



Swisscom launches modern workplace from the cloud

Swisscom is launching the Smart Workplace, an IT workstation from the cloud enriched with artificial intelligence. The core of this is the digital assistant. This enables users to set up their work equipment independently, quickly and easily, and to submit support queries or query knowledge databases. It relieves IT managers from the burden of provisioning while providing transparent view into the status of workplaces. Swisscom takes over all operational activities.

In the age of digitisation, it should be possible for users to set up modern workplaces themselves and still be in line with the needs of the IT department. The Smart Workplace makes this possible. Thanks to Microsoft Cloud technology, the workplace can be configured by users in line with the needs of the IT department during startup. Accordingly, the necessary hardware can be flexibly acquired and provided at home as well as abroad. Setup is possible for each user with just a few clicks, and the administration is then carried out completely by Swisscom.

Assistant based on artificial intelligence

The workplace now includes the integrated assistant "Swisscom Butler". This is based on artificial intelligence from the Microsoft cloud and was developed to best meet the requirements of users at their IT workplaces. It supports them in independently setting up their workplaces within a few minutes and helps users to help themselves by querying knowledge databases. If necessary, it can also trigger support requests. Employees therefore receive a smart working environment that they can use anywhere, without restrictions and at any time.

The Smart Workplace is a great relief for IT departments and a cost-effective and transparent alternative to conventional solutions. Complex supply chains for hardware and the setting up of workstations by IT departments, which is very time-consuming, can therefore be dispensed with. Swisscom also completely takes over security management as well as all operating activities.

Product development as a lean startup

The Smart Workplace was developed using the lean startup approach. The focus here was placed on an optimal customer experience along the value chain, which was created together with individual



swisscom

Press release

customers through targeted experimentation and validation of the most important components such as pricing, design features and sales channels.

The Smart Workplace is now available as a workplace-as-a-service model from Swisscom. The offer, which starts at CHF 39 per user and month, is suitable for companies of all sizes.

Find out everything about the Smart Workplace solutions from Swisscom here:

www.swisscom.ch/smartworkplace

Berne, 14 November 2018