



Cybersecurity

The crucial factor in your
business success



If you want to be a winner,
you need to harness your
full potential ...

... while being prepared
for all risks.

74%

of successful attacks
are the result of
human error.

Verizon Data Breach Investigations
Report, 2023

57%

of Swiss companies see
cyber risks as their biggest
concern for 2023.

Allianz Risk Barometer, 2023

4.5 million

US dollars was the global average
cost of a data breach in 2023.

IBM Cost of a Data Breach Report, 2023



IT resilience is under strain

Lack of resources
and expertise

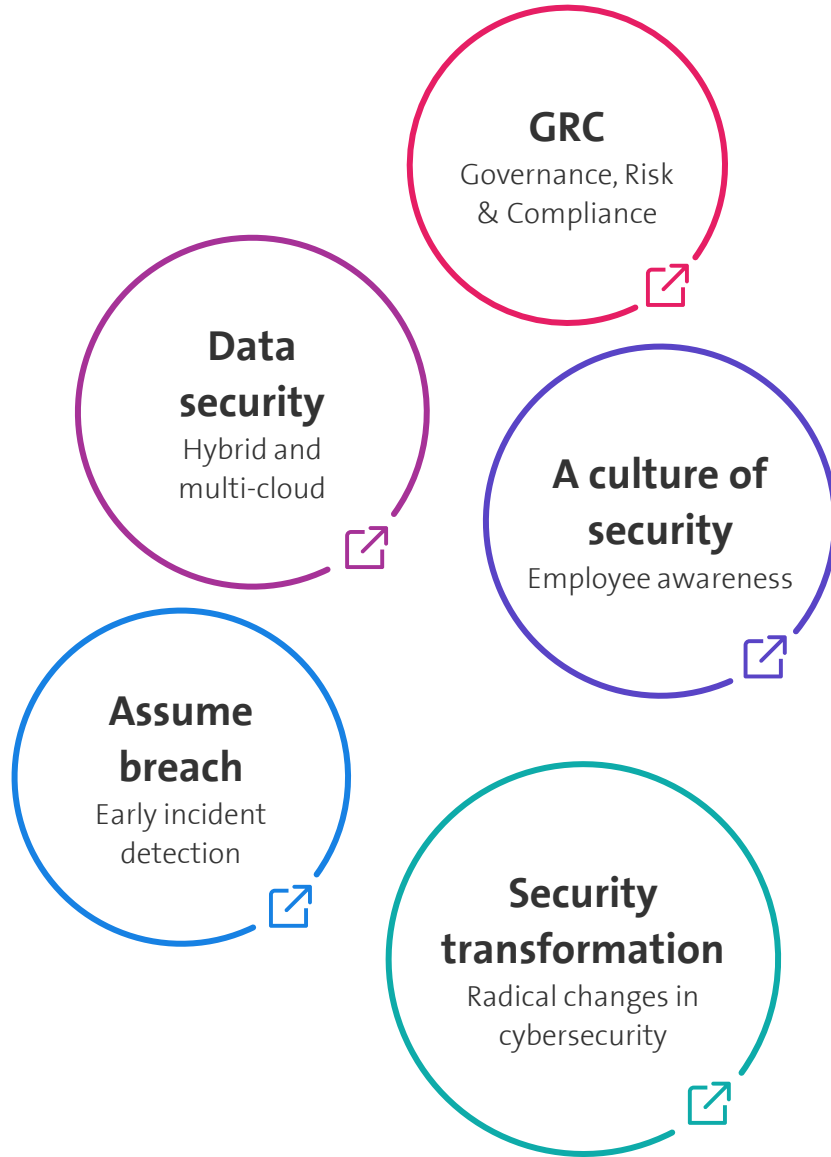
Digitisation results
in a wider range of
potential targets

