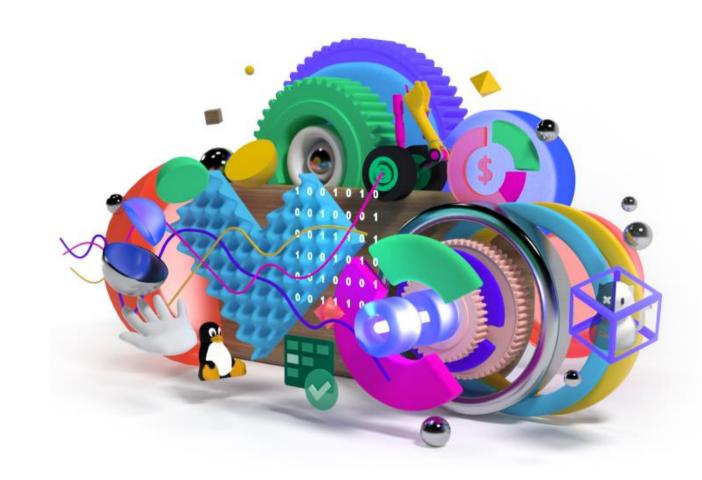# Microsoft für Startups und Schweizer DCs

EuroCloud Swiss – Herbstevent 29.10. 2020

Primo Amrein – Cloud Lead Microsoft Schweiz

Partnering & Microsoft

Where B2B startups scale

The Value of Partnering With Microsoft

focused on driving joint success

WORLDWIDE SCALE

Global support to help you enter new markets

CUSTOMER RELATIONSHIPS

Long standing relationships as trusted advisors

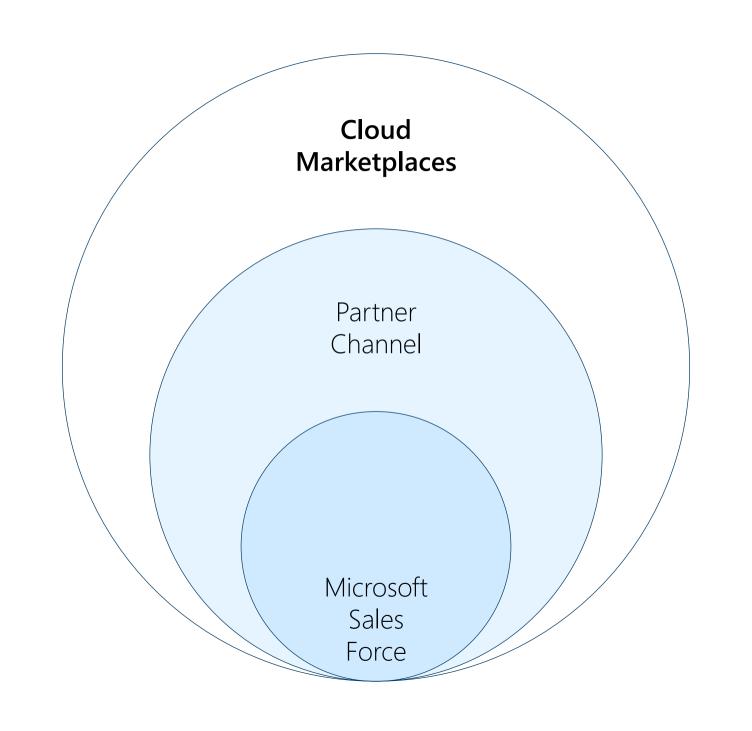**TECHNICAL EXPERTISE**

Leading cloud platform customer conversations

LARGEST SALES TEAM

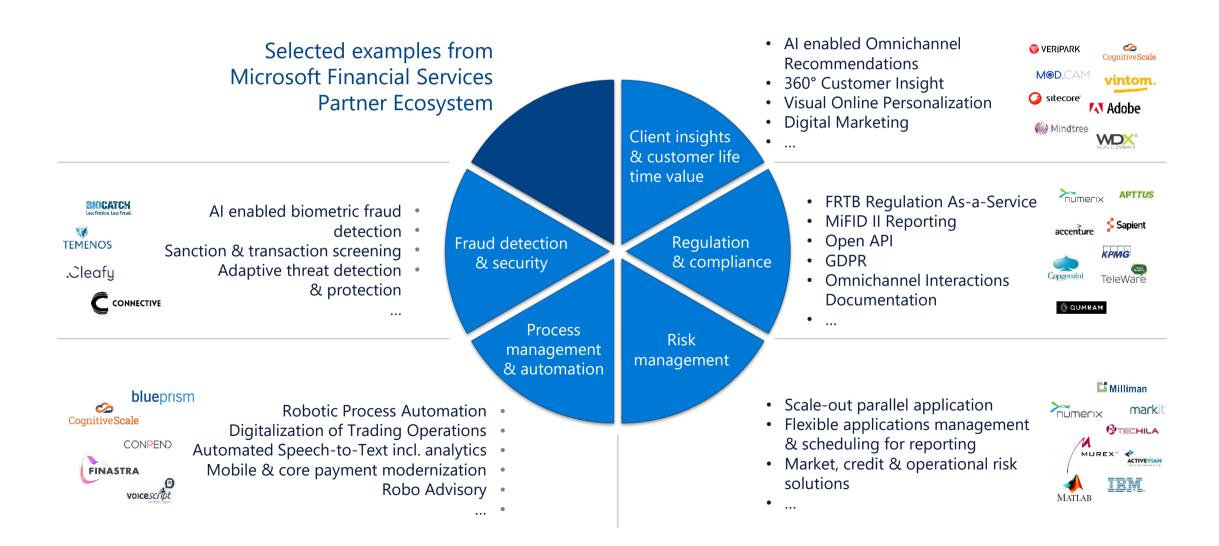Global sellers with incentives to sell with you

PARTNER ECOSYSTEM

The broadest partner ecosystem

Cloud Marketplaces

Partner Channel

Microsoft Sales Force

Example: FinTech Ecosystem on Cloud Marketplace

Global Marketplace of enterprise-ready packaged innovations

Selected examples from
Microsoft Financial Services
Partner Ecosystem

Client insights & customer life time value

- AI enabled Omnichannel Recommendations
- 360° Customer Insight
- Visual Online Personalization
- Digital Marketing
- ...

Regulation & compliance

- FRTB Regulation As-a-Service
- MiFID II Reporting
- Open API
- GDPR
- Omnichannel Interactions Documentation
- ...

Risk management

- Scale-out parallel application
