



How the Touring Club Switzerland (TCS) benefits from the Sunrise infrastructure.

How the largest mobility club in Switzerland is working more nimbly and can react to the newest trends in a future-oriented manner thanks to solutions from Sunrise - not only in the auto industry but across all sectors.

« **Speed, availability, reliability - and above all, getting cars going again without needing to tow them away. These are the things we are proud of here at TCS. It is not just our patrols that provide breakdown assistance as quickly as possible; our other divisions rely on mobility as well. In Sunrise, we have a customer-oriented telecommunications partner in whom we can place our complete trust. As a result of our partnership, we are able to communicate via the powerful Sunrise mobile network, enjoy optimal connection at all times and when on the go, and benefit from round-the-clock service. Just like our Touring Club Suisse members.** »

Markus Kummer, Director of Assistance

Advantages for customers

- Seamless communications between 20 patrol support bases located throughout Switzerland
- 50 locations benefit from the outstanding Sunrise mobile network and the fastest 5G network in Switzerland
- With the Sunrise APN, internal TCS communication between mobile and Internet is always reliably ensured
- Innovative, customer-oriented and flexible solutions made possible by the latest technologies - especially vital when it comes to the availability of TCS patrollers
- Personal Sunrise support guarantees straightforward, around-the-clock assistance
- Impeccable coverage and services nationwide at the highest SLA

Requirements

The Touring Club Switzerland was founded by cyclists in Geneva in 1896. Beginning in the 1930s, the TCS developed increasingly into a champion for automobile drivers. With around 1.5 million members, the Touring Club Switzerland is the largest mobility club in Switzerland. As a non-profit organization, 23 regional sections distributed across Switzerland not only offer their well-known road assistance service, but also operate in numerous additional fields such as personal assistance, legal protection, tourism and leisure. Moreover, TCS operates as a committed stakeholder in all political issues that relate to mobility, representing the interests of its members.

Headquartered in Vernier (GE), TCS founded its own Mobility Academy in 2008 as a think-and-do tank. This academy has been studying trailblazing and sustainable forms of mobility ever since. In total, around 1700 employees work for the TCS. In order to offer seamless and reliable service, the Touring Club Switzerland relies on smooth communication between its employees and street patrols. Flexibility, a focus on its customers, a perfect Service Level Agreement (SLA) and 24/7 availability from its telecom service provider always come first for the TCS.

Solution

Mobile phone network

TCS intensively analyzed the telecommunications market and finally decided on Sunrise over the course of its evaluation in 2018. Key to this decision were Sunrise's proximity to its customers and flexibility. The accessibility and excellent network coverage of Sunrise were also crucial. The independent network test carried out by trade magazine "connect" reached the same conclusion: In 2020, Sunrise was rated "Outstanding" for the fifth time, once again awarded the "Innovation Award" and impressed with the best 5G and mobile data network. Roughly 450 employees and 210 patrollers of TCS are now connected to one another through their smartphones and data cards for their tablets. Migrating from the previous provider was a straightforward and hassle-free process that was concluded successfully within four months.

Access Point Name (APN)

Following two pilot tests involving a predetermined number of patrol users and a trial migration of 100 employees, the TCS APN was implemented with assistance from Sunrise - the "Access Point Name" enables communication between a cellular network and a packet-based data network, for example the public Internet. This was followed by the full migration of all employee and patroller connections.

Innovative solutions

Sunrise solutions always keep in line with the latest standards and future-oriented technologies. This is how the company meets the discerning technical standards of TCS, finally resulting in a significant decrease of overall operating costs, not only through attractive pricing, but also on the basis of operative benefits. The innovations provided by Sunrise and its suppliers additionally offer bespoke end user interfaces, leveraging operational potential and boosting productivity. One example: the MVR (Driver Licensing Authority) for medical staff and the timely implementation of the Huawei SDN network for new TCS data centers.

So how can we help you? No matter how large or small your business is - Sunrise is your competent, reliable partner with products and services suited to your needs. Why not arrange a personal appointment with us so that we can learn more about your requirements and develop a customized offer with you? We look forward to hearing from you.

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