

Swisscom launches Business Award: Innovation that benefits customers

The new Swisscom Business Award recognises Swiss companies that have implemented groundbreaking IT and communications solutions. With immediate effect, companies can submit successfully implemented projects in the categories “Most mobile company”, “Most effective collaboration” and “Improvements in customer retention and service”. Prizes worth over 100,000 francs in total await the three winners.

Companies whose information and communications technology (ICT) facilitates a rapid management of orders and projects irrespective of location can enter for the “Most mobile company” category. The use of suitable mobile devices supports these processes. Teleworkers and employees on the move benefit from easy access to company data.

The second category, “Most effective collaboration”, recognises companies who with special ICT applications that enable efficient cross-team and company-wide collaboration and thereby reduce business travel and energy consumption. An important consideration is that these companies’ partners, customers and suppliers should also be integrated into their business processes.

The third category, “Improvements in customer retention and service”, is targeted at companies who efficiently deploy ICT applications to increase customer retention and improve service.

The submissions will be judged by a jury made up of external experts from the worlds of research, business, and industry media according to three criteria: demonstrable business benefits, innovation and technology. Swisscom firmly believes that the Swisscom Business Award will become the leading Swiss award for examples of best practice in the application of IT and telecommunications. The awards will be presented at the Swiss Dialogue Arena in Zurich on 16 September 2010. Companies may submit applications at www.swisscom.ch/award until 30 June 2010.



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Press Release

For further information and application documentation:

www.swisscom.ch/award

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