

# Microsoft's investment in Switzerland

David Kurth  
C+E Business Group Lead  
@TheDaveKurth











# Our Mission

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*Empower every person and every organization on the planet to achieve more.*

Innovation, Security, and Education

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# Microsoft's investment in Switzerland

David Kurth – Cloud + Enterprise Business Group Lead  
[@TheDaveKurth](#)







“Switzerland is the world’s  
most **innovative** economy”

via World Economic Forum

<https://aka.ms/SwissCloudHero>



Andrion ag is a leading consultancy specialized in the challenging „banking of tomorrow“ topic, having a deep understanding of both, core banking business and disruptive technologies. Driven by Microsoft’s modern workplace concept, Andrion’s specialists empower banks in digitalization and thinking ahead. In this video you get an insight of the Microsoft technologies that empower Andrion in their daily work.

Partner Website: <https://www.procloud.ch/>  
Customer Website: <http://www.andrion.ch/>



EW Höfe AG – is the electricity and natural gas supplier of the municipality of Feusisberg, Freienbach and Wollerau since 1948. They also maintain a modern Telecommunication network for Applications such as Digital-TV, Highspeed Internet and digital Telephony. Together with their partner MIT-Group they built a digital strategy supporting their new business model. EW Höfe AG is using the agility, scalability of Dynamcis365, Office 365 and Azure Public Cloud services to support their digital transformation, staying an attractive employer, increase their revenue and the ability to serve to the needs of their customers of the future.

• Customer Website: <https://www.ewh.ch/>  
• Partner Website: <https://www.mit-group.ch/>



DataSport AG - is leveraging Microsoft Azure to empower every athlete to grow & become stronger while enabling the beloved ones to actively participate. Check out this story and learn more about the vast opportunities the Azure platform is offering to boost your business and make you more successful:

• Customer Website: <http://msft.social/Q2dG3V>  
• A Developers Guide to Azure - [\(DE\)](#) / [\(FR\)](#) / [\(EN\)](#)



... a leading provider of business  
... rprinter-and-metal construction  
... customers they offer their  
... on Microsoft Azure. This  
... flexible and have always  
... ted for their daily job.  
... interested in learning  
... empower your  
... resources listed

[s-soft.ch/](https://www.microsoft.ch/)



notime AG - delivering excitement. - to reach the flexibility and scalability needed to handle the entire process from the order in the online shop to the delivery of the goods in the expected time, Notime AG decided to run their delivery system application on Microsoft Azure. Check out their story and if you’re interested in learning more about how our Platform can empower your business, make sure you checkout the resources listed below:

• notime AG – <http://www.notime.ch/>  
• A Developers Guide to Azure - [\(DE\)](#) / [\(FR\)](#) / [\(EN\)](#)



Doppelleu Brauwerkstatt AG is leveraging Microsoft Azure with help from their Cloud Solution Provider Alpha Solutions AG to empower their employees and their business. Check out their story and if you’re interested in learning more about how our Platform can empower your business, make sure you checkout the resources listed below:

• Doppelleu Brauwerkstatt AG: <http://www.doppelleu.ch/de/brauwerkstatt.html>  
• Alpha Solutions AG: [www.alpha-solutions.ch](http://www.alpha-solutions.ch)  
• Azure [Line of Business Application Solution](#)  
• Microsoft E-Book Enterprise Cloud Strategy [\(DE\)](#) / [\(FR\)](#) / [\(EN\)](#)



# Hanspeter Tinner

COO at Hiag Data AG



HIAG DATA

NETWORK CENTRIC MULTI CLOUD 4.0

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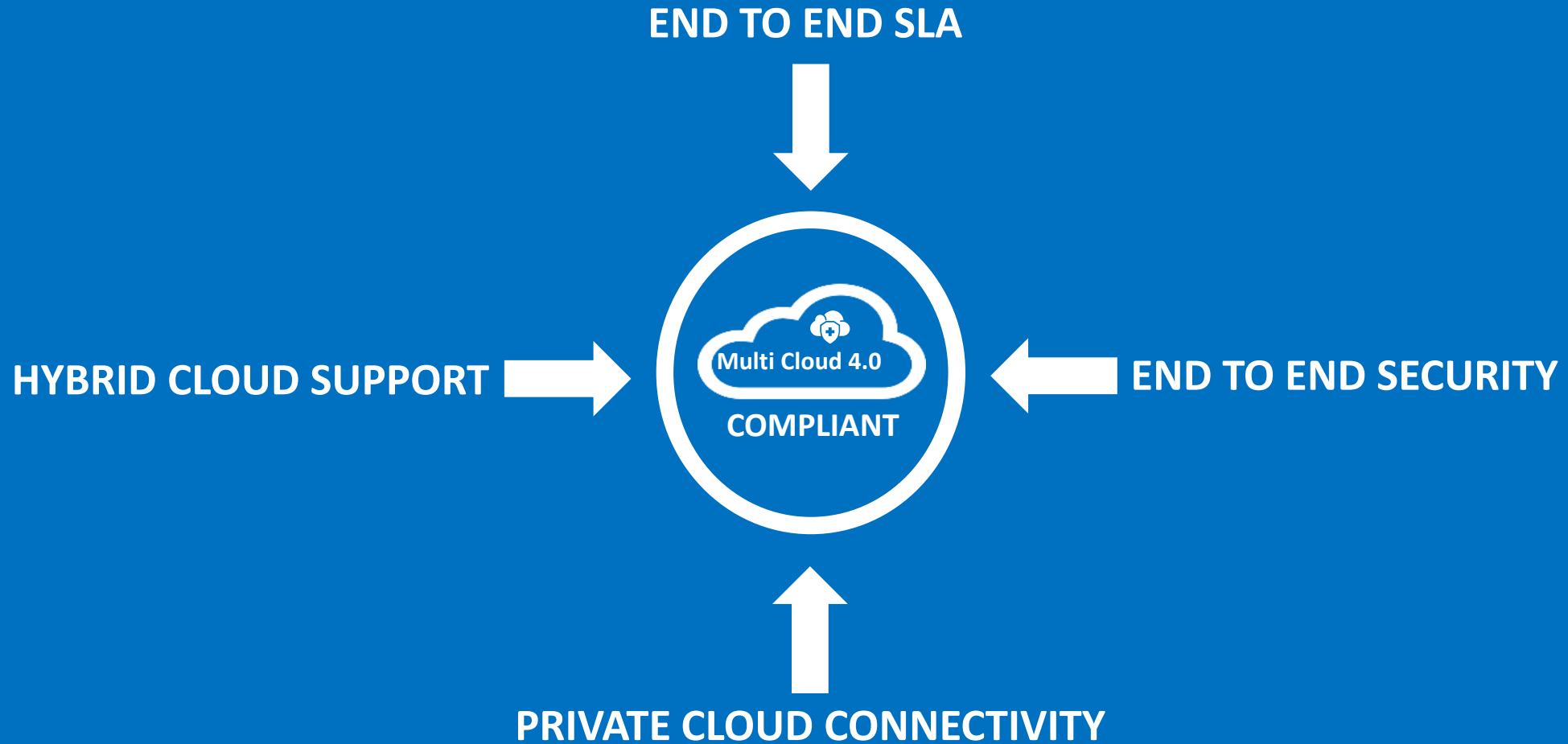
MADE IN SWITZERLAND

