



adesso and Ubique //

A SUCCESSFUL PARTNERSHIP IN ALL THINGS MOBILE

OVERVIEW //

The customer

The Schweizerische Bundesbahnen AG (SBB) is Switzerland's national rail company and is headquartered in Bern. The transport company has around 32,000 employees and gets over 1.25 million passengers and 205,000 tonnes of freight to their destination every day.

adesso Schweiz AG

As an independent IT service provider, adesso provides consultancy and software development services to ensure your projects are successful and your applications are future-proof. Our mission: optimise core business processes through the targeted use of modern IT. In doing so, we focus on being close to our customers and adapting to their needs.

Ubique Innovation AG

As a full service provider, Ubique realises software and concepts for modern technology. From standalone apps to complex systems.

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SBB's mobile app (VNext) is one of the most used and most popular apps in Switzerland with over three million active users each month. More than 70,000 tickets are sold via the mobile app on a daily basis, with this figure increasing.

SBB was searching for strategic, innovative partner in the area of virtual touchpoints (IT-SCP-BP-VTP) to provide support in the development, maintenance and operation of this app, which is currently available for iOS and Android, as well as other future mobile applications and the server components directly related to these. This partner needed to provide resources and services in the form of managed capacity or managed service (with a nearshoring component).

A company was sought to fulfil these tasks that:

- > has a proven procedure for replacing the existing employment agency and a controlled transition to Managed Capacity (MC) and Managed Service (MS).
- > has in-depth expertise and experience in mobile/app development, testing and operation, with a focus on the Swiss and/or European B2C and B2B market.
- > can support SBB with expert development pools and services in the defined roles and subject areas.
- > is very familiar with the technologies and methods used by SBB's IT setup.

Customer Benefits

"It quickly became clear that we needed to get Ubique on board as a partner seeing as they had already integrated the SBB Touch Timetable, meaning they were already very familiar with the SBB app. adesso and Ubique were on good terms quickly after the first meeting as both companies take a simple approach to work that is both solution and purpose-oriented, and thus organised accordingly. We now complement each other perfectly as a mobile B2B/B2C partner," says Michaela Gasser, Head of Business Line Transportation & Logistics at adesso Schweiz AG.

SBB also recognised the value added by this cooperation as the combination of adesso and Ubique meant it was able to bring an all-in-one provider on board that covers the mobile aspect, provides backend, testing, business analysis and the scrum master and can ensure operational tasks (including on-call services), all while maintaining a creative and innovative spirit. Seeing as Ubique was already established with the customer as a service provider, this solution meant SBB didn't lose any expertise or incur transition costs as a result of the mobile switch, as would have been the case had it switched suppliers entirely. That makes this partnership a win-win situation for all involved.