- Flexible applications management & scheduling for reporting
- Market, credit & operational risk solutions
- ...

Process management & automation

- Robotic Process Automation
- Digitalization of Trading Operations
- Automated Speech-to-Text incl. analytics
- Mobile & core payment modernization
- Robo Advisory
- ...

Fraud detection & security

- AI enabled biometric fraud detection
- Sanction & transaction screening
- Adaptive threat detection & protection
- ...

"Microsoft used to scare start-ups but is now an 'outstandingly good partner,' says Silicon Valley investor Ben Horowitz"

CNBC
February 5, 2019

Azure IP Advantage

- **Uncapped indemnification**
- **Patent Pick**

https://techcrunch.com/2018/10/04/microsoft-joins-the-lot-network-to-help-fight-patent-trolls/

https://techcrunch.com/2019/03/28/microsoft-gives-500-patents-to-startups/

Cultural Shift – Azure is open

Management

App frameworks

Databases & middleware

Applications

Infrastructure

Microsoft Cloud in Switzerland

Compliance

Data Residency

Performance

1 – 1000 – 10'000

Great progress in the Swiss Cloud Regions since the **launch 1 year ago**:

- **>1000 Swiss Azure clients** onboarded with local customer data residency

- **>10'000 new Office 365 tenants** set-up in CH in the first months after launch

