



Cisco Country Digital Acceleration

Swiss Digital Acceleration Strategy

Invented here

Switzerland has the world-wide reputation of being an innovative, wealthy and value creating country, leading the way with many inventions throughout the past centuries.



After the industrial revolution more than a century ago, the Internet revolution a few decades ago, the advent of the Digitization wave provides endless opportunities. How will we seize these opportunities and resolve the challenges that comes along with it?

Before discussing the digitization journey, let's have a look back and understand how Switzerland became an innovative, wealthy and value-creating country.

One man who has significantly contributed to this image is Alfred Escher, a Swiss politician and business leader. In the 19th century, he realized the country was not taking advantage of its geographical situation in the heart of Europe. Switzerland was a rural country, at the very start of the industrialization process with little interaction with its neighbours. While the railway infrastructure was developing in Europe and contributing to economic prosperity, Switzerland was on the risk of being left behind. In 1852, Escher supported a law allowing private railway companies to operate and soon after, the Swiss North-eastern Railway became active, connecting Zurich to Lake Constance. The railway boom nurtured a demand for engineers and technically skilled people. Escher urged to find the Federal Polytechnic Institute – now known as the ETH Zurich. Another challenge was the funding of the railway constructions. Escher didn't like the option of lending

money abroad and creating dependencies. He fostered the creation of a new bank to fund projects within Switzerland – this was the birth of Schweizerische Kreditanstalt, today Credit Suisse, and he the laid the foundation for Zurich as financial capital.

The societal change from a rural towards an industrial country created a need for a new security system – like in previous centuries, family could not back up the risk of sickness, injuries or even death of the industrial workers. He contributed to the creation of the “Schweizerische Lebensversicherungs- und Rentenanstalt”, a life and pension insurance, and a re-insurance organization to back their risk up. Both institutions are still world players today – known as “Swiss Life” and “SwissRe”.

This foundation allowed Escher to kick off the project of the century: the Gotthard railway tunnel, connecting Switzerland to the South through the Alps from Göschinnen to Airolo, was opened in 1882 after a decade of construction.

The value Alfred Escher created was not in the individual initiatives alone, but in the value chain. He literally set the train in motion, to a modern Switzerland. Escher united politics and economics and created an ecosystem for good for a sustainable prosperous future. His heritage is visible each and every day.

In which direction is the train running today? Switzerland is still equaling economic success and political stability. It is the world's most innovative and competitive country, and even highly ranked as one of the happiest countries in the world according to the United Nations.

Switzerland has all the ingredients for a prosperous future – but still there is a sense of missing out, being left behind – on the train of Digitization. Silicon Valley, China, Israel, the start-up hubs of London and Berlin are far ahead.

The last years have shown how exposed the country can be, not only after the „Swiss Franc Shock“. Disruptors like Apple claim to be the most important watch manufacturer globally – a dishonour for the Swiss traditional industry. According to a recent study from KPMG, 88% of the surveyed companies have suffered a Security breach.

Digitization is a great opportunity but beholds risks at the same time. Do we have the skills and the architecture to lead the digital train?

The first wagons are on the tracks. Coding will finally become mandatory in Swiss secondary schools. Swiss railway SBB-CFF-FFS and many retailers seized the opportunity of the omni-channel and pursue a digital journey. Canton Zug is the world's first municipality equipping its inhabitants with a blockchain identity. Many smart cities initiatives are going on in various regions. Cantons are developing digital strategies to ensure they capture the opportunities, manage the changes and mitigate the risks. In a typical Swiss manner, many things are happening from the base, in the field.

The Swiss Government overarching objectives are about ensuring common welfare, quality of life, sustainable development, cohesion between regions, cultural diversity, national and international security and stability in the digital world.

«More than a matter of Technology, Country Digitization is a matter of Culture and Leadership»

We, at Cisco Switzerland, see each citizen, each village, each public organisation, school or university, small or large business as part and actors of the digital journey. One shall not expect digitisation to be driven top-down, but in typical Swiss way, it is happening in the regions, then further developing bottom-up. It's invented here! It is our duty, as a locally anchored company, to actively support initiatives where we can contribute to create value.

