

# «Digital Switzerland» . . . . . . added value for you as participant

The initiative pursues the goal to motivate executives and decision makers to use the opportunities which are opened by the digital transformation. Based on concrete projects and solutions as well as thanks to competence, expertise and networking more projects are initiated, promoted, communicated and thus mediated to a broad interested audience. Thus, the platform presents, for many years, the realized projects in digitalization.

## Bridge builder, ambassador for a successful digitalization (neutral, independent)

- ▶ **Enlightenment and transparency for subject matter and management decision makers;** you are better equipped to transform knowledge into value, gradually launch new relevant projects, digitalize business processes in this context and achieve fast impact in those projects
- ▶ **A network of experts, expertise and projects** which supports a general view of digitalization
- ▶ **Information** (as neutral and independent as possible) experts and market platform
- ▶ **Present application** in subdomains like Cloud Computing, CRM/xRM/CEM/ECRM, ERP, E-Commerce, Smart-Commerce, Security, Energy and more.



## Added value for you as participant

- ▶ **Image and promotion – thanks to your presence on «DIGITALE SCHWEIZ/DIGITAL SWITZERLAND»;**
  - For your own market, organization and activity development (applies to all companies in the Swiss economy)
  - For your portfolio / Offer for projects for digitalization
  - For your market and customer development
  - For our economy (your contribution to more “smart Switzerland”)
- ▶ **Your dedication and your presence on the platform contributes significantly;**
  - That your **expertise** and **competence** – in favor of specific use with global view and to exhaust the potential is being represented and
  - used by the **economy, administrations and specific customer segments**
  - That the visibility of your expertise and attention to your offer in the market in the context of digitalization is seen
  - That you as a provider **connect with the economy and administrations** for the integration of digitalization

From these opportunities of “digital total care” benefit all actors and sectors of our national economy. Digital revolution and transformation contains a range of subjects such as **trends** and **process design**, **basic issues**, **technologies** and **applications** and **digital lifestyles**.

## BENEFITS AND ADDED VALUE FOR SWITZERLAND

- ▶ **Prosperity and sustainability of the business location Switzerland** (smart Switzerland), efficiency and competitiveness of the Swiss economy is strengthened (international competitiveness)
- ▶ **Digital attractiveness** (infrastructure, networks, education) and use of the transformative power with potential value, create jobs, new business opportunities and sustained and sustainable transformation of society
- ▶ **Promotes innovation** through research and development in selected areas of application
- ▶ **Secures the technological leadership of Swiss industry;** promotes and opens new business areas
- ▶ **Digitalization and ICT** acts in every sector and area of application of our national economy and **provides rapidly a sustained contribution..**

### Digitalization 360 degrees. . .

. . . networking and connecting. Clear and holistic. Transparency, guidance as well as orientation and implementation assistance for digitalization. Promoting of open collaborative communication and exchange on all issues and actors with dialogs between business, government, society and internationally.