

Zeitschrift: Comtec : Informations- und Telekommunikationstechnologie = information and telecommunication technology

Herausgeber: Swisscom

Band: 82 (2004)

Heft: [1]: A collection of publications of Swisscom innovations

Artikel: Sustaining the innovation power of the Swisscom group

Autor: [s. n.]

DOI: <https://doi.org/10.5169/seals-876883>

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Sustaining the Innovation Power of the Swisscom Group

Switzerland's economy is increasingly reliant on state-of-the-art telecommunications. For Swisscom acting as the leading telecommunications service provider in this business environment, a position at the cutting edge of technology is vital. In this context, innovation is a key issue. Swisscom Innovations, a central unit of the Swisscom Group, is dedicated to maintaining the innovative power of Swisscom, the objective being to continuously turn new technological opportunities into user-friendly services.

Swisscom Innovations specialises in generating exciting new ideas and expanding the Group's range of products and value-added services for a diverse range of customers. On the one hand, we develop concrete proposals and demonstrators for new services and we support the Group companies in their current innovation projects. On the other, our engineers have the freedom to look beyond immediate issues, evaluating the impact of technological developments on the strategy of the Swisscom Group as well as identifying new business opportunities.

At Swisscom Innovations we rely on an interdisciplinary team of specialists and nurture a culture of innovation based on the breadth and depth of their expertise. Our activities are organised as projects, bundled together in the form of Innovation Programmes. The majority of the projects are sponsored by individual Group companies. An additional measure of corporate funding is used to define complementing projects and to strive for new insights. This approach permits us to achieve leadership and exploit synergies in related technological areas. Current programmes include:

- person-to-person and person-to-content communication services that seamlessly integrate a wide range of networks, applications, services and devices
- current software technology trends and their impact on service creation and quality of service, as well as related aspects such as digital identity management and security issues
- "rich-media" and multimedia information and entertainment services enhanced by broadband access, as well as by new devices and multimedia technologies
- emerging network technologies enabling wired and wireless, fixed and mobile broadband services, with special emphasis on seamless network and service access
- electromagnetic compatibility and perceived health effect issues of existing and emerging service delivery technologies and their consequences
- cultural, economic, user, and technology research as well as usability testing to anticipate needs and wishes of future customers ■

Swisscom Innovations – some Key Figures 2004

Personnel
(full time equivalent, year average):

- 170, thereof
- 125 with PHD / University / or Masters Degree

Net Revenues: MCHF 39.7, thereof

- 35% corporate funds
- 62% contracts with Swisscom Group Companies
- 3% external contracts

Explorative Work contributes with MCHF 22.2 (56%) to Net Revenues

Publications in public and technical journals: >50

Patent applications and granted patents: 19

For further information please contact: Swisscom AG, Innovations, P.O. Box, CH-3050 Bern, <http://www.swisscom.com/innovations>