Since the beginning of 2018, we have been engaging conversations and sharing perspectives with representatives of the Swiss Parliament, with Federal Departments and agencies, cantonal organisations, local communities, but also academia delegates and leaders of the business and industry worlds. Thanks to this intense exchange, we have developed a Country Digital Acceleration strategy (CDA) for Switzerland - a long term commitment to a strategic partnership with national and regional leaderships, industry and academia to accelerate their digitization agenda and create new value for the country, its businesses and its citizens.



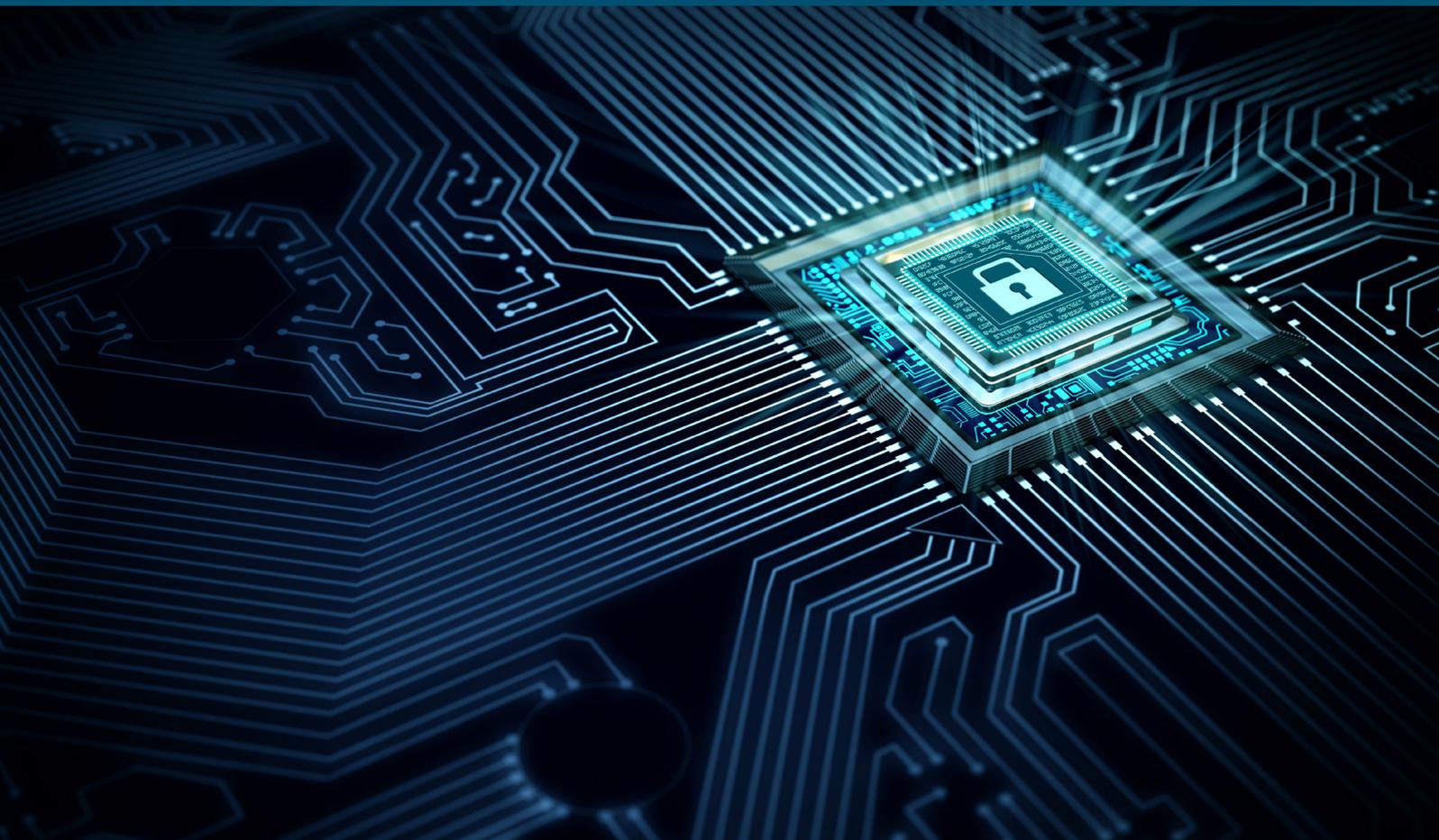
The Cisco Country Digital Acceleration plan fundamentally focuses on modernising the national infrastructure, fostering skills of the active workforce, educating our students, creating new jobs opportunities, optimising government services, increasing innovation capabilities and attracting new investments. We identified priorities where we have a positive impact:

