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Jürg Lüthi
Co-owner, Outdoor Trading AG

Jack Wolfskin Stores: Smart Business Connect

A new lease of life for fixed network telephony.

Outdoor Trading AG runs the eight Jack Wolfskin stores in Switzerland. Using IP fixed network telephony from the Swisscom Cloud has given it unprecedented freedom.

The challenge:
to become independent with modern equipment.
Outdoor pursuits are in vogue. Having the freedom to exercise outside in the fresh air is an ideal way of counterbalancing a hectic everyday life. Outdoor Trading AG also needed freedom in its IT and telephony solutions. After breaking its ties with its parent company, co-owner Jürg Lüthi reorganised the telephony system in the eight Jack Wolfskin stores. “We looked for a future-oriented and, at the same time, economical solution”, he explains. “It also needed to be adaptable to the different needs of individual branches and employees.”

The solution:
freedom to move with IP telephony from the cloud.
Outdoor Trading chose Smart Business Connect from Swisscom, an end-to-end IP solution comprising telephony, Internet and a choice of service levels. Rather than a physical PBX at its headquarters, Outdoor Trading uses a virtual exchange in the Swisscom Cloud. This provides a high level of flexibility and

unprecedented freedom. Jürg Lüthi makes a lot of calls via the telephone client on his laptop, for example. He has recently even been able to use his landline number on his smartphone via an app, including a full range of handy features such as the ability to receive, divert and forward calls. He has also been able to break free from rigid tariff models. Since the branches make a lot more calls to Jack Wolfskin’s German head office than the company’s Swiss HQ, a different tariff model was chosen for them.

The result:
cost and quality objectives easily met.
“To begin with, I was sceptical about whether the cloud-based IP PBX would give us the flexibility and quality we wanted”, explains Jürg Lüthi. Now, however, he is sure that his company made the right choice: “The IP PBX works perfectly and the voice quality is impeccable. It’s also more economical than the old system. Our investment will have paid for itself in a very short space of time. Thanks to the high degree of flexibility, we can connect new branches much more easily and more quickly. To sum up: I would make exactly the same decision again.”

Further information can be found at
www.swisscom.ch/smartbusinessconnect