ZURICH, 15/02/2018



# THE CLOUD CHALLENGE

Key Elements of Cloud Success



# NETWORK CENTRIC MULTI CLOUD 4.0

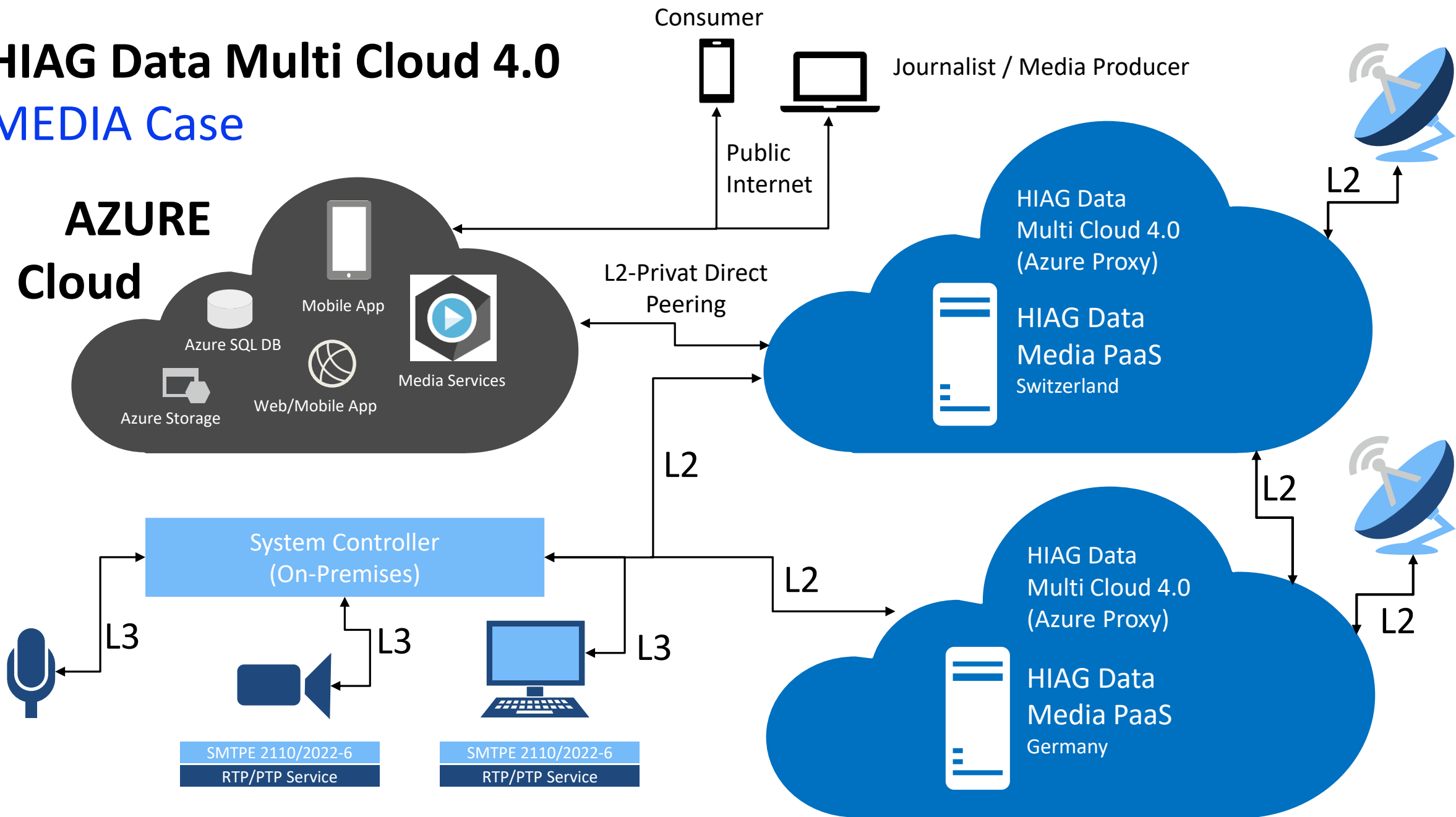
The Future is Hybrid & Edge Computing





# HIAG Data Multi Cloud 4.0

## MEDIA Case



**Interested to see more ?**

Join us at the “Go To Market Event”

