



SUCCESS STORY

Airport communication services under control thanks to Pro



Swedavia Airport Telecom (Swedavia AT) is a telecommunications operator focused mainly on services relating to airport operations and has locations at all of Swedavia's airports. Swedavia AT offers comprehensive data, radio and telecommunications solutions to three customer groups:

- *tenants such as shops and restaurants*
- *other telecommunications operators*
- *Swedavia (which owns, runs and develops airports)*



Being able to see the wood for the trees

It was 2015 and the market was teeming with all manner of support systems which could have been useful to Swedavia AT within one specific area or another. However, Swedavia AT were on the lookout for a system that could help them meet requirements across various departments. They were keen to address the needs of three departments in particular:

- **Sales, which wanted the facility to produce reports at customer level**
- **Products, which wanted to obtain reports for various product areas**
- **Internal Sales and Support, which both supported the Sales department and dealt with all error reports**

In other words, there was a very diverse range of needs to be met. Swedavia AT found the solution they were looking for in the form of ProOpti's TOM-solution Pro (Technology Optimization Management).

There were actually not one but three reasons why Swedavia AT opted for Pro in particular. First of all, they appreciated (and still do) the flexibility offered by the system, which makes it possible to work with different types of attributes for different products or objects. This

means that reports can be produced with several different cross-sections. No other system that the company looked into offered such a complete picture presented in such a clear and simple way. Secondly, Swedavia AT liked the fact that a lot can be done independently in the Pro system without having to rely on the system provider. Finally, Swedavia's previous experience of dealing with the system when it was used for following up telecommunications was naturally a key factor in making the decision.

An opportunity to take control

Autumn 2015 marked the launch of the project for implementing Pro with the aim of providing the various departments with relevant information. This relatively large and complex project went on for six months. Nevertheless, Swedavia AT feel that it all went extremely smoothly, largely thanks to the fact that ProOpti was so accommodating and flexible. At the start of the project, the project manager from ProOpti spent a couple of days a week at Swedavia AT in order to quickly gain an essential understanding of, and insight into, the company's requirements. According to Therése Kargar, Group Director for Internal Sales and Customer Support, this was crucial for ensuring that the project ran smoothly. This was also helped by the fact that ProOpti is and has always been extremely responsive and ready to make adjustments so that Swedavia AT can obtain the information they need.





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Therése Kargar, Group Director for Internal Sales and Customer Support

Therése explains that the attribute fields are an important factor in the system's success at Swedavia AT. With Pro, it is possible to create unique attribute fields for specific objects. A fiber connection, for example, can have one set of attributes (connection ID, transfer points, etc.) while another object has completely different attributes linked to it. Information can therefore be tailored in Pro for each individual object. This is what enables Swedavia AT to obtain all the information it needs in all the various dimensions required.

Various roles have since been set up, each of which has been assigned different rights. The salespeople have one role while the product managers have another. One thing they have in common is that they are restricted to read-only access rights. Internal Sales and Support has a different role, with both read and write access. Of course, it is up to individual customers to decide how the various roles are to be managed in the system. When a salesperson wants information on a certain customer, perhaps even aggregated data at airport level, all it takes is a few clicks to produce a report that shows what services are offered, what prices have been agreed and the terms of the contracts, etc. If the Internal Sales and Support team receives an error report via its case management system, they simply find the relevant connection in Pro so they can provide the support technicians with all the details they need to resolve the error.

Therése Kargar highlights how intuitive and transparent she has found the system. One example she mentions is a new

colleague who, after just a brief introduction, was soon up and running and able to navigate their way around the system without any difficulty. This is high praise for a system that contains so much information aimed at so many different stakeholders.

Support in any scenario

Swedavia AT are very active users of Pro, which serves as a vital hub for enabling the company to carry out its activities efficiently. When a system is as crucial to operations as this, it is of paramount importance that there is effective support available whenever something is not working as it should. Therése Kargar claims that, with invariably quick responses and good feedback, the support provided by ProOpti really does live up to expectations.

More automation

Swedavia AT decided not to integrate Pro with any other systems during this implementation project. Instead they have chosen to focus on simply putting all the main elements in place. One of Pro's strengths is, in fact, its capacity for integration with other customer systems and platforms, making it possible for information to be generated and fed into and out of the system automatically. Those in charge at Swedavia AT now feel it is time to take the next step and start looking into integrating Pro with other systems. Therése Kargar acknowledges that this offers lots of potential for saving time and money and she is looking forward to working with ProOpti to take the system to the next level at Swedavia AT.



Swedavia Airport Telecom is a telecommunications operator focused mainly on services relating to airport operations and has locations at all of Swedavia's airports. We deliver needs-based and packaged comprehensive data, radio and telecommunications solutions to all kinds of airport service providers. By concentrating on airport solutions, Swedavia Airport Telecom has established itself in Sweden as the telecommunications operator with an undivided focus on operations and companies affiliated with Swedish airports. Our business is based on passenger flow and has future-safe platforms for telephony, data and radio that are "airport secured". Find out more here: www.swedavia.se/om-swedavia/airport-telecom



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