Cybercriminals are
becoming more
professional

Increasing
complexity
of hybrid
infrastructures



Five action areas



Overcoming new challenges

Taking control of the game



Overcoming new challenges with caution and foresight

Governance, risk and compliance



Continuous monitoring of
potential risks



Compliance with **laws, guidelines
and policies**



Alignment with the new **Federal
Act on Data Protection (nFADP)**



A determined approach to regaining visibility of data and applications

Data security – hybrid and multi-cloud environments



Ensuring **compliance** and successfully conducting **audits**



Holistic monitoring of **complex hybrid environments** and threat detection



Consistent implementation of security guidelines across all environments



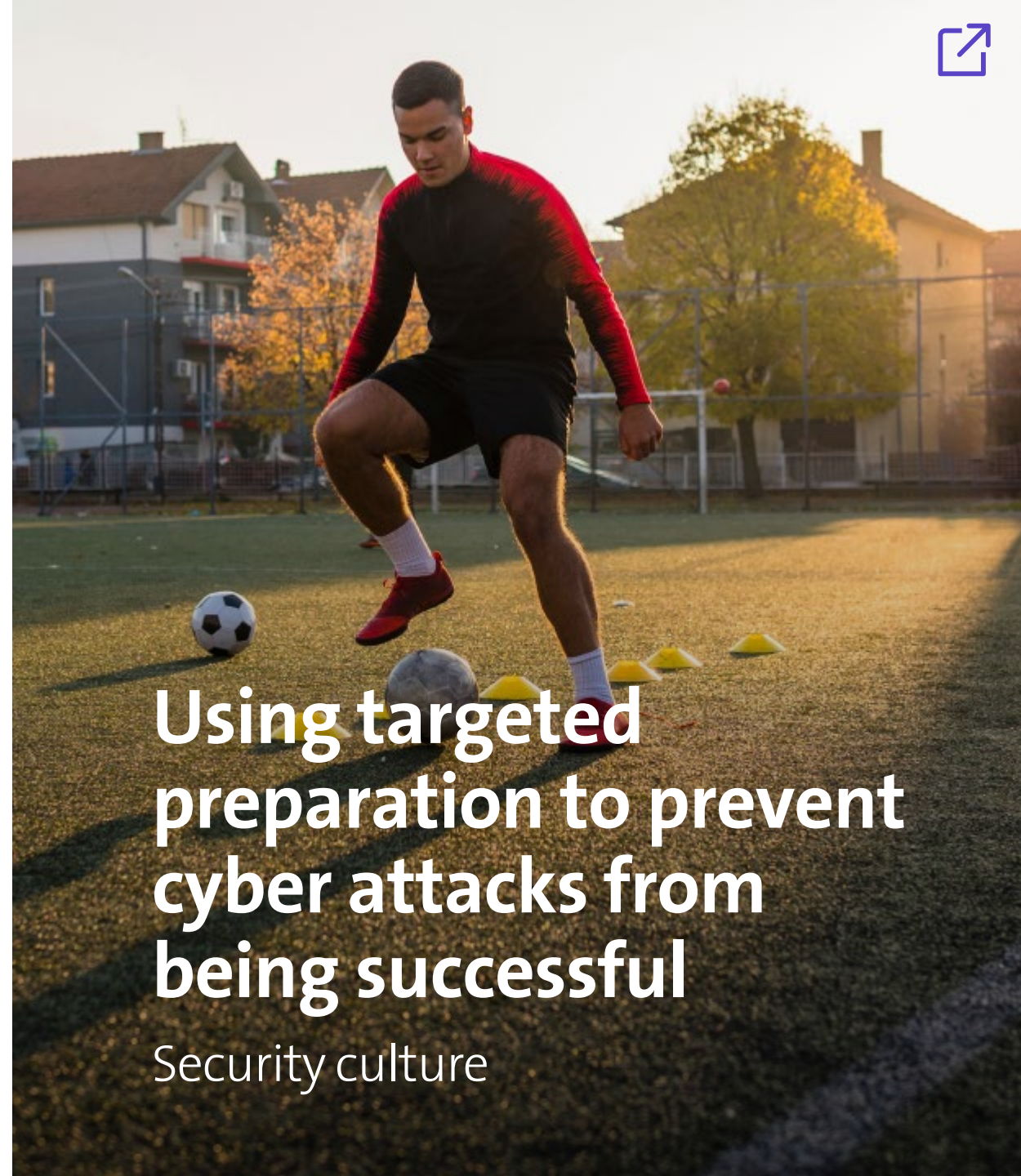
Training to ensure appropriate behaviour during incidents