Samsung Hall / 15. March 2018

[cloud40-gtm@hiagdata.com](mailto:cloud40-gtm@hiagdata.com)

HIAG Data AG

Löwenstrasse 51 | 8001 Zürich

[info@hiagdata.com](mailto:info@hiagdata.com)

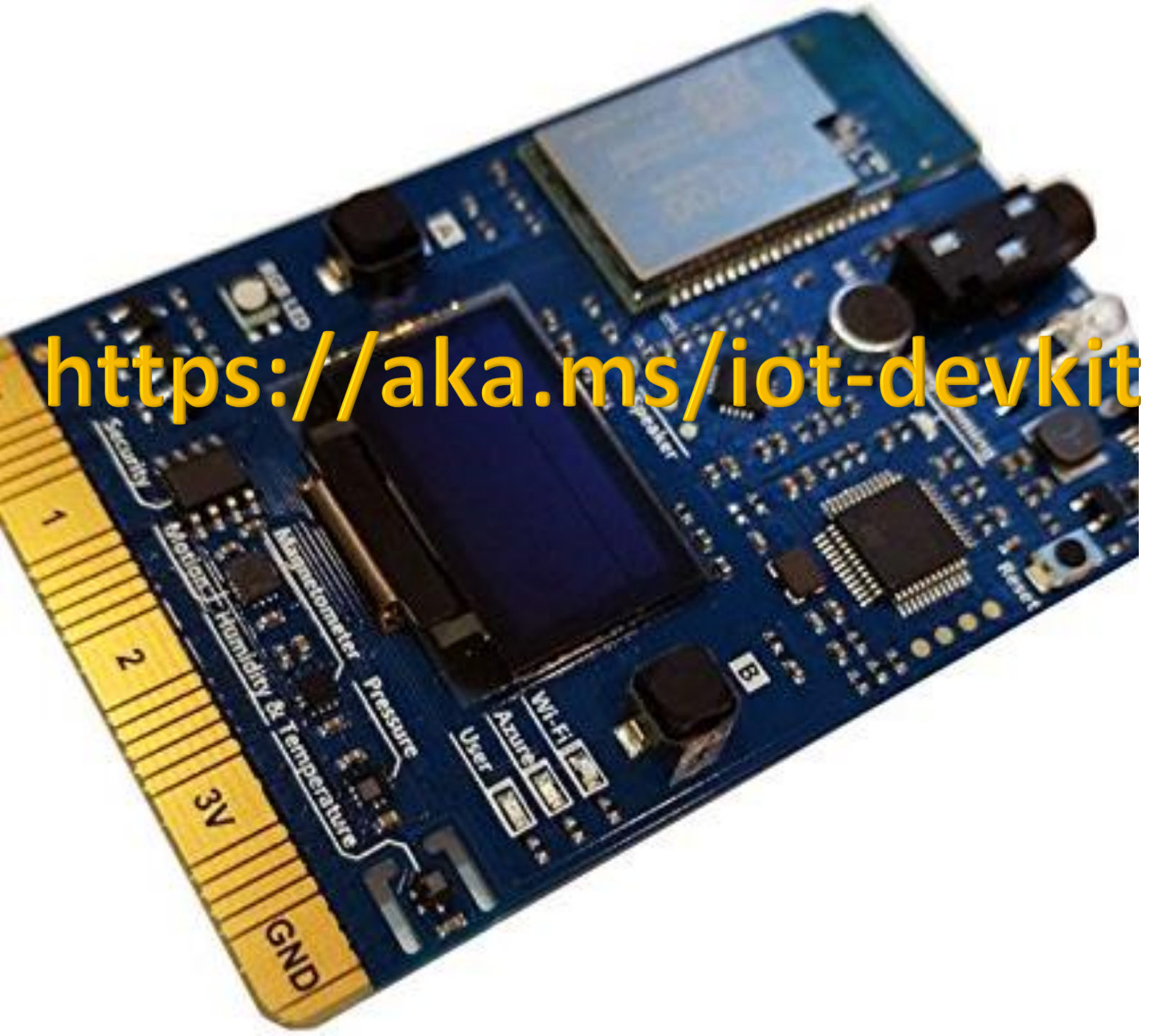
[HIAGDATA.COM](http://HIAGDATA.COM)



# Hanspeter Tinner

COO at Hiag Data AG





# MXChip IoT DevKit

- Optimized for building IoT solutions using Azure IoT services
- Arduino compatible board with integrated peripherals & sensors including a security chip
- It can leverage VS Code with Arduino Extension for rapid app development
- Simulator & Samples available to get started quickly



# Demo

IoT-DevKit

# New Azure free account

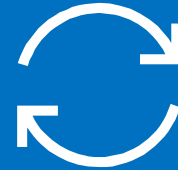
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“Businesses and users are going to embrace technology only if they can **trust** it.”

via Satya Nadella, CEO Microsoft



Hackerangriff auf Ruag

## Cyber-Security-Spezialist geknackt

**Kommentar** / von Christoph G. Schmutz / 4.5.2016, 15:15 Uhr

Das ist schlechte Werbung: Der schweizerische Rüstungskonzern Ruag will anderen Firmen Lösungen zum Schutz ihrer IT-Sicherheit anbieten und kann sich gleichzeitig selbst nur ungenügend gegen solche Attacken schützen.

## Grossangriff auf SBB, Digitec, Interdiscount und Co: Steckt dahinter?

Nach Server-Ausfällen bei Digitec und Galaxus waren am Montag auch die Coop-Töchter Interdiscount und Microspot vorübergehend offline. Dann erwischte es die SBB. Steckt eine berüchtigte Hacker-Gruppe hinter den Verbindungsproblemen?

