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Press release

Four groundbreaking ICT projects nominated for the Swisscom Business Award

The renowned Swisscom Business Award will be presented on 3 November 2015. The jury of independent experts have chosen four finalists from all of the applications submitted. The nominees come from different sectors and have all launched exemplary ICT projects within their respective companies. UBS AG, Prodir SA, Zweifel Pomy-Chips AG and Otto Fischer AG are the companies that are still in the race for the award.

The Swisscom Business Award is given to Swiss institutions and companies that implement groundbreaking ICT projects. The award also reflects Swisscom's commitment to the digitisation of the Swiss economy and supports the country's reputation as an innovation hub. The jury assessed the submitted projects based on their business cases, sustainability and technology. "I am proud that both the number of applicants and the quality thereof increase year-on-year," said chairman of the jury, Thomas Wirth.

Four finalists from various sectors

Swisscom received numerous applications for this award, yet there are now just four entries left in the race: UBS AG, Prodir SA, Zweifel Pomy-Chips AG and Otto Fischer AG. Otto Fischer, a company with a long tradition, moves with the times, which is something that the electrical wholesaler has already proven after having won the Business Award in 2011. The company was named among the finalists again this year for implementing live web chat functionality in its online shop in order to provide customers with advice. If an electrician wants to order a solar panel online, for example, an expert will be available to support him via chat. It is also possible to set up a telephone or video conference with the customer advisor at the click of a button.

As part of its digitisation strategy, UBS has launched a global online project. The bank uses the Content Management Utility ("CMU") to run its website and service the global intranet. In addition to the millions saved in costs, the innovative project has also helped the bank to carry out its online marketing activities with added flexibility and shorten the product time-to-market.



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Swiss pen producer Prodir SA has successfully made the journey into the new world of communication, completely digitising its communication processes. This move has allowed the company to improve the level of collaboration between its offices in Switzerland and Europe and increase employee satisfaction.

Zweifel Chips is a pioneer in the production and service sector and has thus digitised a large number of its business processes. The company has provided its 130 field staff with iPads, printers and scanners, which allow them to access customer and sales documentation via an app regardless of their location and in turn improves the quality of the advice they are able to provide. What's more, Zweifel is now better able to evaluate data and respond more rapidly quicker to trends.

Award presentation ceremony to be held at Lake Lucerne in November

The presentation of the Swisscom Business Award will take place at the Culture and Congress Centre (KKL) in Lucerne on 3 November 2015. Against the backdrop of an unparalleled view of Lake Lucerne and the surrounding mountains, the company with the most innovative ICT solution will be awarded the CHF 80,000 prize. The nominees also have the chance to win the People's Choice Award. The award ceremony is 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

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