Training in the secure handling of data



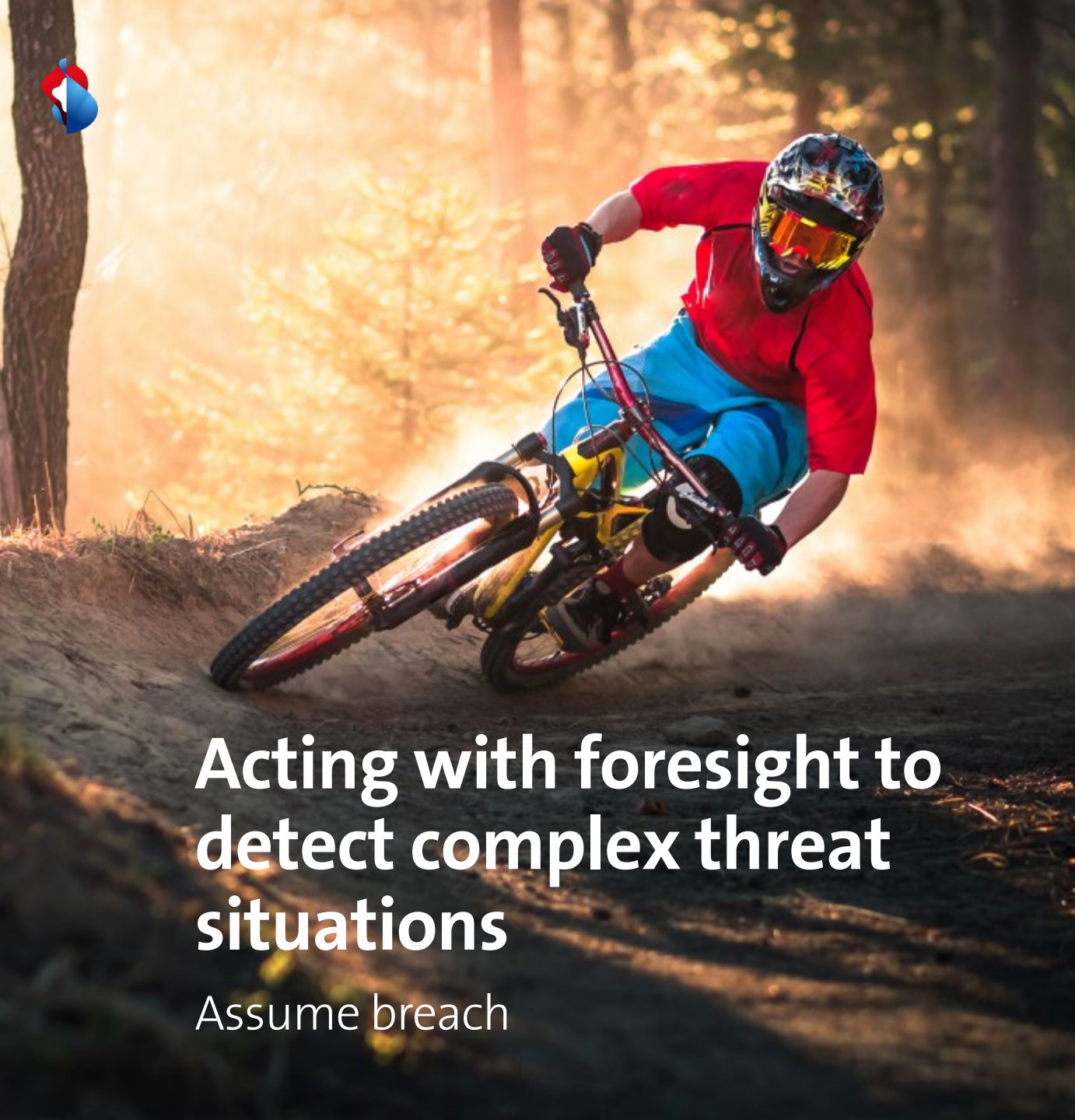
Raising employee awareness



Using targeted preparation to prevent cyber attacks from being successful

Security culture





Acting with foresight to detect complex threat situations

Assume breach



Active threat hunting



24/7 monitoring with proactive threat detection



Identify vulnerabilities before something happens



If it happens:

