

Swiss dialogue Arena: two winners and a new networking service

The fifth Swiss dialogue Arena took place in Zurich today. More than 700 participants took part in the fascinating event, featuring best practice demonstrations, entertaining keynote speeches and culminating in the presentation of the third Swisscom Business Award to Nord Stream AG and Galliker Transport AG. A further highlight of the day was a presentation of the new LAN Management flex networking service.

This year's Swiss dialogue Arena covered a wide range of different topics. Examples of best practice from the fields of data centres, mobility, collaboration and innovation were presented in more than 20 arenas and participants had the opportunity to discuss new trends and ask questions. Swisscom also presented its new networking service at the event, which it is set to launch in collaboration with HP.

New LAN Management flex networking service

LAN Management flex is a new managed service which will be offered by Swisscom and HP from December 2012. The service covers all in-house networking as a managed service for customers with up to 250 employees (750 ports) per location. Customers benefit from a modular, future-proof network infrastructure and very good value for money, as Swisscom only charges CHF 6 per port per month. The unique thing about the new service is that customers only pay for the ports they actually use. Thanks to LAN Management flex, customers don't need to invest in infrastructure, updates or monitoring.

"With its flexible usage billing model, LAN Management flex is an innovation on the networking market," says Urs Schaeppi, Head of Corporate Business at Swisscom (Switzerland) Ltd. "We are delighted to be working with HP to offer our customers a simple and affordable service." Nick Watson, Vice President HP Networking EMEA adds: "This new model brings unrivalled flexibility and cost benefits to end-user customers. Making networks easier to use, manage and pay for is one of our priorities, and working with industry-leading innovators like Swisscom, we believe we've helped them

develop a unique and industry-changing model, which takes full advantage of HP's best-in-class networking technology."

Winners of the Swisscom Business Award: Galliker Transport and Nord Stream

Over 50 candidates were entered for the third Swisscom Business Award in the categories "Mobility" and "Efficient collaboration". The solutions were then evaluated by an expert panel in terms of demonstrable business benefits, process and product innovation, environmental sustainability and technology.

Winner of the award in the "Mobility" category was Galliker Transport AG. The logistics firm impressed the judges with its high-tech mobile transport solution for lorries, which allows them secure, mobile access to the company network. Galliker is the first company in Switzerland to bill its performance-related Heavy Vehicle Fee (HVF) using mobile technology. The solution offers other benefits, such as GPS for tracking purposes, electronic freight lists, order confirmations and automatic billing. "This end-to-end solution, comprising various systems such as HVF, vehicle data and driver data is particularly innovative," says jury member Thomas Wirth, PB Western Europe COO at Credit Suisse.

Winner in the "Efficient collaboration" category was Nord Stream AG, which operates twin gas pipeline systems through the Baltic Sea. From its Swiss control centres, Nord Stream monitors machine and sensor data around the clock via its terminals in Russia and Germany. In this way, potential leaks can be identified immediately and the pipeline can be accessed within seconds. Together with strategic partner Verizon Business, Swisscom is responsible for linking up the terminals and the control centres. Two redundant, geographically separate fibre-optic connections to the control centres ensure that data can still be transmitted, even in the event of a total system outage. As an additional back-up, data are also transmitted via satellite.

Information

- LAN Management: www.swisscom.ch/flex



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Press Release

- Swisscom Business Award and the Swiss dialogue Arena: www.swisscom.ch/award and www.swisscom.ch/arena
- Pictures can be downloaded at the following link: <http://swisscom.jalbum.net/Swiss-dialogue-Arena/>

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