



Song Networks A/S is the internordic teleoperator for the business community, which offers a maximum of freedom to communicate through an unlimited net-capacity and use of "state-of-the-art" technology. Song Networks A/S offers the business community fast connections with capacity on fixed network, datacom, Internet and cellular telephony, as well as integrated solutions.

As a pan-Nordic Teleoperator in rapid growth, and with acquisitions of new companies, we realised that the expansion had left us with several incompatible support systems to operate, says Dan H. Andersen, Vice- and technical director of Song Networks A/S

Furthermore, as we had just finalised the negotiations with a major strategic client, who from an activity point of view, would cause further pressure on our organisation, our analysis showed that we needed a system that could tie the running applications together where it was needed, as well as automate the order- and activity process from end user to operator. This would optimise the use of resources, that according to our calculations, would be of outmost importance for satisfying not only our needs concerning effectivity and cost control, but also the needs of our customers, Dan H. Andersen adds.

Song networks and our choice of Scandinavian Tele Consult A/S

Scandinavian Tele Consult A/S (STC) had on other projects shown to be a reliable and effective consultant, and through prior experience they already knew of the challenges Song was facing. Hence, we found it natural to contact STC and discuss the issues of interest concerning the applications. As STC was the only company offering a fully integrateable and automated application that met our needs for resources minimisation, speed, as well as respect for our very tight time schedule concerning the project, there was nothing left to discuss.

We did have some considerations in relation to the structure and size of the company, which was different from what we were used to. However, maybe the size, structure, and in-depth knowledge of the industry was exactly what made the company able to mobilize a high degree of competence and show unprecedented flexibility – also in regards to the special development and adjustment of their products to fit our needs. In addition to that they delivered a high degree of personal and direct service, not just throughout the production phase, but also later in the daily operation. For example I recall once where STC pointed out defective actions in our own system set-up before we realised the problems ourselves and on their own initiative they established different user groups that among other things evaluated screen design and functionality to fit our agents needs, Dan Andersen continues.

Why ATOS

The software modularity or the flexibility in ATOS enable us as an organisation to pair up the functionality based on the needs that we as an organisation have had and has right now. We are in other words not "forced" to purchase unnecessary features. The acquisition of ATOS has definitely fulfilled our expectations. It is my assessment that the optimisation of our systems has meant a high and stable process speed, higher level of data security, and more opportunities for statistic- and process control. The effects here off have lead to higher efficiency in order handling and have enabled us to stabilise and later to reduce the usually heavy back office expenses. It is my perception that we, seen from a cost perspective, are a factor 4-6 better than other comparative functions in the activation- and order process.

The future

When an organisation like ours purchases a system of strategic significance like ATOS, we put a great deal of emphasis on the after sales service and support that our supplier delivers. In other words we demand as much from our supplier as our customers demand from us. At the same time it is important to us that improvements are made currently based on a user dialog and that the applications are upgraded accordingly. Through our year long collaboration with Scandinavian Tele Consult A/S we have always been encountered with sympathetic response, reliability and a high degree of understanding for our need for quick solutions for the daily problems that always occur in an organisation, Dan Andersen concludes.

"Product quality is of great importance for our organisation. Not only have we been very satisfied with the quality that Scandinavian Tele Consult A/S has delivered, but we have also been very impressed with STC's sense of detail and their ability to get things done right the first time." Song Networks A/S.