44 - Artikel teilen

Artikel twittern

Merken

Publiziert: 14.03.16, 16:38 Aktualisiert: 15.03.16, 11:32

80

E-Mail für Newsletter

## Hacker dringen in Schweizer Arztpraxen ein

Die Cyber-Kriminellen verschlüsselten Patientendaten und wollten Geld erpressen.

### Stichworte

Datendiebstahl  
Datenschutz  
Hacking  
FMH

**Blick** Ihre Meinung Zürich 10° Suche Anmelden

Home News Sport Politik Wirtschaft People Leben Digital Auto Virtual Reality Video Services

SIE SIND HIER: HOME > NEWS > WIRTSCHAFT > JEDES DRITTE KMU IST EIN OPFER VON CYBER-ATTACKEN: SCHWEIZER FIRMEN UNTERSCHÄTZEN HACKER-GEFAHR

### Jedes dritte KMU ist ein Opfer von Cyber-Attacken

## Schweizer Firmen unterschätzen Hacker-Gefahr

BERN - Mehr als ein Drittel aller mittleren und kleinen Unternehmen in der Schweiz sind schon von Hackern attackiert worden. Doch kaum jemand sieht darin eine grosse Gefahr.



Microsoft's  
unique  
approach



# Digital Geneva Convention



Protecting citizens in cyberspace in times of peace:

With governments investing in greater offensive capabilities in cyberspace, and nation-state attacks on civilians on the rise, we need steps to protect the public from nation-state threats in cyberspace.

Areas for focus:

- A binding agreement by governments
- A Tech Accord: collective industry commitment to cybersecurity
- Establishing an International Cyberattack Attribution Organization

