

Nominees announced for the Swisscom Business Award

On 4 September 2014, Swisscom will present the most pioneering ICT project in Switzerland with the Swisscom Business Award. The names of the finalists have now been released with the award being fought for by Manor AG, Universitätsspital Basel (Basel University Hospital), Schwyzer Kantonalbank, MSC Cruises, Fondazione Ticino Cuore (Ticino Heart Foundation) and Loeb AG. "We selected these finalists from around 80 applicants", said chairman of the judging panel Thomas Wirth.

The Swisscom Business Award honours Swiss companies and institutions that have implemented exemplary ICT solutions. Some 80 companies applied for the 2014 award. "Both the number and quality of the projects submitted for the award increase every year", said chairman of the judging panel Thomas Wirth. "We found deciding on the nominations for the finalists to be a challenging task." The solutions were judged on their business benefits, the degree of innovation shown by the technology involved as well as their sustainability.

The six finalists for 2014

Competing against one another in the final will be Manor AG, Universitätsspital Basel (Basel University Hospital), Schwyzer Kantonalbank, MSC Cruises, Loeb AG and Fondazione Ticino Cuore (Ticino Heart Foundation). There is considerable pressure placed on sales and margins in the retail sector. As a result, Manor has created a solution which POS managers can use to work flexibly. Using an Enterprise Digital Assistant (EDA), the managers can access all relevant back-office systems, as well as personnel scheduling, merchandise management, printers, real-time transactions and the temperature monitoring system while on the move. The base on which this solution has been developed is the Samsung Galaxy S3 smartphone. The POS managers can use this device to complete all back-office tasks while on the sales floor, thus gaining time to provide customers with advice. This could mean the end for all office PCs, barcode scanners and DECT telephones.

Universitätsspital Basel is the first hospital to work with a tablet solution with its own EMR app (Electronic Medical Report). Now, doctors no longer have to refer to patient files in paper form when doing their rounds; instead, they can use tablets. The EMR app contains all of the patient's information, such as personal details, medical findings, x-ray images, referral letters from GPs, etc.,



which means that doctors will always have all of the information necessary at their disposal in their pocket. Doctors will also be able to schedule their workflow more flexibly and may, for example, complete preparatory work at home.

Schwyzer Kantonalbank (SZKB) is redefining the way in which it services its customer relationships with its nominated solution. Thanks to the expansion of the bank's online channel, customer advisors are now able to simulate and display financing and investment options on a wide range of devices – ranging from the PCs used in the branches to the customer portal or the app on the tablet. The information is sourced directly from the SZKB core banking system. Advisors benefit from being able to utilise a simplified advisory process, while the range of services and offers made available to the end customer are easier to understand thanks to the interactive visuals.

MSC Cruises is hoping to be presented with the Swisscom Business Award for having drastically improved its customer care infrastructure across several countries and markets. To this end, a new cloud-managed contact centre solution (MCCS) has been created. 250 agents across Europe now use this platform to provide customers with advice and benefit from being able to care for their needs over a long period of time – from the research and booking processes to the time before, during and after the cruise.

The Loeb department store wants to improve customer satisfaction and loyalty. The key to achieving this is a functioning cash register system. The previous solution used in the department store failed to work properly several times a month. By outsourcing the entirety of their IT tasks, storing data in external data centres, establishing connections with LAN-I and making use of a monitoring service, Loeb has laid foundations allowing it to quickly and easily integrate an additional nine branches into the company network.

The sixth finalist is Fondazione Ticino Cuore (Ticino Heart Foundation). The foundation trains private individuals in cardiac massage and how to use a defibrillator, thus enabling them to look after persons who suffer a sudden cardiac arrest until the emergency services arrive. The network has 3500 members. In order to manage the helpers and alert them in good time, Ticino Cuore has created a web solution with its own app. If an emergency call is received, the helper closest to the incident is



swisscom

Press Release

sent an alert via the app. In addition, the app measures the rhythm of the heart and allows the user to communicate directly with medical professionals in the control centre.

Awards ceremony to be held at the Swisscom Dialog Arena

The winner of the Swisscom Business Award will be decided at the Hallenstadion Zurich on 4 September 2014. The nominees also have the chance to win the People's Choice Award. Online voting for this award will be open from the middle of August. The awards ceremony will be moderated by Christa Rigozzi and represents the highlight of the Swisscom Dialog Arena.

Further information on the Swisscom Business Award and the finalists is available at the following link: www.swisscom.ch/award

Berne, 17 June 2014