Swisscom Enterprise Customers expands expertise in digitisation

Swisscom Enterprise Customers acquires half of the Geneva-based company Open Web Technology SA and forms joint venture Swisscom Digital Technology SA. By bundling these resources, Swiss companies will have access to even better strategic and technological support in their digital transformation.

Swisscom Enterprise Customers helps Swiss companies develop and implement their digital strategy. In this increasingly global and competitive market, digitisation is a considerable competitive advantage and a key distinguishing characteristic. By buying half of Open Web Technology SA and forming the joint venture, Swisscom Enterprise Customers is continuing to expand its digitisation expertise. Like Swisscom, the Geneva-based strategy and technology consulting firm specialises in the digital transformation of companies. Christian Petit, Head of Swisscom Enterprise Customers and member of the Swisscom Group Executive Board: "The partnership with Open Web Technology is another step in supporting our customers as they make their way into the digital world. The range of services will span consulting through to the implementation of the digital strategy." With this move, Swisscom Enterprise Customers has reinforced its strong ties to the Lake Geneva region: Following the acquisition of DL Groupe SA in 2013 and Veltigroup in 2014 as well as the partnership with EPFL 2015, the cooperation with Geneva-based Open Web Technology is another important milestone.

Open Web Technology SA was founded in 2009 by the sole shareholder Frédéric Weill and has been headed up by him ever since. More than sixty specialised engineers work in the company's offices in Geneva and Zurich. They will be supported in the future by around thirty specialists from insentia, a subsidiary of Veltigroup, who are moving to Open Web Technology. This team, unique in Switzerland, covers all areas relevant for digitisation. This includes advising on the right digitisation strategy and application architecture and the development of customised omnichannel software or omnichannel marketing. The customer portfolio includes global leaders working in the areas of telecommunication, banking and insurance, luxury goods and security.

The company, which will be called Swisscom Digital Technology SA in the future, will retain its Open Web Technology brand. The joint venture will be managed by Frédéric Weill: "We have had the opportunity to support Swisscom in its digital transformation since 2009. Our jointly acquired and unique know-how can help other industries that are also facing the challenges of the technological revolution."

Swisscom Digital Technology SA will work very closely together with Swisscom's Digital Enterprise Solutions department. Nicolas Fulpius, head of this department, will also act as the Chairman of the Board of Directors of the joint venture. With the support of Swisscom and its sales team, Swisscom Digital Technology SA aims to acquire new customers, particularly in German-speaking Switzerland.

The parties have agreed to keep the financial details of the transaction confidential.

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