# THE TRUSTED CLOUD

Azure has the deepest and most comprehensive compliance coverage in the industry

GLOBAL



ISO 27001



ISO 27018



ISO 27017



ISO 22301



ISO 9001



SOC 1  
Type 2



SOC 2  
Type 2



SOC 3



CSA STAR  
Self-Assessment



CSA STAR  
Certification



CSA STAR  
Attestation

US GOV



Moderate  
JAB P-ATO



High  
JAB P-ATO



DoD DISA  
SRG Level 2



DoD DISA  
SRG Level 4



DoD DISA  
SRG Level 5



SP 800-171



FIPS 140-2



Section 508  
VPAT



ITAR



CJIS



IRS 1075

INDUSTRY



PCI DSS  
Level 1



CDSA



MPAA



FACT UK



Shared  
Assessments



FISC Japan



HIPAA /  
HITECH Act



HITRUST



GxP  
21 CFR Part 11



MARS-E



IG Toolkit UK



FERPA



GLBA



FFIEC

REGIONAL



Argentina  
PDPA



EU  
Model Clauses



UK  
G-Cloud



China  
DJCP



China  
GB 18030



China  
TRUCS



Singapore  
MTCS



Australia  
IRAP/CCSL



New Zealand  
GCIO



Japan My  
Number Act



ENISA  
IAF



Japan CS  
Mark Gold



Spain  
ENS



Spain  
DPA



India  
MeitY



