



## Iteam

A sophisticated online paper.



### The client

The core business of Swisscom IT Services, a subsidiary of Swisscom, consists in the execution of IT-projects and the operation of IT-infrastructure. The leading company in the Swiss market for IT-services employs 2,600 people and is in charge of more than 95,000 computer workstations. Customers include SBB (Swiss Federal Railways), Ascom, Swiss International Air Lines and Tamedia.

### The product

In November 2007, the first edition of Iteam was produced in less than a month, and in the course of 2008, five regular and two extra issues followed. The electronic Iteam magazine has established itself as the perfect medium to present regular news as well as special events at Swisscom, such as the relaunch of the ‚Swisscom‘ brand.

### Branding and visual appearance

Launched with a fresh visual appearance at the outset, we integrated the new Swisscom logo in its moving version as a video in the special issue for the brand relaunch in 2008.

In autumn 2009, the visual and functional aspects of the Iteam-Magazine were revised for a more seamless integration into the intranet. We had Unic as a partner in this.

For each issue nothing produces a highly professional layout. That we know well both the online paper application and the operating environment of the customer facilitates our work a lot.

### Staff need as a starting point

The magazine should not be for the customers, but instead Swisscom IT Services' own employees. Most of the staff members felt that for an IT-company like theirs it should be an online magazine rather than a printed one. Thus from the beginning, the integration of video and audio content was a vital product characteristic.



The special issue about the relaunch of the ‚Swisscom‘ brand showed video interviews with employees' reactions. The thumbnails at the bottom allow to jump to the pages of the magazine.





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Each issue offers a readers' contest and invites the audience to respond.



The whole issue can be downloaded as a PDF file.



Photo galleries of events are presented as slideshow.



The comment function below the page thumbnail opens a dialogue. The comments are stored on the server and can be accessed in the site administration.

Wouldn't an online magazine, in your corporate design and with exactly the right functions, be just what your staff or your customers need? - Contact **Nothing** or visit [www.nothing.ch](http://www.nothing.ch).

## Technology

An online paper is only pleasant to read if the pages load quickly. The Iteam magazine with its numerous videos and slide shows places special demands on an efficient download management. To cut the waiting time of readers to the absolute minimum, we developed an elaborate caching system in both the server as well as the browser. With many tests we improved the technical solution further, for example, by dividing each page in optimal download sections and thus reduce download times.

As multimedia specialists, we also take care of video conversion and make sure that quality and file size are in perfect relation to each other.

## Professional workflow

The collaboration between Nothing and Swisscom in the production of each new issue is very well established. Nothing starts planning two months before publication and sets the editorial deadline. The realisation of an edition takes about one week from receiving all contents and includes the layout of language versions, several correction iterations, export of the pages from InDesign to JPG, and upload to the application.

## Special features

Photo series are presented in the online paper as fully integrated slideshows. Such slideshows are very popular, in particular for photo galleries of events. Videos with interviews, informational films, etc. are directly embedded into the page, too.

In a comment window, the readers can interactively discuss the articles with each other. Each article can be also rated or commented separately. This detailed feedback is stored in the database and can be conveniently viewed by the editors in the site administration.

Transparent link areas, leading to external URLs, can be positioned anywhere, overlaying the contents.

To let the staff of Swisscom IT Services know that a new issue has been published, an attractive email, designed by nothing, is sent out by the editorial team.

## „This format suits us“

„Asked what should be improved, the surveyed employees said: „Just keep going!... Of course we are happy to hear that.“

*Claudia Egli, editor-in-chief*

