

Finalists nominated in the second Swisscom Business Award

The Swisscom Business Award recognises successful ICT-applications in the business environment. The names of this year's nine finalists have now been revealed. Three Swiss companies, which have achieved outstanding results through the use of ICT solutions, will each receive a prize at the awards ceremony in September.

A total of 85 companies entered for the second Swisscom Business Award in one of three categories. A panel of experts from the fields of business and science have now nominated three finalists in each category. The finalists in the "Service" category are the Geneva Cantonal Police, Gossweiler Media AG and Ofac, the Swiss Pharmacists Association. In the "Commerce and Logistics" category, Otto Fischer AG, Multiforsa AG and MSC Mediterranean Shipping Company SA have been nominated. In the "Construction and Industry" category, the nominees are CTA AG, E-Services AG and Ygnis AG. Swisscom Business Award winners receive prizes worth a total of over CHF 100,000.

The nomination process focused on the verifiable business benefits of the ICT solutions for the companies in question. Attention was also paid to ensure that the entries concerned real process and product innovations. Finally, the technologies used were checked and clarified to identify to what extent they were optimally implemented.

Category winners will be revealed and prizes awarded at the fourth Swiss Dialogue Arena on 15 September 2011 in the Hallenstadion in Zurich.

Further information on the Award, the nominees and the expert panel is available at:

www.swisscom.ch/award

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