Canada  
Privacy Laws



Privacy  
Shield



Germany IT  
Grundschutz  
workbook



# Ogi Stanovcic

Chief Business Officer at Open Systems AG

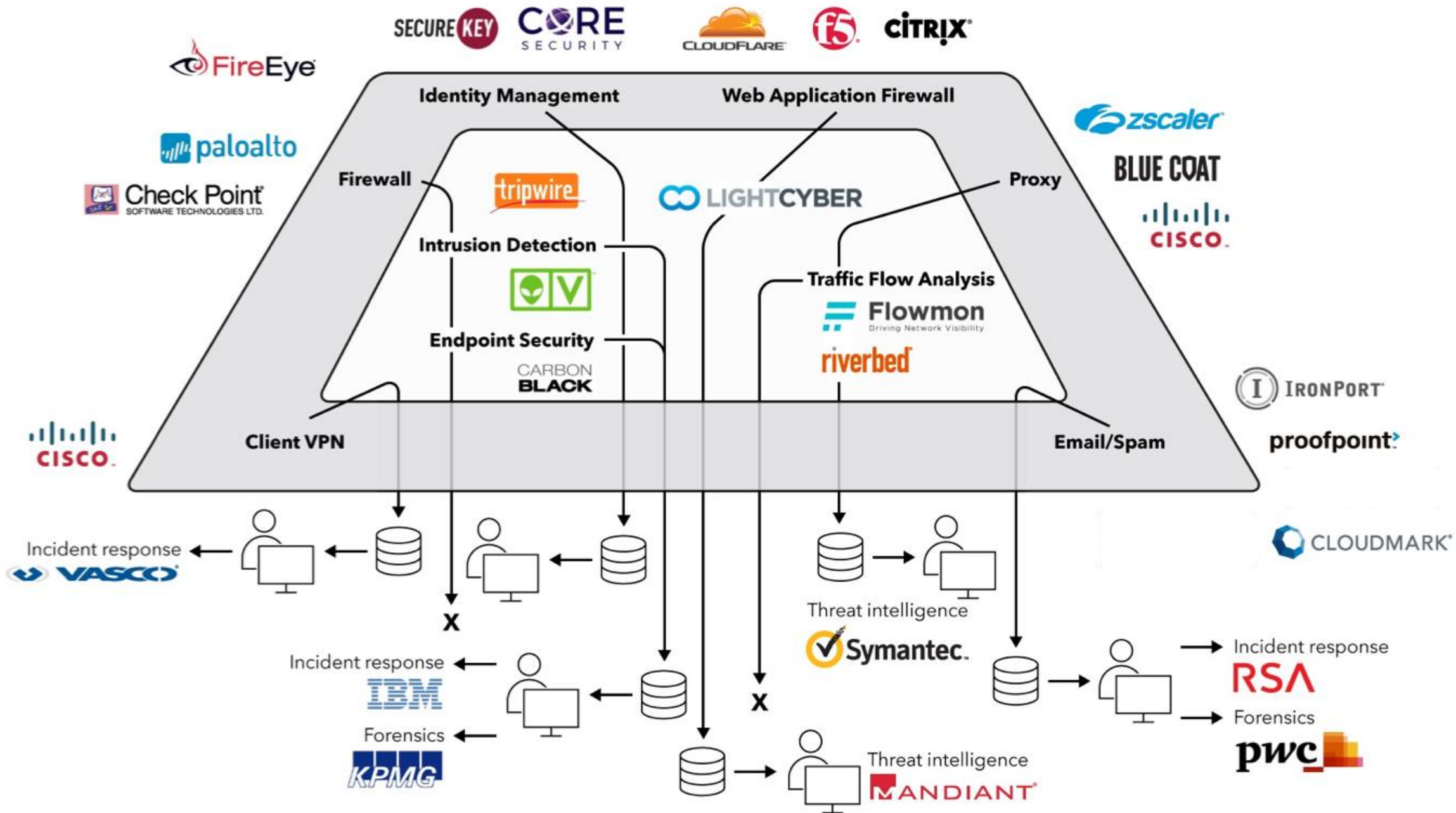




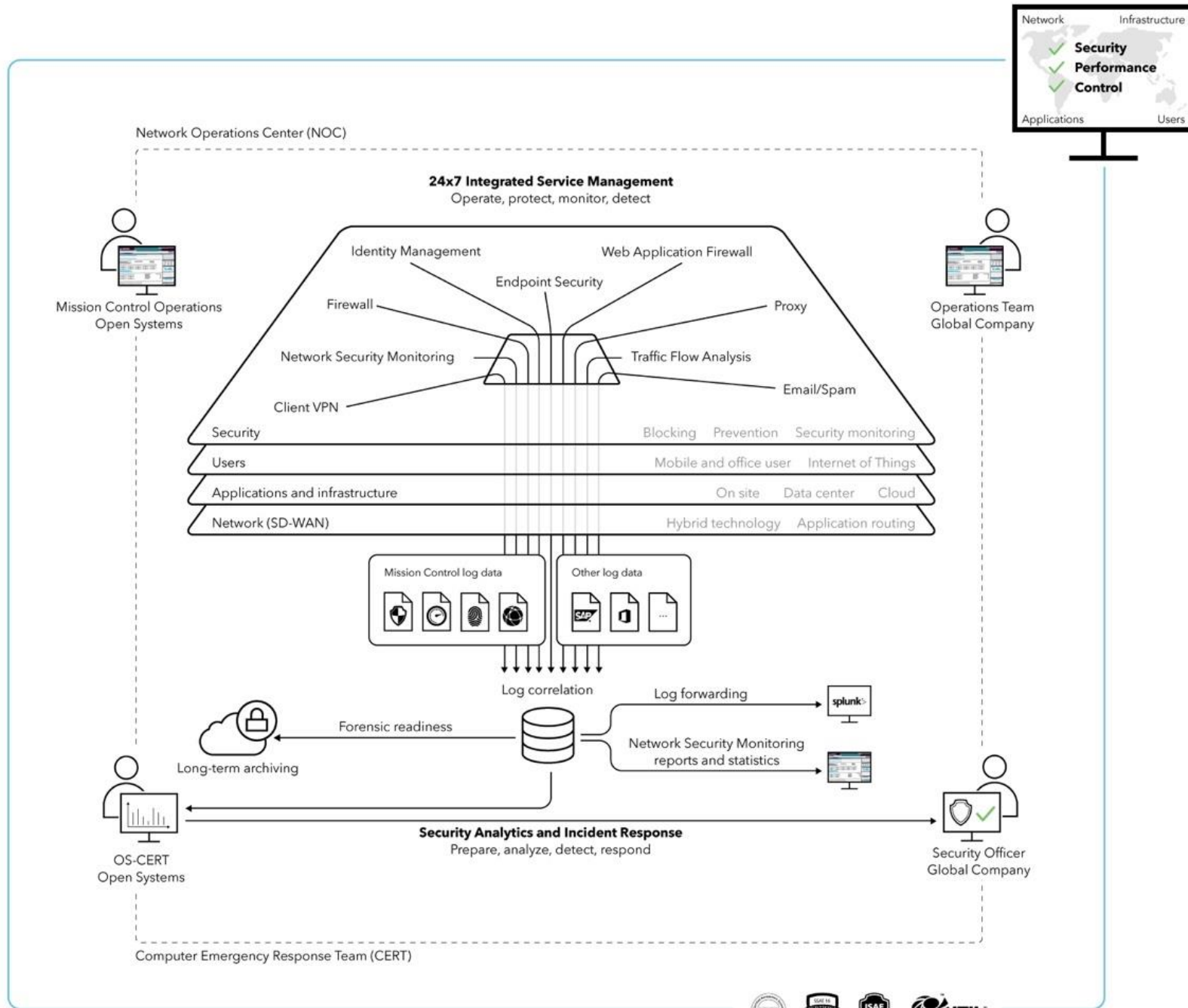
# Open Systems AG

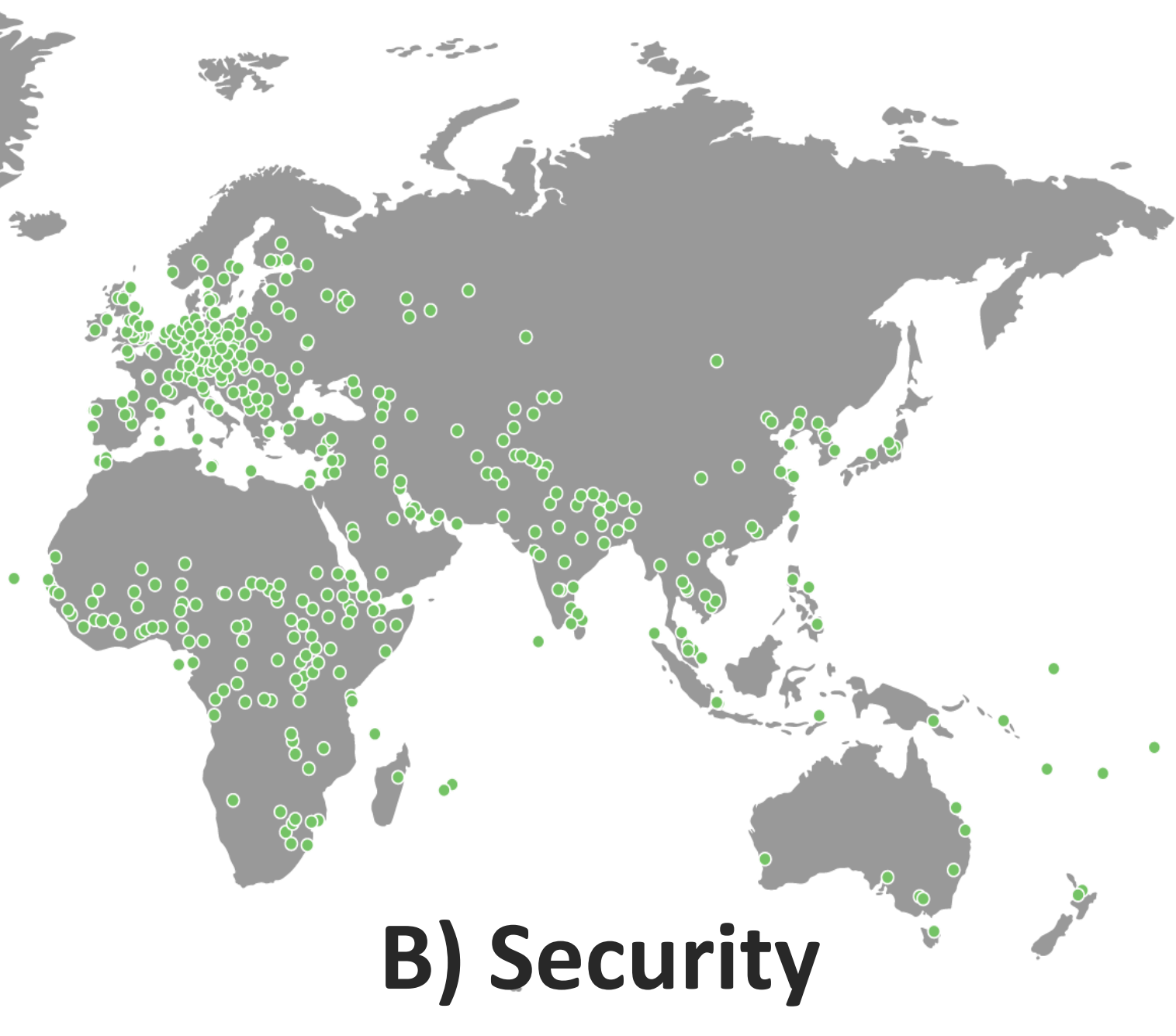








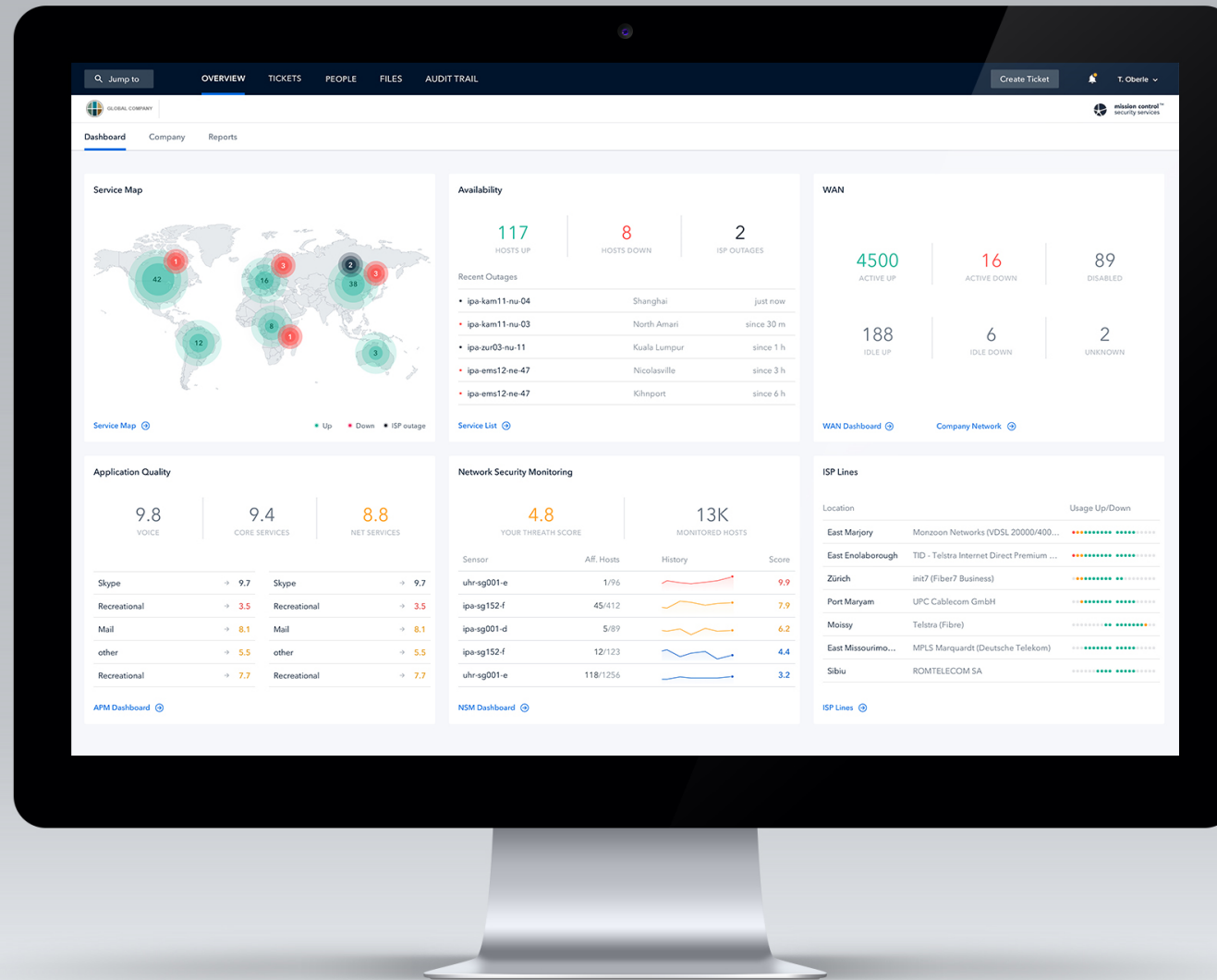












# Ogi Stanovcic

Chief Business Officer at Open Systems AG



Building a **neutral**  
**Digital Switzerland**  
that retains the  
world's trust