Detect incidents rapidly, minimise the impact and safeguard operations



Keep evolving and you will be able to defend against threats successfully

Security transformation



Take a joined-up approach to your security strategy and adapt it continuously



Progressively implement zero-trust principles



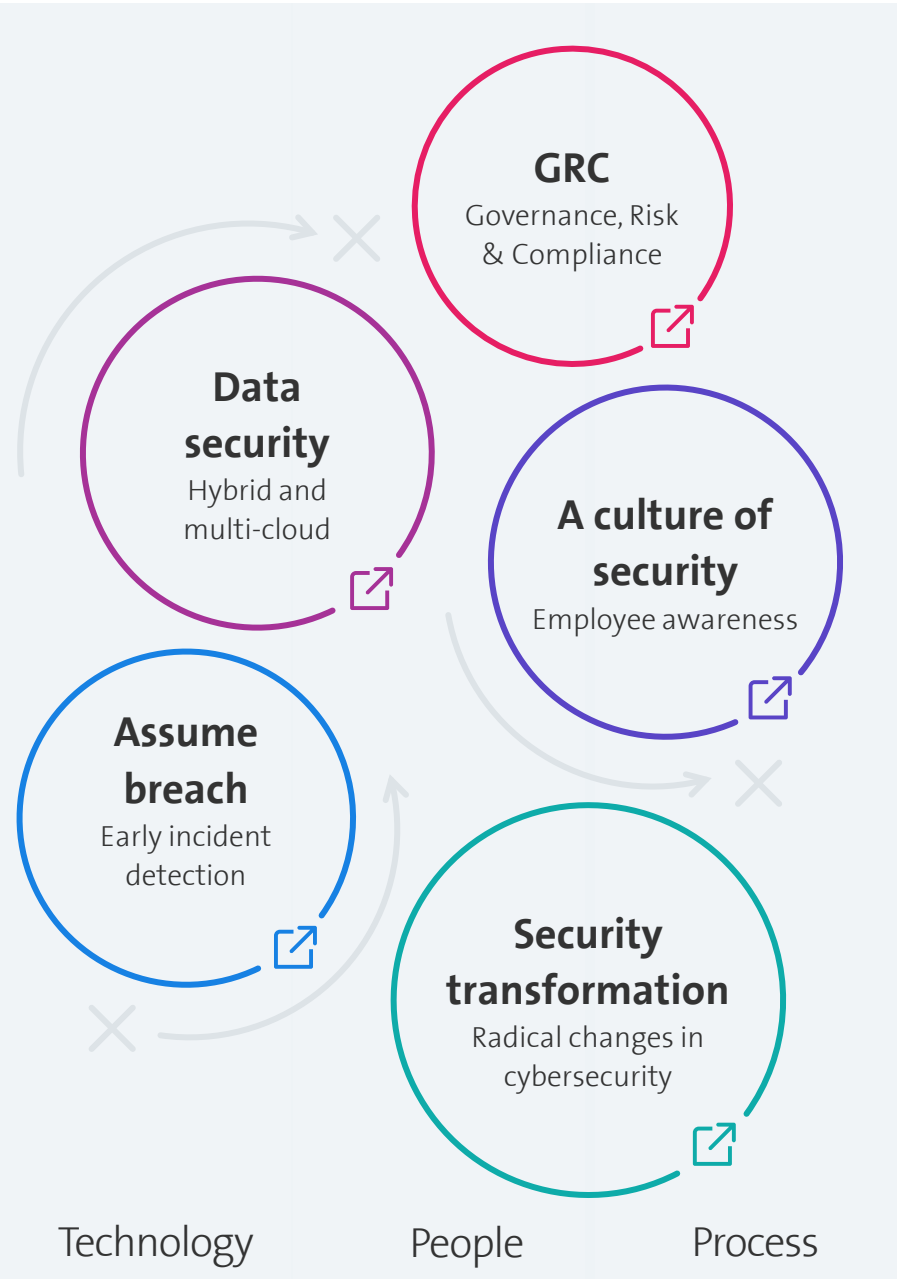
Design seamless security and network convergence



Securely integrate OT/IoT into your IT



360° cybersecurity



Build trust together!