Microsoft Cloud in Switzerland

Extract of Client References and Testimonials

Clients

Solutions

Customer:
dacadoo AG
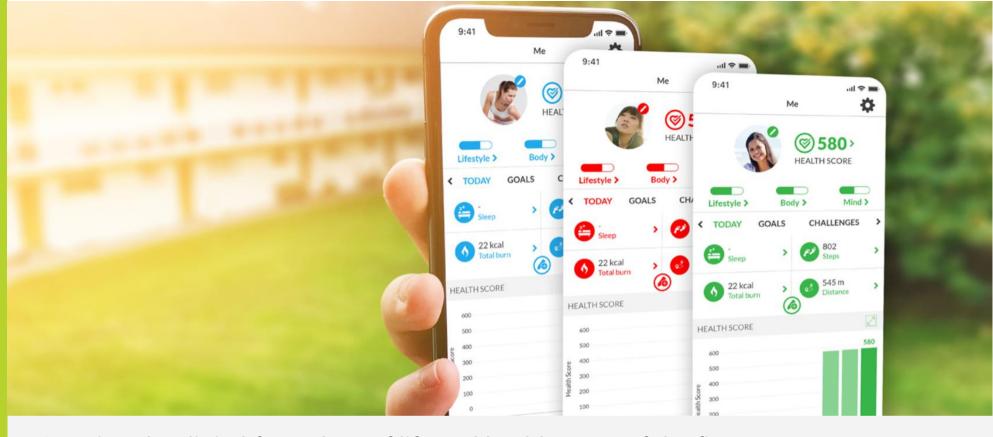
Industry:
Health

Size:
115 employees in 7 countries

Headquarter:
Switzerland

Products and Services:
Microsoft Azure

Opening the digital front door of life and health – one of the first customers deploying Azure Kubernetes Service (AKS) in the Microsoft datacenters in Switzerland

Situation:

dacadoo AG is a leading mobile health platform. As a Swiss company, it is important to them to serve their Swiss and international customers meeting Swiss data security standards.

Solution:

The goal is to strengthen health and wellbeing through active engagement and AI. With a rapid growth in their user base, dacadoo benefits from a cloud-based approach for scalability.

Impact:

"We service 35 of the 100 largest life and health insurance operators in the world"

"Azure was the perfect match for us"

"Our engineers love it"

"Running on Kubernetes on Azure gives us the capacity management abilities that we need"

Example Growcer – with engaged Swiss mentors ☺

Blick
TV   News   Sport   Meinung   Politik   Wirtschaft   People   Leben   Green

Live auf Blick TV: Das macht heute Schlagzeilen

Erste Vertical Farm der Schweiz nimmt ihren Betrieb auf

Jetzt gibt es das Migros-Gemüse von der Roboter-Farm

Gewächshäuser waren gestern. Mit Vertical die Schweizer Landwirtschaft revolutionier Basel.

Levin Stamm

MIGROS
EINKAUFEN

UNTERNEHMEN   >   MEDIEN   >   MEDIENMITTEILUNGEN   >   VERTICAL

< ALLE MEDIENMITTEILUNGEN

15.01.2020 - MEDIENMITTEILUNGEN

VERTICAL FARMING – MIGROS BASEL UND GROWCER LANCIEREN GEMEINSAMES PROJEKT

Basel - Zusammen mit der Genossenschaft Migros Basel entwickelt Growcer die schweizweit erste «Robotic Vertical Farm», um dort künftig regionale Lebensmittel wetterunabhängig, pestizidfrei und wassersparend anzubauen und – dank kürzester Transportwege – schnell in die Migros Filiale zu liefern. Der Produktionsstart steht bevor, erste Produkte sind voraussichtlich im Sommer exklusiv im MParc Dreispitz erhältlich.

Example [Advaisor](#) – with engaged Swiss mentors ☺

Marc Hauser ⚕ · 6 days ago · 2 min read

advaisor AG partners with Microsoft Switzerland to support corporate cultural transformation using

Zurich, 12 December 2019 – advaisor AG is **teaming up with Microsoft Switzerland**. The collaboration, through the Microsoft for Startups program, aims to accelerate the roll-out of advaisor's culture analytics products, broaden the product offering, and engage a broader customer base.

A shared interest in cultural transformation
advaisor AG, an ETH Spin-off company, is **partnering with Microsoft Switzerland**, one of the leaders in corporate collaboration software. Through the collaboration, advaisor AG will further integrate its tools into the Microsoft product ecosystem. Dimitri Nabatov, CEO of advaisor AG, says "Our vision is to improve corporate culture for one million people in the next 5 years in order to boost corporate performance. I am extremely excited about this partnership as Microsoft is a dominant player, has global reach and shares a culture driven mindset. This partnership is a great step towards our long-term vision."
With the first integration into Microsoft Office via add-ins, advaisor AG offers an AI coach that offers real-time suggestions to employees to boost client-centric behavior, build trust internally and enhance collaboration. Improving these dimensions enterprise-wide offers measurably positive effects on corporate culture and boosts business performance.