- Bridge the digital divide, provide equal opportunity, non-discriminatory access to services
- Protect Swiss population, Public Services and Economy from cyber risks
- Further develop Switzerland's excellence in Education, Research and Innovation
- Secure National Critical Infrastructure, contain operational costs and increase customer experience
- Provide proper educational skills for students and active workforce to seize new digital jobs opportunities
- Maintain high standard of Swiss healthcare system

Cybersecurity and Defence

Security is most effective when it works as a comprehensive, fully integrated system paired with underlying processes and skilled resources. Understanding Switzerland's decentralized structures in the public and private sector, Cisco aims to foster and be part of the local ecosystem to support the National Cybersecurity Strategy of the government.

Based on our state-of-the-art security technology and expertise, we have created a Cybersecurity Academy to skill the next generation of Cybersecurity Specialists. Our aim is to support Switzerland's national interest in protecting information and communication infrastructure from cyber threats.



Healthcare and Education

Switzerland is regularly ranked one of the most innovative countries, with high living and healthcare standards, while having the 2nd most expensive healthcare system in the world. To further strengthen and maintain Switzerland's excellence in education, research, innovation and healthcare, our aim is to develop the workforce by up-skilling to new job profiles and optimize healthcare processes to manage costs by leveraging digital technologies.

Supporting the government objectives, our education and healthcare focus will drive the adoption of digital skills by providing access to appropriate content and platforms including Networking Academy and Cybersecurity Academy.



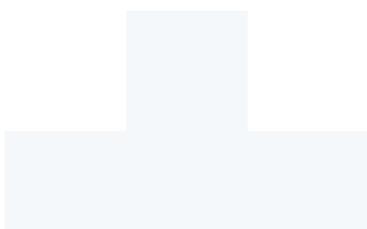


National Critical Infrastructure

Our aim is to better secure the Critical National Infrastructure, help optimize operational costs and improve customer experience.

As other modern societies, Switzerland is highly dependent on the continuous operation of critical infrastructures. Disruptions may have rapid repercussions for the population and can affect other critical infrastructure through cascading effects. Ten sectors are considered critical at the national level, most important are including energy, transport, information and communication technologies, public administration, public safety, and transport.

For instance, a large-scale power blackout in Switzerland will also disrupt the water supply, telecommunications, and rail transport. The goal of Cisco Swiss Digital Acceleration program is therefore to support the Swiss government and private sector to maintain the operability of these critical infrastructures by providing, creating and leveraging new innovative solutions (AI, Cybersecurity, Automatization, Engineering etc) for these sectors.



World Digital Village



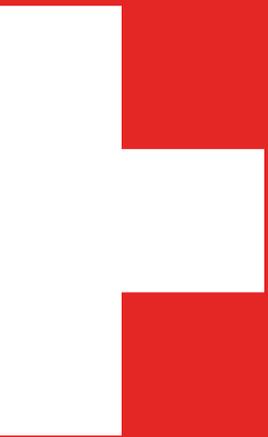
Switzerland is a “network of villages”. With **89%** of municipalities below five thousand citizens, each village has some common and some specific challenges and needs.

We aim to create replicable next generation services for smaller communities and their citizens, to reduce desertification, improve attractiveness and quality of life, we leverage technology as an enabler to solve some of their most pressing challenges.

These include citizen services, mobility, infrastructure, tourism and remote assistance to name a few. Aligned with federal and cantonal digital agendas, the world digital village objective is to bridge the digital divide, grant equal opportunity and non-discriminatory access to services.

Invented here,
happening now

In a nutshell, the advent of the digitization wave opens endless opportunities for Switzerland. We trust it is not about finding the new Alfred Escher who will drive it, but we all are Alfred Escher. As a locally anchored organization we are committed to a strategic partnership with national and regional leaderships, industry and academia to accelerate their digitization agenda and create new value for the country, its businesses and its citizens.



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