

Swisscom



Swisscom is Switzerland's number one firm for communications, IT and entertainment. With a 1.7 billion investment in fiber optic networks, the operator plans to provide nearly the entire population of Switzerland with network access by 2035.

Swisscom's challenges

Swisscom relies on four contractors for fiber roll-out and electricians for fiber service activation. With increasing field operations and a commitment to providing top-quality service to subscribers, **Swisscom** was seeking to ensure every field work on its fiber network met their high standards. But its quality assurance process could not keep pace with the scale of operations:

- **Manual inspection.** Only 10 to 20% of randomly selected field jobs were verified by a small QA team. This manual process was becoming too costly in both time and resources.
- **Six-month delays in network roll-out:** Frequent workmanship errors and a lengthy QA feedback loop caused delays in fiber deployment, which impacted network commissioning and revenue generation.

Results

Today, Swisscom is using Deepomatic Lens to automate inspection of field work on its fiber optic infrastructure. Photos captured by on-site crews are analyzed in real-time with computer vision. The software provides live feedback, enabling immediate error correction. Deepomatic Lens supports multiple use cases, from central offices, distribution points (poles and manholes), to customer premises.

Thanks to this transformative project, Swisscom has recovered from its previous delays and is now deploying fiber more cost-effectively by:

- ✓ **Tripling QA capacity:** 100% of build works and network operations are verified by AI in real-time. Swisscom has scaled its fiber roll-out without adding QA staff or costs.
- ✓ **Reaching 95% of first-time-right operations:** no more errors left behind, field workers can now correct anomalies when they are still on site, minimizing rework and reducing costly revisits.
- ✓ **Monitoring contractor performance:** Swisscom can adjust market share allocation based on work quality.
- ✓ **Streamlining contractor payment:** payments are automated and tied directly to proof of quality work.

“Deepomatic Lens not only improves construction quality, it enhances the customer experience thanks to a higher rate of correctly completed work (“first-time-right”) and fewer rework. Direct feedback allows installers to learn independently and continuously, contributing to cost savings.”

- Ralf Gugelmann, Head of Rollout, Maintenance & Single Project at Swisscom

Why IQGeo

Swisscom chose Deepomatic Lens because of:

- **AI capabilities** across the entire network lifecycle, from fiber construction and deployment to customer installation.
- **Integration support** with its contractors.
- **A comprehensive offering:** Deepomatic Lens delivers value across the value chain – field crews, QA supervisors, operations managers, and executives – through its suite of solutions (field app, back-office dashboards, and business intelligence).

