



# e-foresight Service

Stay informed about digital banking with e-foresight from Swisscom. We analyse trends and developments and pass on the knowledge to your bank.

The banking world is in the midst of a period of complex change. At the same time, we are being bombarded with information, while expert knowledge is rare and research is expensive. It is therefore often difficult to identify how banks should be adapting to these trends. With e-foresight from Swisscom, the think tank for digital banking trends, you can easily stay informed and able to act in the digital world. Swisscom conducts the research, analysing the impact of current trends on banks, and can provide your financial institution with a comprehensive database of information. Individual support for banks, knowledge transfer and co-creation workshops are also available on an optional basis.

### e-foresight offers you

#### Current, relevant information on digital banking

You will always be kept up to date with digital banking-related topics thanks to comprehensive information about relevant events and developments. You will also have permanent access to a pool of experts and ana-

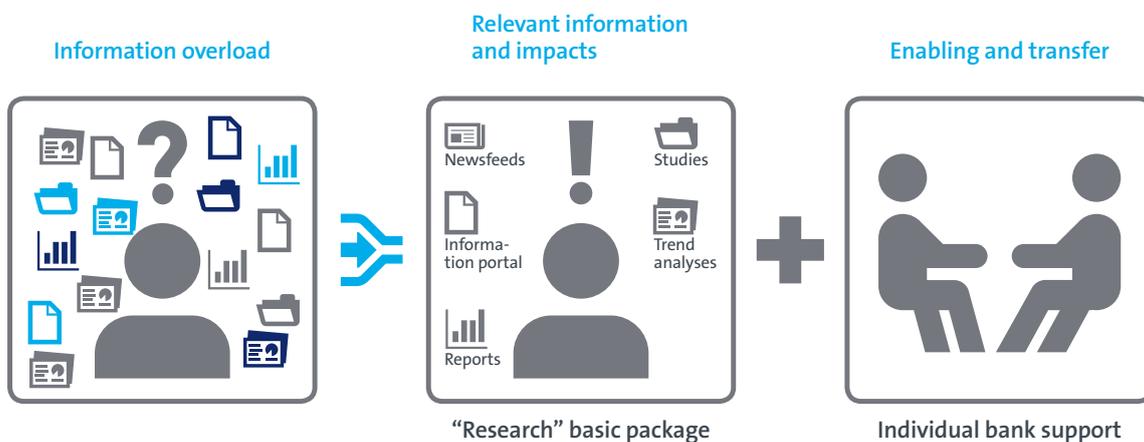
lysts. e-foresight is in constant dialogue with interesting start-ups and actively exchanges knowledge with leading universities and research institutes in the financial sector. e-foresight also attends important events related to digital banking in Switzerland and across Europe.

#### Early knowledge for decision-making

Thanks to practical, comprehensive impact analyses for Swiss banks, you won't miss a single development and you will be able to react quickly to market changes and take decisions with full knowledge of the facts.

#### Knowledge-building and continuity

Key individuals in your bank will receive continuous support in all aspects of digital banking. We frequently run knowledge transfer workshops for first- and second-level managers and directors. In parallel, via the e-foresight platform, you can access the most comprehensive and succinct archive of banking innovations in Switzerland.



## Facts & Figures

e-foresight gives you expert advice on strategic issues related to digital banking. Swisscom experts anticipate and observe major market developments and actively exchange knowledge with individuals and institutions in the financial sector. With the “Research” basic package, you will always receive all the relevant information prepared especially for you.

You can also benefit from our individual bank support service, which will look at specific topics in more detail and help you develop your e-strategy further.

You can find more information about e-foresight at [swisscom.ch/e-foresight](https://www.swisscom.ch/e-foresight)

### Our range of services

“Research” basic package	<p>Information portal with access to what Swiss banks consider to be the most comprehensive and succinct archive of digital banking publications:</p> <ul style="list-style-type: none"> <li>&gt; All e-foresight publications (over 150 in-house reports each year)</li> <li>&gt; Relevant, carefully researched and annotated third-party reports including videos, statistics and tag clouds</li> </ul> <p>Newsfeeds (2 or 3 times a week) with impact analyses for Swiss banks</p> <p>Periodic reports (every 4 or 5 months) with an overview of developments relevant to Switzerland</p> <p>Quarterly collection of significant micro-trends that bring about structural change and are relevant to Swiss banks</p> <p>“Deep-dive” studies of high-impact trends: selected trends and topics in the digital ecosystem are studied in greater depth using different scenarios and hypotheses (e.g. e-mortgages, digital property administration, blockchain)</p> <p>In-house studies in partnership with leading further education institutions</p>
Individual bank support	<p>Support and further development of digital strategy, including evaluation of focus topics and impact analysis</p> <p>Knowledge transfer with key individuals</p> <p>Co-creation workshops to apply digital banking innovations to your own bank</p> <p>Individual themes for more in-depth, bank-specific discussion, keynote speeches or sessions, business cases in digital banking</p>

### Swisscom, the right partner

Swisscom boasts a wide range of technological, professional and methodological skills and experience. It understands the finance industry and the Swiss financial sector. As far as Swiss banks are concerned, these are all prerequisites for successful impact analysis.

With access to teams of experts, including in Silicon Valley (Swisscom Outpost), and strong implementation skills, Swisscom can accurately assess the consequences of adapting to trends.

Leading further education partners such as the Zug Institute for Financial Services or the University of St. Gallen’s Competence Center Sourcing in the Financial Industry project provide additional expertise.

One of Swisscom’s strategic thrusts in the banking sector is in digital banking – e-foresight also provides Swisscom, as a customer, with the basis for developing sustainable, innovative products and services.

### Your benefits

- > Comprehensive, detailed information on digital banking developments at all times.
- > Up-to-date digital banking information, enabling you to make decisions quickly.
- > Expert and analyst knowledge is always available.

**We believe in the Swiss financial sector and are doing everything possible to help Swiss banks successfully make the transition into the digital future.**