**“Lack of expertise hinders  
innovation”**

via Rackspace and London School of Economics



PLURALSIGHT



Microsoft  
Virtual  
Academy



LEARNING

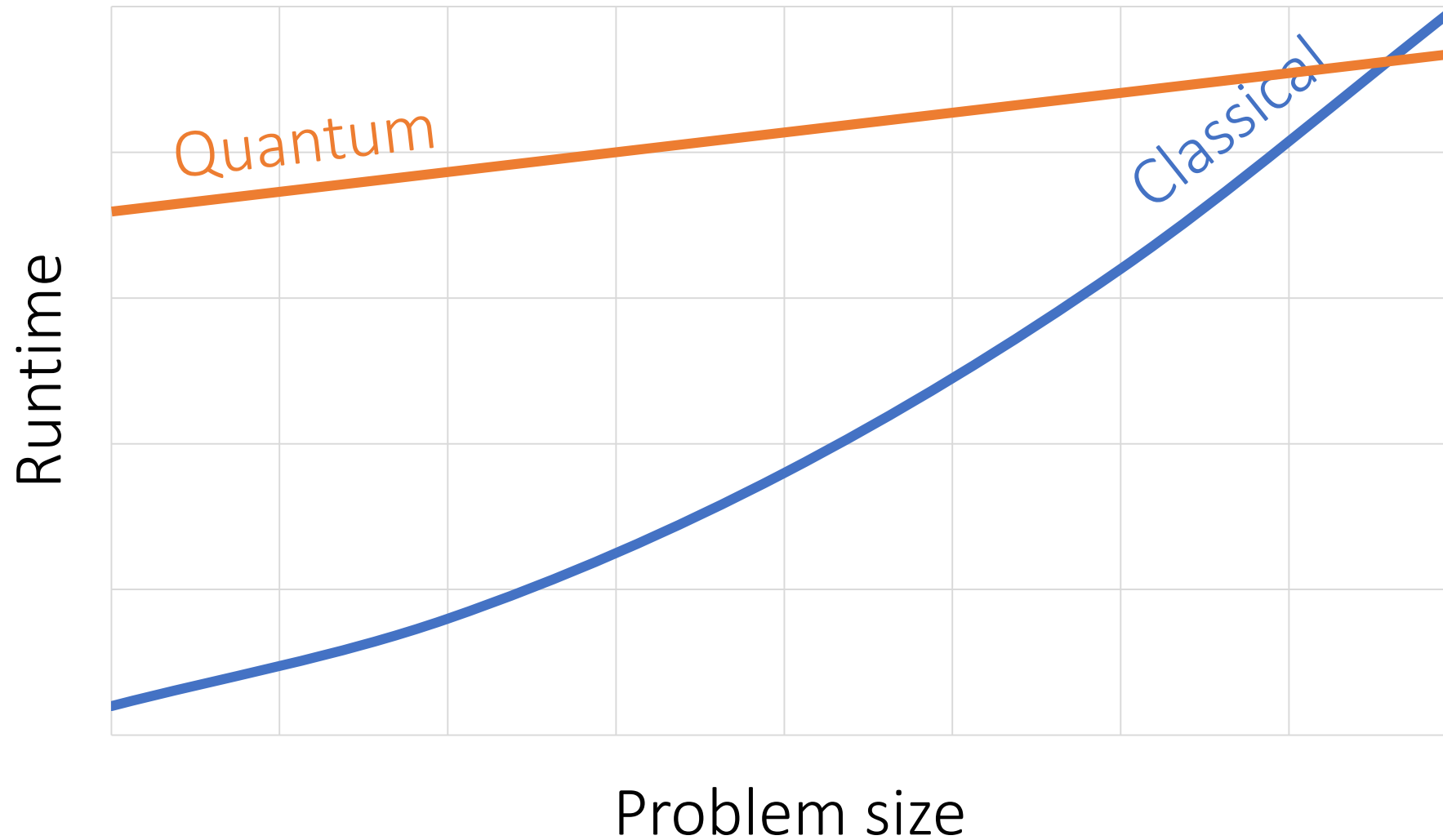
# Thomas Häner

Phd. Student ETH

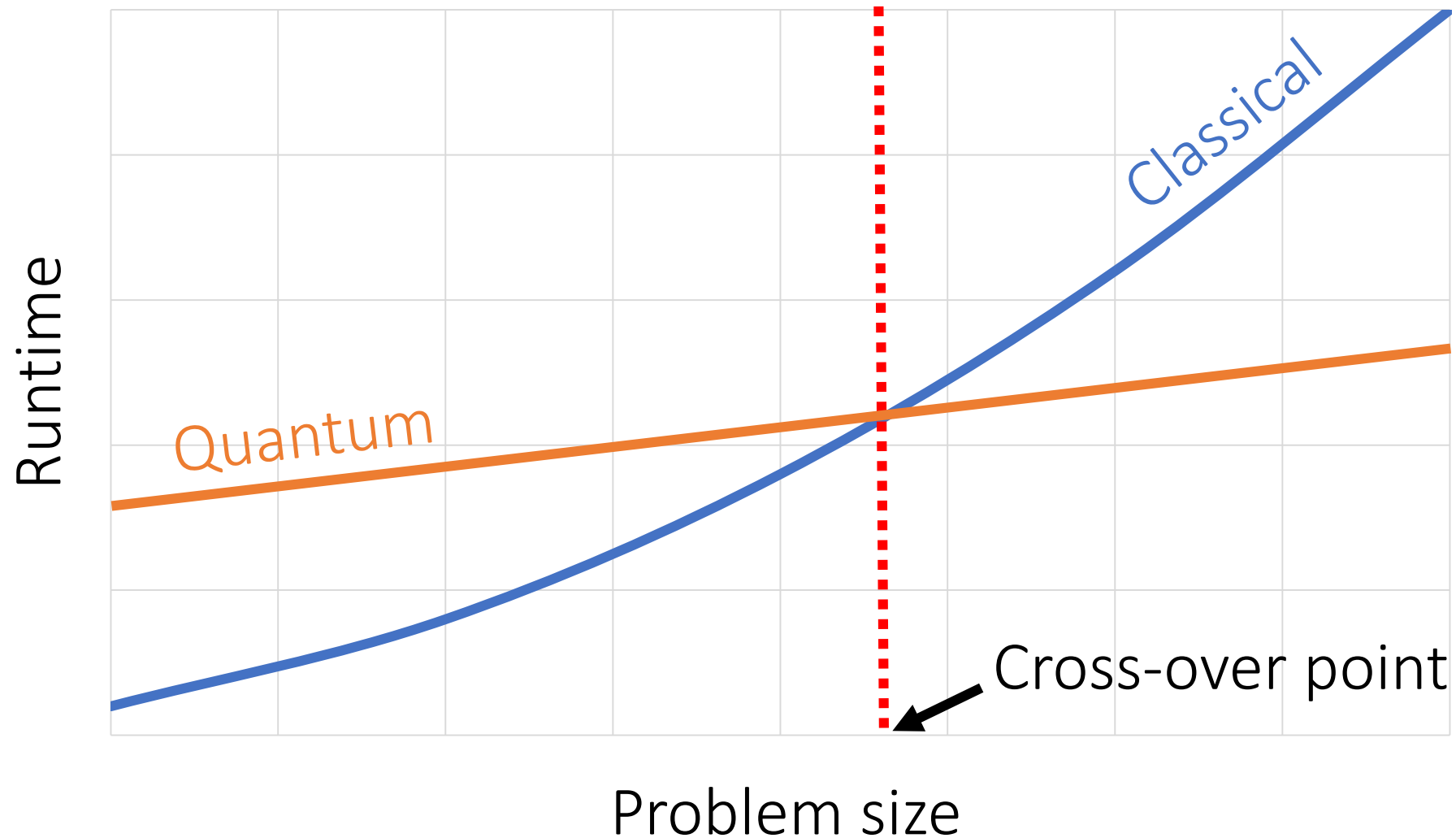




# Quantum vs Classical algorithm



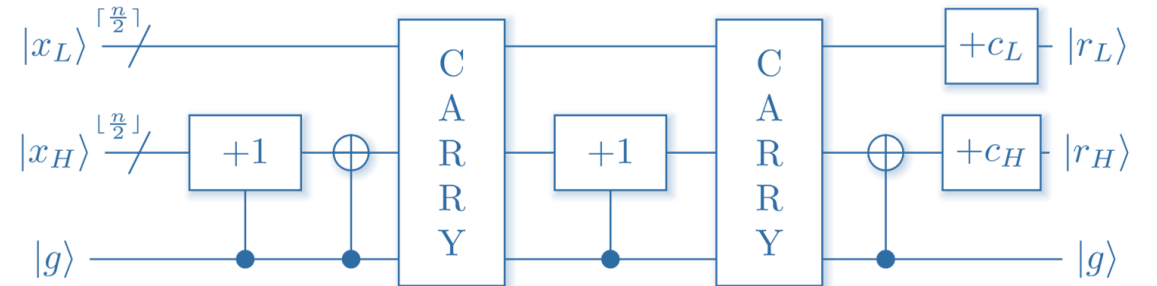
# Optimizing Quantum Algorithms



Input:

# Shor's Algorithm – Breaking RSA Encryption

Solution:



Outcome:

12x reduction in time-to-solution



# Thomas Häner

Phd. Student ETH



*“We are committing ourselves to an active dialogue with people, businesses and institutions in Switzerland when it comes to the topics of*

*Innovation, Security, and Education.*

*Together we will tackle our entrance into the digital era and rise to the challenges – democratically, jointly and transparently”*

***Our investment in Switzerland***



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