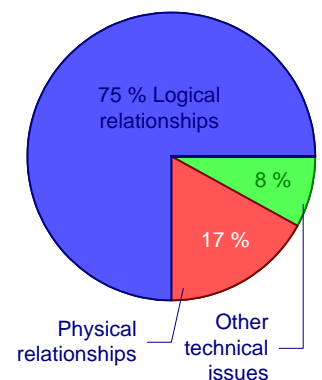
Diagram types created most often with Microsoft Visio

- Flowcharts
- Engineering schematics
- Floor plans
- Network diagrams
- Directory service diagrams
- Database model diagrams
- Software diagrams
- Organization charts
- Custom diagrams
- Forms

Benefits that promote enthusiasm for Microsoft Visio

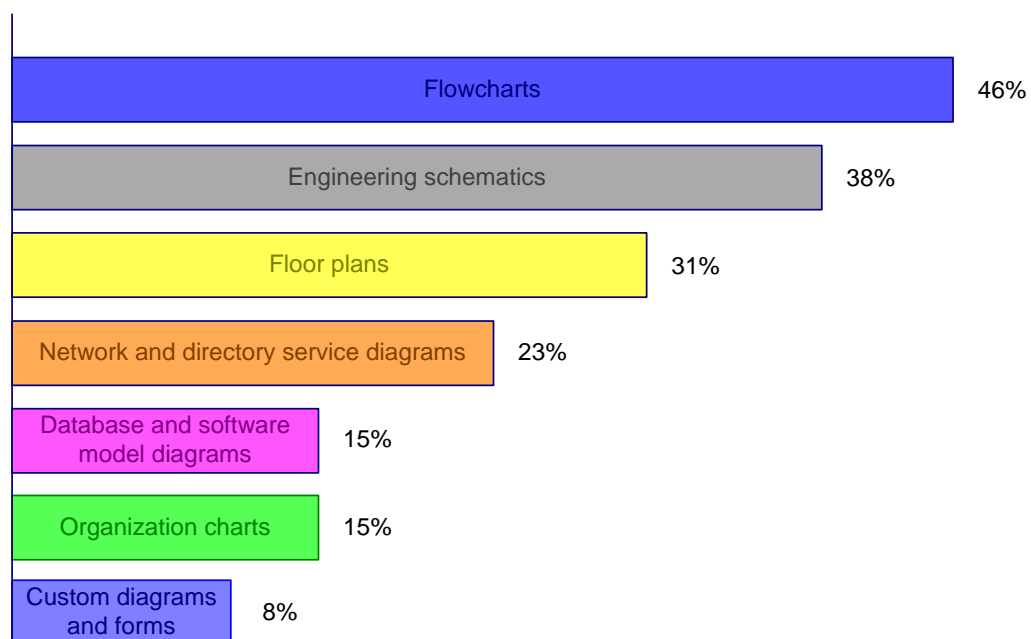
- Saving time
- Using a standard diagramming tool
- Getting a point across effectively
- Increasing accuracy of work
- Integrating with other software products
- Delivering professional presentations
- Influencing others within and across functional areas

Types of information represented with Microsoft Visio diagrams



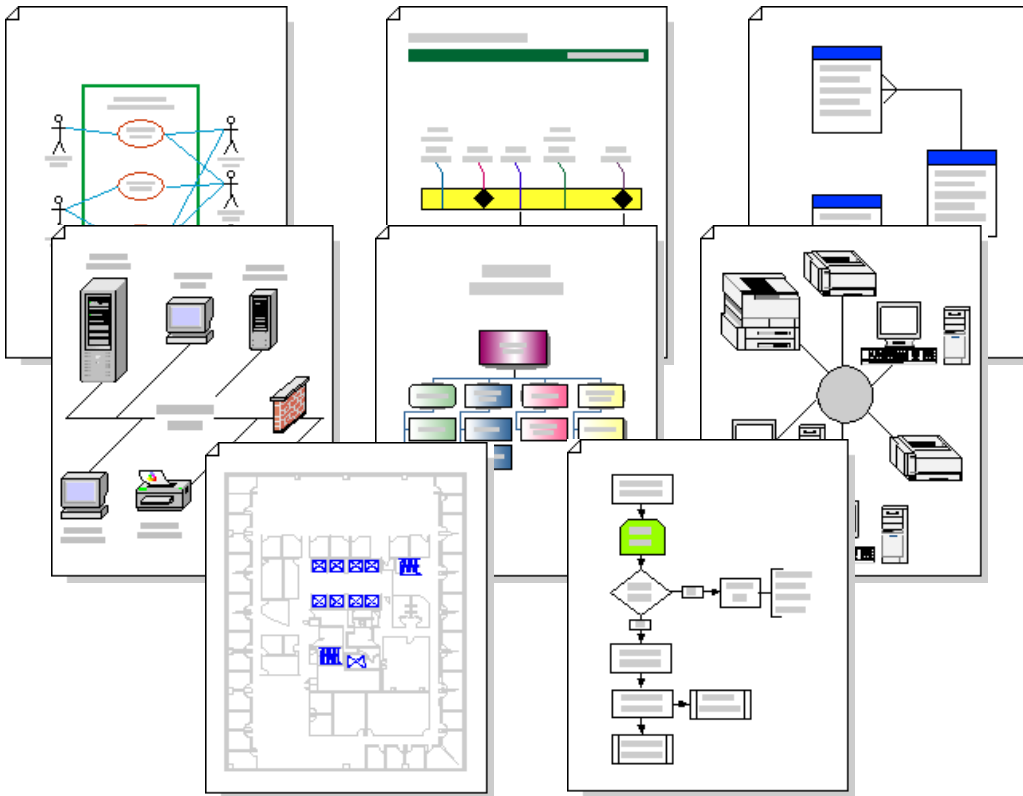
Swisscom Group visualizes complex relationships with a range of Microsoft Visio diagrams

