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SWISSCOM - THE BEST PARTNER IN THE NETWORKED WORLD

Roger Filipe Santos Pereira
Senior Technology Consultant Swisscom Company, Switzreland

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Swisscom is Switzerland's leading telecom provider and one of its foremost IT companies, headquartered in Ittigen, close to the capital city, Bern. Its subsidiary Fastweb has built up a strong position on the Italian market. Swisscom brooks no compromise when it comes to serving customer needs; it focuses on service and quality and invests massively in the networks of the future.

In an increasingly digitised world, Swisscom always offers its customers the best – regardless of their location. As an optimal companion in the networked world, Swisscom strives to ensure simplicity and is a trusted, inspiring partner for its customers. In this formative role, Swisscom is helping to shape this new world and make Switzerland into a leading European ICT centre.

Swisscom wants to offer its customers in Switzerland and Italy the leading IT and communications infrastructure. Reliance on high-performance networks that are always available will continue to increase in future. Swisscom is fulfilling the ever-growing requirements of its customers with networks that are second to none in terms of security, availability and performance. To clearly distinguish itself in its core business, Swisscom is committed to delivering first-class service to its customers and inspiring them with unique experiences across the board. Swisscom customers can count on us as a competent, reliable partner and enjoy service that is individual, flexible and personal at all points of contact.

In Switzerland, we see opportunities for growth in the further development of the core business, while Italy offers a great deal of potential due to relatively low broadband penetration. We aim to take advantage of opportunities in the following sectors: entertainment (TV), healthcare, the Internet of Things, the cloud, digital security, solutions for business customers as well as advertising and e-commerce solutions.

Swisscom's corporate responsibility activities focus on issues which have high relevance for stakeholder groups and at the same time are closely linked to the company's core business and thus entail market opportunities. Swisscom's vision is of a modern, forward-looking Switzerland: a country of great opportunities, particularly in the field of sustainability. Specifically, Swisscom focuses on the following six areas as strategic priorities in the area of corporate responsibility. For each of these, it has formulated a long-term target.

Together with its customers, Swisscom is aiming to save twice as much CO_2 as it emits through its operations and supply chain by 2020. Green ICT enables companies to massively reduce energy consumption and CO_2 emissions. Video conferencing and home office solutions generate savings in travel time and costs, and

ICT services from the cloud allow business customers to operate their IT operations more efficiently than if they were to use a server of their own. Buildings, vehicles and networks can be managed in an energy-efficient manner thanks to ICT solutions. Swisscom also offers residential customers numerous ways to reduce their carbon footprint, from online billing to a recycling service for mobile phones. Swisscom is committed to reducing its own CO_2 emissions from its operations and supply chain and also requires its suppliers to reduce their carbon footprint.

By 2020, Swisscom aims to be supporting one million people with its offerings in the healthcare sector, such as the Swisscom health platform and corresponding fitness sensors, electronic patient dossiers and offerings from its subsidiary Datasport. Swisscom also wants to offer one million people the opportunity to use mobile working models by 2020. To this end, it has included Work Smart services in its portfolio and supports mobile working methods through activities such as the Home Office Day.

Swisscom aims to be the market leader in data security by 2020, helping one million people to use the media safely and responsibly. Swisscom has for many years now provided free Internet access to schools and introduced first-time users to the digital world through media training courses. In doing so, Swisscom aims to protect young people in the use of online media by means of technical solutions and offerings that promote media skills.

Swisscom wants to be one of the most attractive employers in Switzerland by 2020. It offers employees opportunities for personal development and promotes work-life balance. Fair terms and conditions of employment are as important to Swisscom as an active social partnership and an above-average commitment to vocational training. Swisscom employees also have the chance to get involved in social and community projects, for example, by participating in the Corporate Volunteering Programme.

In the interests of a fair supply chain, Swisscom is committed to improving employment conditions for more than two million people by 2020. To this end, Swisscom has forged international partnerships that will ensure the implementation of relevant measures in close collaboration with suppliers. The company also ensures that working conditions at its suppliers are reviewed for improvements every year as part of the audit process.

By the end of 2021, some 90% of all homes and businesses will have a minimum bandwidth of 80 Mbps by the end of 2021 – with around 85% of those achieving speeds of 100 Mbps or higher. Furthermore, 99% of the population was able to benefit from the fourth-generation mobile network incorporating 4G/LTE technology by the end of 2016. According to calculations performed by the Boston Consulting Group (BCG), Swisscom is thus indirectly contributing around CHF 30 billion to the country's GDP and helping to create and maintain some 100,000 jobs.

Based on its strategy, Swisscom has set itself various short- and long-term targets that take economic, ecological and social factors into consideration.