



# The Future of Telecommunications Shaped by Intel Capital and Swisscom



**swisscom**

“Our open partnership with Intel enables us to jointly speed up and shape the future.”

—Daniel Ledermann,  
Head of Incubation and Portfolio,  
Swisscom

## Connecting a country

As Switzerland’s leading telecommunications company, serving 6.1 million mobile and around 1.7 million broadband connections, technology is an integral part of Swisscom’s business operations. Assessing and investing in new technologies is a key part of Swisscom’s customer-focused strategy. Swisscom relies on the relevant matchmaking engagements of an Intel Capital Technology Day to find startups and partners who can support the company’s growth initiatives—from mobile broadband and TV to fiber to the home (FTTH) and increased operational efficiency. Says Daniel Ledermann, head of Incubation and Portfolio, “We’ve found Intel to be an open-minded company that is investing in innovation and growth—which is a very good fit for our needs. A key element for us is that Intel has invested in one of the biggest venture portfolios.”

To date, Swisscom has met with 20 promising Intel Capital portfolio companies specializing in areas critical to the telecommunications industry. The matchmaking process has been very successful for Swisscom, with a follow-up rate of 60 percent. Ledermann explains, “Our mutual interest in investigating new growth fields, combined with Intel’s international focus, allows Swisscom to spot new fields and partners much more efficiently. In turn, Swisscom brings advantages to the selected portfolio companies due to its innovative leadership over decades—in areas such as prepaid, roaming, and IPTV—and the exceptionally high rate of adoption of new technology in the Swiss market.” Projects in progress with innovative Intel Capital portfolio partners include core and growth areas for Swisscom, such as security, collaboration, cloud and data centers, broadband connectivity, identity management, TV and entertainment, and digital home.

Ledermann emphasizes the breadth and quality of the partnerships garnered through Intel Capital Technology Days, “For us, Intel Capital’s footprint—both in terms of size and focus—is very valuable. This is a very efficient way to find, access, and connect with relevant startups to accelerate the growth of both companies.”

Swisscom also attends the Intel Capital Global Summit, where keynotes and networking with CEOs and Intel experts keep the company informed and responsive to the rapidly changing technology landscape.



### Intel Capital Technology Day

Hosting an Intel Capital Technology Day is a unique opportunity for your company to learn from the technology innovators and influential thinkers who are shaping the future of your business sector. You'll hear firsthand from CEOs, CTOs, and founders of emerging technology ventures. The knowledge you gain can help accelerate your time to market, acquaint you with potentially cost-saving technologies, make best-of-breed technology companies more accessible, and provide insight into emerging technologies and trends in the technology sectors that are important to the future of your business.

We'll bring carefully matched technology ventures—selected from among the more than 300 portfolio companies that we invest in—to meet with your team for a day of insightful presentations, demos, and networking. Typically, more than 80% of the introductions made during an Intel Capital Technology Day lead to further discussions, and many of those result in deeper engagements that can pave the way for business partnerships.

### Intel Capital Global Summit

The Intel Capital Global Summit is a premier technology networking event, connecting our portfolio company CEOs with key decision makers from Global 2000 corporations. It provides an invitation-only forum for Intel Capital's invested portfolio companies, Intel corporate customers, and some of the best minds in academia, government, and technology. The agenda includes technology matchmaking sessions, one-on-one introductions, keynote presentations, expert panel discussions, and an array of social and networking activities. The exchanges that occur during the Intel Capital Global Summit often evolve into deeper business discussions.

If you're interested in hosting an Intel Capital Technology Day, talk to your Intel account manager or contact an Intel Capital business development manager in your region.

For more information on Intel Capital, visit [www.intelcapital.com](http://www.intelcapital.com).

### About Intel Capital

Intel Capital, Intel's global investment and M&A organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, mobility, health, consumer Internet, digital media, semiconductor manufacturing, and cleantech. Since 1991, Intel Capital has invested more than US\$10.6 billion in over 1,234 companies in 51 countries. In that timeframe, 199 portfolio companies have gone public on various exchanges around the world and 296 were acquired or participated in a merger. In 2011, Intel Capital invested US\$526 million in 158 investments with approximately 51 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit [www.intelcapital.com](http://www.intelcapital.com) or follow @Intelcapital.