Software developers, system architects, engineers, IT managers, and consultants at Swisscom Group use Microsoft Visio SmartShapes® symbols, templates, database integration, and other Microsoft Visio features to create and maintain a multitude of technical diagrams. For example, employees at Swisscom Mobile—provider of the largest dual band mobile network in Switzerland—create wiring schematics to assemble telecommunication products and floor plans to build new telecommunication facilities. Swisscom Fixnet employees create network diagrams to visualize and troubleshoot network infrastructure, as well as create many other diagrams that aid in managing all aspects of the Swisscom Group fixed networks—from strategic network development and planning to construction, maintenance, and sales. In addition to network diagrams, Swisscom IT Services employees create software diagrams to prototype user interfaces for new software applications, directory service diagrams to organize user groups, database model diagrams to design complex databases, and many other Microsoft Visio diagrams during the development of e-business, banking, and data center solutions for customers. Project managers and administrators at all Swisscom Group companies use Microsoft Visio to create timelines to schedule equipment rollouts, flowcharts to develop efficient processes, and organization charts to visualize the roles of project team members.



The interview findings reveal the percentage of participants who use Microsoft Visio to create these top diagram types.

By creating these diagram types using Microsoft Visio, team members, field technicians, and clients believe they can quickly visualize and understand the complex logical and physical relationships these diagrams represent, such as work processes, organization hierarchies, wiring and network cable connections, data relationships, user group relationships, and spatial relationships. Swisscom Group interviewees report one of the most significant benefits of using Microsoft Visio is how effectively they can visualize and understand these types of logical and physical relationships with Microsoft Visio diagrams. They also report a high level of satisfaction with using Microsoft Visio for conceptual, resource, and tactical planning and to collaborate with colleagues and influence others across and within their own functional groups.



Swisscom Group interviewees use Microsoft Visio to visualize, understand, and simplify complex logical and physical relationships.

Swisscom Group is enthusiastic about the amount of time they save by using Microsoft Visio

Swisscom Group is a technology-driven organization that is committed to constantly improving its products and services to better meet the needs of its customers. Swisscom Group needs a flexible diagramming tool to create a broad range of technical diagram types, a tool they can customize to meet their unique requirements, and a tool that they can use as the standard diagramming tool for the entire organization. Most importantly, they need a tool that can ultimately save time in bringing new telecommunications products and services to market.

Microsoft Visio is their tool of choice—it offers a wide range of diagram types, customizable shapes and templates, and it's easy to integrate and standardize on in their computing infrastructure. Beat Helfer, Swisscom IT Team Leader, says “The selection of Visio as a standard tool at Swisscom is because it is easy to use, and it helps to produce reusability in creating process and organizational charts. The available shapes are a strong point and with the ability to create our own custom shapes, we have established Visio as a common use standard in our company.” Jakob Fosca, Swisscom IT Solutions SAP Support Administrator, says “Visio is not as complex as other tools and is widely used in the company. Price/value is an important factor in our decision to use the tool company-wide.” Jorg Martin, Swisscom Network Engineer, who spends 90% of his time creating and maintaining network schema, says “Visio offers me an optimized, fast, and easy way to create network schema with the specific needs we have at Swisscom.”

