

## Strategic Cooperation SBC - AAA

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***SB Capacity (SBC) and AAA Sales & Management (AAA), a consulting company focusing on telecom projects for international enterprises, agree on a strategic cooperation for the internationalization of SBC's digital marketplace that brokers telecom services and infrastructures.***

SBC operates a digital marketplace for buyers and sellers from a wide range of telecommunications companies. Providers of free network capacities and telecom services can offer buyers missing network elements and services fully electronically and thus initiate deals. AAA joins many network providers as a strategic, international sales agency and ideally complements the SBC platform. As a result, carriers already present on the platform will receive corresponding connectivity requests directly from enterprise customers. With their respective market networks and accesses, the SBC and AAA complement each other ideally in order to drive joint internationalization forward more quickly. For AAA, a wide variety of network providers can be electronically requested and selected for quotes for their international enterprise network consulting projects via an interface and platform. SBC offers network providers and AAA ideal tools on the platform through the modularly expandable functional components to enable the automation of today's mostly manual, error-prone purchasing and sales processes.

“The cooperation is a win-win situation for SBC and AAA, as the future request volumes generated by enterprises on the SBC platform will make it increasingly interesting for telecom providers to be present on the platform”, says Luzi von Salis, Managing Partner of SB Capacity GmbH.

For AAA, the cross-vendor marketplace platform is a clear and sustainable process of digitization and automation step that profitably accelerates the transaction times substantially for generating proposals. Wilhelm Pfeifer, Chairman of AAA Sales & Management, reckons with around 15,000 individual database queries per year for himself alone. The trend will be rising. He also says: “The SBC marketplace platform makes our daily work immensely easier, because our employees don't have to inquire with various



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suppliers and get or run after quotations, but can simply submit a request from a database and mask and then select appropriate quotes.”

### **About SB Capacity GmbH**

SB Capacity GmbH (SBC) links sellers of national, regional or local telecom/ICT capacities and infrastructures with buyers of seeking national and international service providers. The company operates an electronic marketplace for the efficient and automated handling of capacity and service supply and demand processes. Digital automation sustainably reduces process and handling costs and accelerates transaction times for the benefit of providers and interested parties.

### **About AAA Sales & Management GmbH**

AAA Sales & Management GmbH is a consulting company with a focus on international telecom and data center solutions. The company advises European medium-sized businesses and international corporations on complex telecom requirements regarding site networking, data center solutions and cloud connections. The company is located in the canton of Zug in Baar, Switzerland and has been awarded for its services by different telecom companies for more than 10 years. More information can be found at [www.aaa-sales.ch](http://www.aaa-sales.ch)

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