



Prizes awarded to the winners of the second Swisscom Business Award

The winners of the second Swisscom Business Award received their prizes in Zurich today. The awards totalling CHF 100,000 went to Gossweiler Media AG, Otto Fischer AG and E-Service AG. The special "sustainability" award went to Logifleet AG. The Swisscom Business Award recognises companies and institutions that have implemented groundbreaking information and communication technology (ICT) solutions with demonstrable business benefits.

The second Swisscom Business Award was presented today at the Swiss Dialogue Arena event in the Zurich Hallenstadion. More than 80 companies had competed for an award in one of the three categories "Service", "Commerce and Logistics" and "Construction and Industry". A panel of specialists with proven expertise in the sector evaluated the solutions submitted mainly according to the criteria of demonstrable business benefit, process and product innovation and technology, and selected three winners. An additional, special "sustainable" prize was awarded this year.

Roving reporter: unlimited reporting

Gossweiler Media AG is winner of the "Service" category. The media company impressed the jury with the innovative and integrated approach of its deployed ICT solution. The solution enables journalists to produce a fast and extensive report at the scene of an event without technical overheads and to publish the contributions online. Journalists can thus produce multimedia coverage by integrating text, pictures and web TV. This is made possible by the award-winning combination of a smartphone, laptop, fast mobile data connection and a fibre-optic connection with a workflow system developed by Gossweiler Media.

Ordered today, delivered tomorrow

The winner of the "Commerce and Logistics" category is Otto Fischer AG. The electrical wholesaler has switched its entire order processing to an electronic-based system. In the jury's opinion, the company has made the ordering process faster, simpler and less time-dependent for its customers. This involved the special challenge of automating the entire process, from inventory management to orders and delivery. Today's solution enables customers to submit their orders by 6.00 pm and receive



them the next day. Orders can also be entered by field staff using tablets. The order is subsequently processed automatically. In this way Otto Fischer saves costs and can further enhance the quality of its service.

More flexible planning and organisation

The winner in the "Construction and Industry" category was E-Service AG, which offers customers everything they need for their electrical installations, from planning to maintenance. The solution's simplicity impressed the jury as did the major benefits it generated for the company. The automation of all process flows from the award of an order to its invoicing is at the core of the solution. To this end, all service technicians have been equipped with a pocket PC to enable them to execute all the necessary steps directly on site. Thanks to the mobile order entry and reporting system, E-Service AG has been able to vastly improve its customer service. An additional plus: the solution allows employees to plan and organise their working day more flexibly.

Annual savings of 4 million litres of petrol thanks to fleet optimisation

A special "sustainability" prize was awarded for the first time this year. A jury of experts from WWF and myclimate selected from all the solutions submitted those that brought the greatest savings in terms of traffic, CO₂ and electricity and that demonstrated the company's sustainable strategy. The winner is Logifleet AG. The fleet and mobility management specialist impressed the jury with its "LogiFleet" solution system, which enables companies to optimise the deployment of their fleets and by doing so realise concrete CO₂ and cost savings. Annual savings of some 9,000 tonnes of CO₂ and 4 million litres of petrol have already been made to date. This corresponds to the annual consumption of about 2,000 cars.

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