



“WITHOUT DIGITIZATION WE WOULDN'T BE ABLE TO FUNCTION”

SIGG is the global number one when it comes to aluminum water bottles. But this Swiss company's thirst for more has not yet been satisfied. CEO Heiner Herz explains what role digitization has played in the company's expansion plans and why they have placed their trust in Sunrise UPC services for the last three years.

SIGG Switzerland Bottles AG is the global market leader for aluminum water bottles. The company sells its products in more than 40 countries. SIGG plans to continue building on its number one position in the coming years, and CEO Heiner Herz expects digitization to play a key role in this plan. “Digitization is crucial for SIGG to survive,” he says, “without it we wouldn't be able to function”.

Communication is a key element of digitization. It is no longer just about language, but also about streaming, sharing, video conferencing and much more. That's why successful companies like SIGG need to make sure there are no bottlenecks when it comes to communication. The key to avoiding these is high-performance connectivity. “Quality and network reliability are essential factors for us,” says Herz.

MORE BUSINESS POWER

“We're pleased to see that SIGG is committed to excellent quality, not just when manufacturing water bottles, but also with regard to telecommunications,” says Robert Wigger, Chief Business Officer of Sunrise UPC. The merger of Sunrise and UPC will provide

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Robert Wigger is Chief Business Officer at Sunrise UPC.



customers of this telecommunications provider with even more business power. The reliable fiber optics network and the fastest 5G network in Switzerland enable modern work solutions for the office, at home or on the road.

SIGG has been relying on Sunrise UPC services for three years. Herz admitted that there was some apprehension prior to the migration to the new mobile network. “We are an international business with customers on all continents. A network outage of even two hours would have been a disaster for us.” The concerns were unfounded, the migration was hassle-free: “The switch to Sunrise UPC was seamless. We received personal support and felt confident throughout,” says Herz. “The team at Sunrise UPC was there for us 24 hours a day, seven days a week.”

PERSONAL SUPPORT CREATES A WOW FACTOR

“We have often had customers tell us that they would have switched to us much sooner if they had known that the transition was going to be so seamless,” reports Robert Wigger. This wow factor, as he calls it, is thanks to the Sunrise UPC project management team, which provides customers with personal support before, during and after the migration. This excellent service quality doesn't come out of nowhere. “Our project managers have many years' experience and extensive know-how – and they go the extra mile for our customers.” The resulting trust in Sunrise UPC is the key to a successful partnership, says Wigger.

Herz emphasizes the importance of the mobile workplace for his business. “The transition from the old phone systems to Microsoft Teams (see also interview on the right) was a quantum leap for us,” he says. “In simple terms, we needed a global office solution.” The platform has led to significant cost reductions and ensured that employees could communicate with one another from anywhere and access all documentation. “This way of working is very important for us.” Wigger adds that nowadays, a lot of young talent expects flexible forms of work: “If you want to attract the best people to your company, you need to offer them a working environment in line with the spirit of the times.”

For many companies, a key criterion for switching to Sunrise UPC is their strength in digital innovation. “We lay the foundations for businesses to drive technological advancement,” says Wigger. SIGG is investing in ongoing product development as well as in innovative manufacturing technologies. In Sunrise UPC, the bottle manufacturer has found a partner that can provide them with this kind of future-oriented support in the form of comprehensive services and customized offers.

“CUSTOMIZED SUPPORT IS OUR SPECIALTY”



Dario Colacicco is Director of Professional Services at Sunrise UPC.

Every business is unique. How does Sunrise UPC guarantee customized support for its business customers?

Exactly that is our specialty. Every business has unique challenges and goals. First and foremost, it's about finding out what these specific requirements are. We want to understand what the customer actually wants and needs. And we need to implement the new communication solution into the customer's process environment in such a way that they receive the maximum benefit. This process differs for each of our business customers.

How exactly do you perform a migration when a company switches to Sunrise UPC?

We use a phased process. Once we have determined what the customer requirements are, we create a proof of concept which details what the concrete solution will look like. If the customer approves this approach, we carry out the migration. A project manager provides personalized support throughout the entire process – and once the switch is complete, they make sure that the customer's expectations were met.

What were the challenges with the SIGG migration?

We implemented mobile and Internet services for SIGG. We also replaced their existing phone systems with Microsoft Teams. This enabled SIGG employees to use phone and video conferencing features quickly on an ad-hoc basis and to benefit from secure content-sharing options.