



Die Cloud – der Gotthardtunnel in die digitale Zukunft

Dr. Marc Holitscher, National Technology Officer, Member of the Board, Microsoft Switzerland



Why Cloud?

Cloud comes with multiple benefits, most important and disruptive are the business enabling ones, allowing businesses to transform and to create new services and markets.



NEW REVENUES AND INNOVATION

- **Dynamic environment, global reach and openness to partners**
- It is the place where disruptive **innovation is happening**

ENABLE BUSINESS AGILITY

- Enable the bank **to response rapidly**
- Easier access to **new markets**

ENHANCE CUSTOMER EXPERIENCE & MOBILITY

- **Self-service**, putting **user experience** at its core
- Services are **more flexible** to changes and **easier to adopt**

COST TRANSPARENCY AND FLEXIBILITY

- Cost transparency and the ability to steer
- **Agility increases to scale** and address temporary needs

SECURITY

- **Data confidentiality** and **data recoverability** management
- **Continuous updates** of security patches and estate-wide **data encryption**
- Ability to apply **Controls**, leveraging highly **mature tooling**

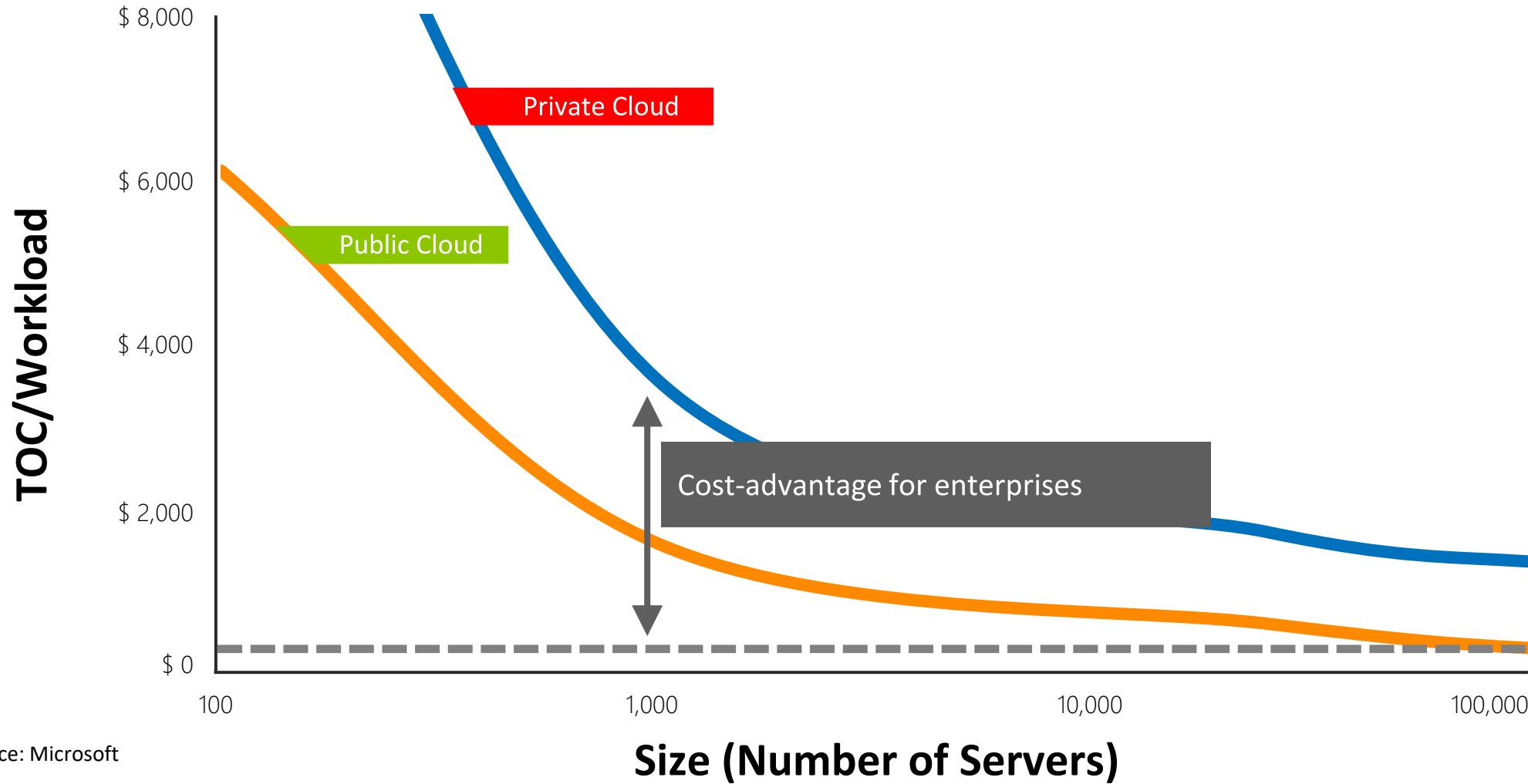
60+ 200+ 4M



Azure regions Datacenters Servers



Economies of scale



Source: Microsoft



Balgrist
University Hospital

Layers of risk assurance

Contractual commitments

Control framework

Regulator engagement

Operating model



Microsoft Cloud in Switzerland



Compliance



Data
Residency



Performance



Extract of Client References and Testimonials

Clients



Swiss Re



vaudoise ZURICH

MIGROS



wincasa



ALPIQ



groupe e

AIHK
AHV-Ausgleichskasse

BANK avera



Bitcoin
Suisse



skyguide



klinik im hasel



EY
Building a better
working world

LAUX
LAWYERS AG
ZURICH | BASEL

ZUG
stadt

biopartner

HAMILTON

Mumpf



Solutions



KUDELSKI
SECURITY



QUARTAL
FINANCIAL SOLUTIONS

board



dacadoo

EXPLORIS

geocloud



4 Fakten zu Microsoft in der Schweiz



2021

Am neuen Hauptsitz im Flughafen-Gebäude THE CIRCLE wird Microsoft ab 2021 auf 3'500m² den «Arbeitsplatz der Zukunft» realisieren.

* Studie von Sieber&Partners AG, 2018



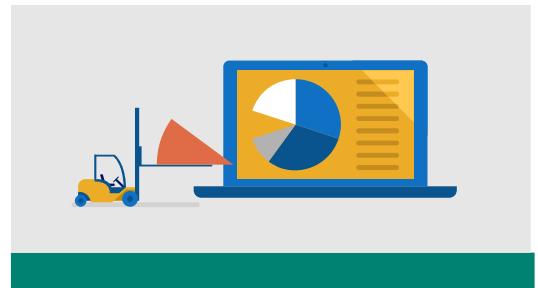
6,9

Pro Franken Umsatz, den Microsoft Schweiz erwirtschaftet, erzielen die Partnerunternehmen von Microsoft 6,9 Franken Umsatz mit IT-Diensten und Softwareentwicklung aller Art*.



17%

17 Prozent der Arbeitsplätze in der Schweizer IT-Branche (ohne Hardware) stammen aus dem Microsoft-Partner-Netzwerk*.



70%

Über 70 Prozent der Mitarbeitenden von IT-Firmen in der Schweiz arbeiten bei Unternehmen, die unter anderem Microsoft-Produkte beraten und einführen.



Microsoft