We'll support you in your transformation.



Have trust in our powerful team and their years of experience.

> **300 cybersecurity experts** available locally across Switzerland

Our network as an early warning system

A one-stop shop for security, cloud and network

End-to-end security

Security & privacy by design

A proactive security culture

> **1000 Swisscom customers** from the Top 6000 in Switzerland





The protection of patient data has the highest priority for a medical technology company



GRC

A systematic approach can help you manage the governance, risk and compliance requirements in a highly regulated environment.

Swisscom provides proactive support:

- Risk management support
- The rapid provision of qualified resources
- Sector-specific expertise
- Compliance with legal requirements

Solutions:

Threat Detection & Response portfolio

Data Loss Prevention & Audit Guard

Security Consulting



[Link to overview](#)



A large manufacturing company wants to manage its data-driven business securely

Complex IT/OT system landscape



Production facilities

Multi-cloud resources

Sensitive business data on devices



A mammoth task: compliance

A lack of qualified experts

Lack of monitoring across all systems

Complex access management

Data security

An integrated security solution will help to safeguard the entire data life cycle and all the data storage locations and processing locations.

Swisscom provides proactive support:

- Integrated security for hybrid environments
- The monitoring of threats, vulnerabilities and configuration errors
- Broad knowledge and cloud expertise
- Predictable costs
- Compliance with legal requirements

Solutions:

Threat Detection & Response portfolio

Managed Network Security MSS-i

Security Consulting



[Link to overview](#)



A large retailer wants to safeguard customer confidence and its reputation

An increase in phishing mails and social-engineering attacks jeopardises:



A lack of awareness

Complex technical requirements

Insufficient resources and expertise

A culture of security

A tailored security culture reinforces the workforce as the “first line of defence”.

Swisscom provides proactive support:

- A tailored strategy of awareness raising
- Regular awareness training and phishing simulations
- Measures that specifically target the threat situation

Solutions:

