



## **Swisscom to begin research with MIT Sloan School of Management**

**Swisscom has been working closely with universities such as the EPFL in Lausanne or the ETH Zurich for some time to promote innovation. Now there is a new collaboration: In August 2018, Swisscom began research together with the MIT Sloan School of Management, USA.**

Swisscom enters into a partnership with MIT Sloan and intends to apply its latest research methods in process and data analysis. The research is being driven forward by Professor Steven Eppinger, MIT expert for product design and development, Dr. Michael Baeriswyl, Head of Data, Analytics & AI at Swisscom, and Peter Fregelius, Head of TV & Entertainment at Swisscom.

For many years MIT has been considered one of the best engineering schools in the world. Baeriswyl: «We are pleased to start our first research projects with MIT. This enables us to combine MIT's unique research capabilities with our expertise in the areas of communication and entertainment in the Swiss market.»

Swisscom has already established intensive research partnerships with the universities EPFL and ETH. This way it ensures that the latest findings from science and research are continuously incorporated into the company. The collaboration with MIT is another step towards working with world-class institutions.

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