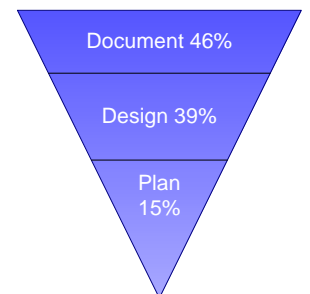
Interview findings

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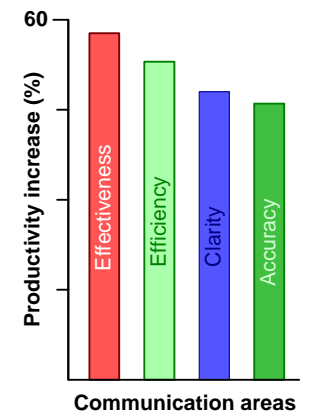
Frequency of Microsoft Visio usage

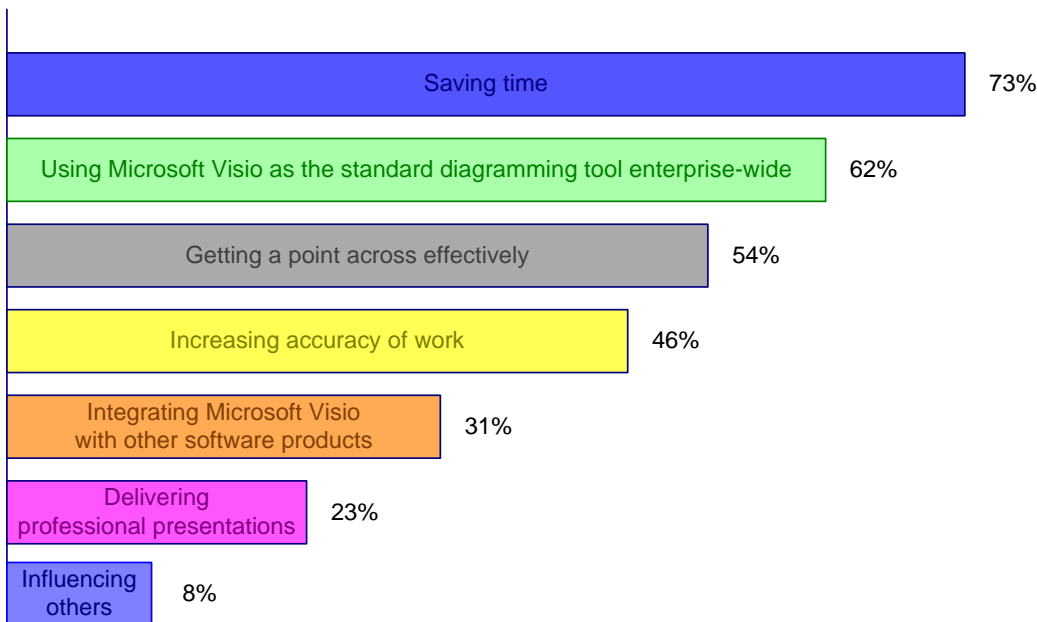


Most critical areas of value for Microsoft Visio



Productivity increases due to enhanced communication





The interview findings show the percentage of participants who are enthusiastic about these top benefits.

The interview findings also revealed the following Microsoft Visio usage patterns:

- 46% of the people interviewed said they use Microsoft Visio weekly, 38% said they use it monthly, and 15% said they use it daily at an average of 4.5 hours each day.
- 61% of those interviewed said they use Microsoft Visio for 1–2 tasks and 24% said they use it for 3–6 tasks.
- Schematics were shared most with as many as 20 people, followed by network diagrams shared among 5–15 people, database model diagrams with as many as 15 people, organization charts with as many as 10 people, project schedule diagrams with as many as 10 diagrams, floor plans shared among 2–6 people, and flowcharts shared among 1–4 people.

Such frequent Microsoft Visio usage and sharing of diagrams revealed by the interview findings validates the choice to standardize on Microsoft Visio. And significant benefits, such as the ability to easily visualize complex relationships and the amount of time saved creating diagrams only strengthens the Swisscom Group commitment to Microsoft Visio, a commitment that is best summed up by Brügger Werner, Swisscom Instructor for Microsoft Visio, who says “Visio is super. I appreciate the easy-to-use environment, the dynamics of creating diagrams with the variety of shapes available, and the reusability of the created work.”

Additional Information

For the latest Microsoft Visio product information, visit www.microsoft.com/office/visio/.

The interviews referenced in this document were conducted by META Group Consulting on behalf of Microsoft Corporation. The statements within this document report interview findings and offer insight into Microsoft Visio product usage, however, the qualitative statements are not made by META Group Consulting. These interview findings and statements do not represent a statistically valid sample and do not endorse Microsoft Corporation, its products, or services.

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