



## **Swisscom wins Digital Accelerator Award in San Francisco**

**Swisscom was presented with the Digital Accelerator Award in the Digital Business Excellence category for telecommunications companies at yesterday's "I Love APIs" Conference. The Digital Accelerator Awards is a global awards programme recognising innovative organisations and individuals that are accelerating and transforming their business models with APIs and big data. The Awards are sponsored by Apigee.**

Swisscom was awarded the prize for its commitment to the digital transformation of its own business model. Swisscom now offers its customers more than just traditional telecommunications services; today, its offering is much more geared towards exchanging and storing data, such as photos, music and films, on digital TV platforms and Internet telephony. Alternative methods of collaboration as well as agility and innovation are becoming increasingly important for ensuring that such services can be launched onto the market quickly and in a customer-oriented manner. As Swisscom opted to adapt to these challenges at an early stage, the company has been able to establish a good positioning in a highly competitive market.

"I am delighted that Swisscom has won this award," said John de Keijzer, Head of Technical Strategy & Enterprise Architecture at Swisscom, "as it supports our vision of digitalisation. In the future, we will continue to press ahead with the digital transformation of our business model and support our customers during this process."

Berne, 10 September 2014