Security Awareness Training

Threat Detection & Response portfolio

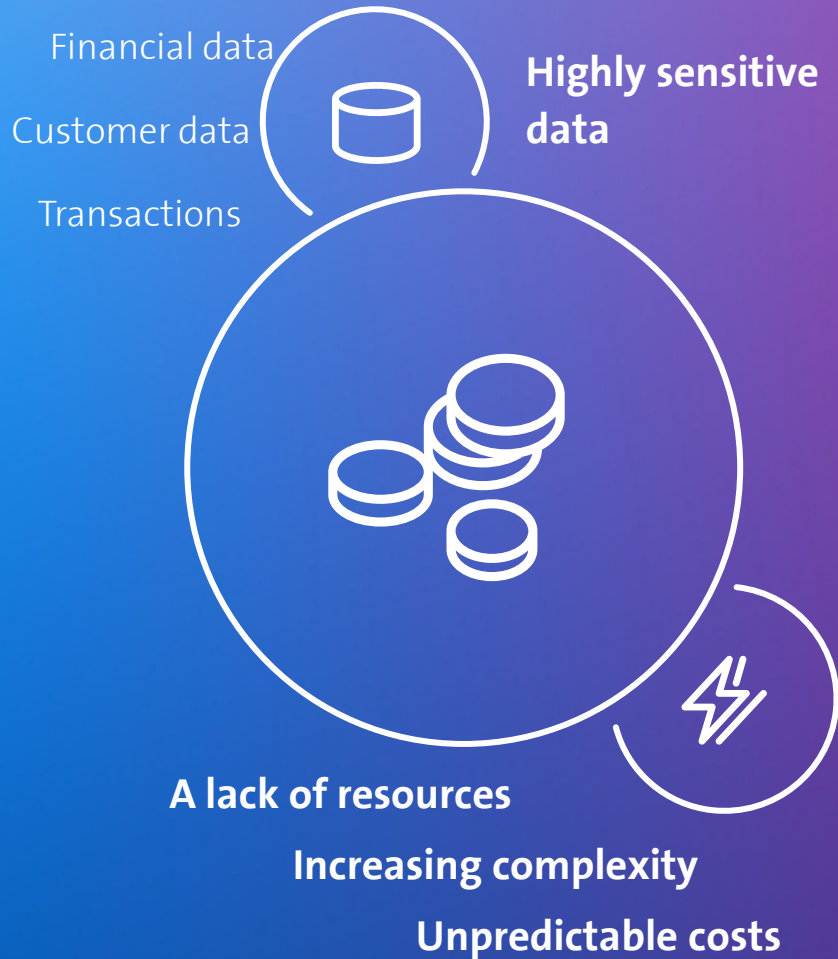
Security Consulting



Link to overview



A financial company wants to protect its highly sensitive customer data



Assume breach

A security strategy must defend against cyber attacks, detect them at an early stage and contain them.

Swisscom provides proactive support:

- Monitoring the risks within public and private networks
- Scalable solutions for detecting and defending against cyber attacks
- Real-time analyses of security incidents and recommendations for minimising risks
- Incident response support

Solutions:

Threat Detection & Response portfolio

Extended Detection & Response, Network Detection & Response as a Service

Security Consulting



Link to overview



A Swiss energy provider needs secure data access for everyone, from anywhere



Security transformation

The emergence of hybrid/multi-cloud has drastically changed the IT architecture and requires the transformation of networks and systems.

Swisscom provides proactive support:

- Comprehensive protection and scalability through cloud-based SASE/SSE zero-trust solutions
- Support and advice on the transformation strategy and suitable security measures
- Seamless transformation thanks to the modular integration of services

Solutions:

Zscaler Web Security

Managed Network Security MSS-i

Security Consulting



[Link to overview](#)



360° cybersecurity

The right solutions for every sector:

Banking | Public | Health | Manufacturing | Insurance | Utilities | Retail

GRC

Governance, Risk & Compliance



- ✔ [ICT Business Continuity](#)
- ✔ [Security Consulting](#)
- ✔ [CISO as a Service](#)
- ✔ [Threat Detection & Response Portfolio](#)
- ✔ [Data Loss Prevention](#)
- ✔ [Audit Guard](#)
- ✔ [Cloud Data Privacy](#)
- ✔ [Fraud Prevention Service](#)
- ✔ [Security Awareness Training](#)
- ✔ [DDoS Protection Service](#)

Data security

Hybrid and multi-cloud



- ✔ [Threat Detection & Response Portfolio](#)
- ✔ [Managed Network Security MSS-i](#)
- ✔ [Cloud Data Privacy](#)
- ✔ [Journey to the Cloud-Service](#)
- ✔ [Zscaler Web Security](#)
- ✔ [Security Consulting](#)
- ✔ [Audit Guard](#)
- ✔ [Data Loss Prevention](#)
- ✔ [Sensitive Data Service](#)
- ✔ [Mobile ID](#)
- ✔ [Web Application Security](#)

A culture of security

Employee awareness



- ✔ [Security Consulting](#)
- ✔ [Mail Security](#)
- ✔ [Zscaler Web Security](#)
- ✔ [Managed Network Security MSS-i](#)
- ✔ [Security Awareness Training](#)

Assume breach

Early incident detection



- ✔ [Threat Detection & Response Portfolio](#)
- ✔ [Extended Detection & Response](#)
- ✔ [Security Consulting](#)
- ✔ [Managed Network Security MSS-i](#)
- ✔ [Zscaler Web Security](#)

Security transformation

Radical changes in cybersecurity



- ✔ [Zscaler Web Security](#)
- ✔ [Managed Network Security MSS-i](#)
- ✔ [Cloud Data Privacy](#)
- ✔ [Enterprise Connect](#)
- ✔ [Network Detection and Response as a Service](#)
- ✔ [Extended Detection & Response](#)
- ✔ [Security Consulting](#)
- ✔ [SCION](#)
- ✔ [Web Application Security](#)