Emma Stephen, a Microsoft Customer Success Manager and Start-up mentor commented on the partnership:

> "Culture and the chemistry of how work gets done are the foundations for successful digital transformation. With so many of our customers and indeed Microsoft focused on both topics, we're very excited to be collaborating with advaisor AG to develop their solution on the Microsoft 365 platform and look forward to building joint opportunities across our markets."

Example [So Real](#) – with engaged Swiss mentors ☺

So Real joins Microsoft fo Startups Program

Apr 6, 2020 | [Microsoft Schweiz](#)

[Lesen Sie diesen Artikel auf Deutsch](#)

The company „So real", with its headquarter in Bern, is now part of the Microsoft for Startups Program. We asked some questions about their venture and why they decided to join us.

Pitch us your venture!

So Real: We are So Real! Thanks to our patented twinning technology, snail-pace production of 3D objects will soon go the way of the phone booth. We produce cinematic quality, engine-ready 3D assets for use in industry, games, films, and all extended experiences. So Real lives at the convergence of entertainment, imaging, and physics. By mass-producing cinematic-quality, XR-ready digital twins we facilitate access to immersive experiences.

Example [Advisorybay](#) – with engaged Swiss mentors ☺

Advisorybay joining the Mirosoft for Startups Program
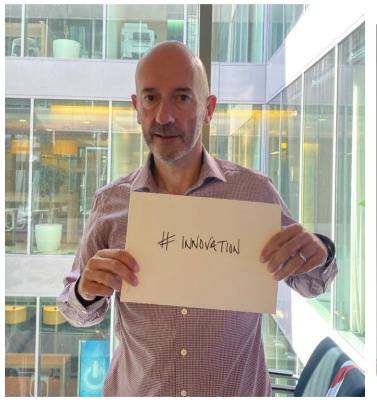
Mrz 26, 2020 | Microsoft Schweiz

Lesen Sie diesen Artikel auf Deutsch

With advisorybay's official launch in January 2020 the digital marketplace offers an efficient way to work with consulting experts with deep industry and business know-how.

The Zurich based startup offers access to a large community of management consultants and experts who can be efficiently booked for a period of time to solve burning business challenges. This allows for a simple and flexible solution to address knowledge or capacity gaps in companies.
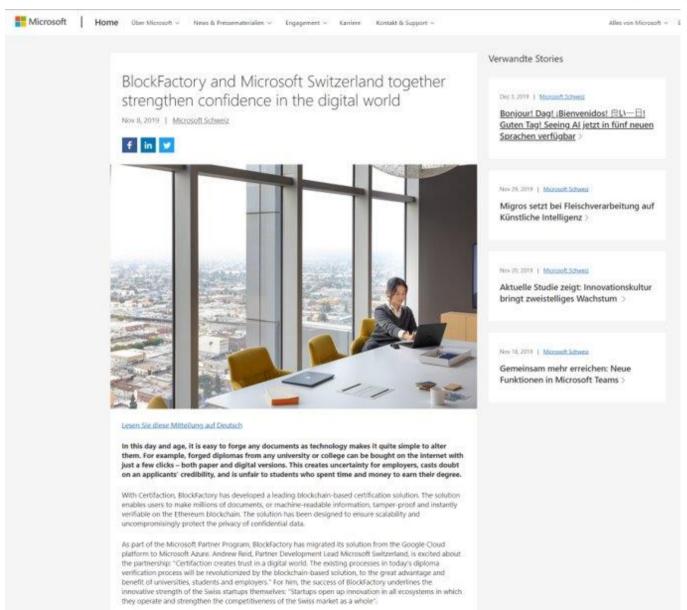
26/advisorybay-im-microsoft-fuer-startups-program/

With their fully digital business model advisorybay addresses the pain of having to go through complex and time-consuming processes to hire consulting services. With their end-to-end solution, business customers and consultants can handle all steps from hiring, collaboration, project tracking to payment all on the platform.

INNOVATION

Future

Example [Blockfactory](#) – with engaged Swiss mentor ☺

Action

startups.microsoft.com and aka.ms/swiss-startups

- Learn more on the program & stay up to date
- Directly access free resources

Learn

microsoft.com/learn

- Learn directly on Azure for free, including interactive step-by-step tutorials

Aka.ms/MSPartnerWebinars

- Live and on-demand training resources

Questions?

swiss-su@microsoft.com

- The Swiss team is here to help

aka.ms/MfSCommunity

- Community connection to startups & MSFT