

Swisscom Business Award: UBS impressed the jury



UBS wins the Swisscom Business Award. From left to right: Urs Lehner, Swisscom, Head of Marketing&Sales Enterprise Customers; Liv Brahlin, UBS, Head Group Marketing and Communication Services; René Estermann, a member of the Swisscom Business Award Jury and CEO myclimate.

Swisscom honoured Switzerland's most pioneering ICT project with the Swisscom Business Award for the sixth time yesterday (Tuesday) in Lucerne. UBS won the award with a new content management system.

The Swisscom Business Award recognises Swiss companies and institutions that have implemented revolutionary solutions in Information and Communications Technology (ICT). The award was won by UBS: "It's a great honor and I'm happy for my team, who has put in an enormous effort to delivering this project. This award is a recognition to their work", says Liv Brahlin, Head Group Marketing & Communication Services of UBS.

In 2015, the major Swiss bank outsourced the operation of the www.ubs.com website and the company-wide intranet to Swisscom and implemented a new content management system: "This allows us to bring products to the market more quickly, as well as being more secure and reliable," says Liv Brahlin. The initial situation: UBS had to maintain hundreds of websites, a company-wide

intranet, e-mail marketing platforms and social media channels, on which approx. 3,500 enquiries and projects run every day. “It was a lot of work, which is why we entered a partnership with Swisscom and Accenture,” says Liv Brahini. This resulted in a fully compatible platform for UBS, which can be scaled in a very flexible manner with no limitations. “This means that we can now concentrate fully on innovations and our customers,” says Liv Brahini.

“This very complex project delivers perfect synergy between the very substantial business need, the strategic decision and the integration of modern and progressive IT solutions. This project, which has a significant organisational impact, will allow UBS to gain a greater understanding of the challenges of today's multi-channel, multi-device and ultra-dynamic communications,” says David Voltz, a member of the Swisscom Business Award Jury and COO of the Ofac Group.

Zweifel Pomy-Chips AG, Otto Fischer AG and Prodir AG also reached the final. An expert jury evaluated the solutions from the four finalists according to the criteria business benefits, degree of innovation, technology and sustainability.

Zweifel Chips had the public on its side

This year, Swisscom awarded a public choice award for the second time. Online voting for the prize started at the end of October. The audience at the award venue also chose their favourite. In the end, it was Zweifel Pomy-Chips who received the most votes. With an app developed in house, the Swiss chips manufacturer responded to increasing competitive pressure, a growing range of products and ever more complex customer demands. The company's 130 field service staff can now access all the required company information at any time. For Zweifel Chips, this means greater efficiency, fewer errors and a flexible response to customer requirements.

Swisscom Dialog Arena

The Swisscom Business Award was presented as part of the Swisscom Dialog Arena at the KKL Luzern. Over the course of a day, around 600 visitors took the opportunity to experience the best case examples and current ICT trends live, to discuss them as well as to refresh and expand their personal networks. A highlight was the keynote speech by Markus Gross, Professor of Computer Science and the Director of Disney Research in Zurich.

Further information and images: www.swisscom.ch/award

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