

ARTIFICIAL INTELLIGENCE

GenAI | Strategy | Operations | Compliance

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LINEUP

Swiss companies began implementing AI projects to support and automate their processes long before ChatGPT became publicly available in fall 2023. However, the rapid spread of these new AI tools among the general public has given the initiatives an additional boost. This accelerated adoption is creating new momentum and dynamism in the use of AI in Swiss companies.

The «Artificial Intelligence» special takes the pulse of these developments, highlights current projects and experiments and analyzes the business and technological success factors. With expert contributions and exclusive interviews, it offers a comprehensive insight into the trends and developments in the field of AI and generative AI.

TARGET GROUP

The publication is aimed at IT decision-makers, managers and specialists in Swiss companies who are interested in the latest developments in artificial intelligence. Companies from the pharmaceutical, medical, retail, banking and insurance, industrial and public administration sectors are particularly targeted. The issue provides practical information that is relevant for strategic decisions regarding the use of AI.

MAIN TOPICS

- **AI strategy:** adoption, goals, organization & leadership, talent & skills, sourcing
- **AI applications:** automation, assistants, chatbots, augmented robotics
- **AI Factory:** data management (governance, graphs and vectors, data lakehouse), AI tools and platforms (data science, MLOps, open source APIs and models, RAG, fine-tuning, model life cycle management), infrastructure (cloud, datacenters, systems)
- **Business cases:** marketing, customer service, HR, IT operations and coding, production, supply chain, finance
- **Verticals:** pharmaceuticals, medicine, retail, banking and insurance, industry, public administration
- **Responsible AI:** principles, regulations, organization, audits & impact analyses, tools & standards

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PRINT		
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Publisher



Marc Landis

Chief Editor & Publisher
+41 44 355 63 36
marc.landis@netzmedien.ch



Christina Frischknecht

Accountant
+41 44 355 63 30
christina.frischknecht@netzmedien.ch



Seraina Frehner

Head of Sales Support
Head of Projects & Awards
+41 44 355 63 35
seraina.frehner@netzmedien.ch



Patrizia Zbinden

Sales Support
+41 44 355 63 69
patrizia.zbinden@netzmedien.ch



Tim Rucevic

Sales Support Trainee
+41 44 355 63 63
tim.rucevic@netzmedien.ch

Sales & Consulting



Konstantinos Georgiou

Head of Sales
+41 44 355 63 33 / +41 79 935 27 93
konstantinos.georgiou@netzmedien.ch



Sales French-speaking Switzerland

Supannika Chavanne

Senior Sales Consultant
+41 79 255 89 98
supannika.chavanne@netzmedien.ch



Michael Frey

Senior Sales Consultant
+41 44 355 63 66 / +41 79 612 06 37
michael.frey@netzmedien.ch



Marcel Hirzel

Senior Sales Consultant
+41 44 355 63 37 / +41 79 359 28 54
marcel.hirzel@netzmedien.ch



Reto Rudin

Senior Sales Consultant
+41 44 355 63 39 / +41 78 735 01 51
reto.rudin@netzmedien.ch

Editorial staff



Joël Orizet

Deputy Chief Editor Netzwoche
+41 44 355 63 68
joel.orizet@netzmedien.ch



Coen Kaat

Deputy Chief Editor IT-Markt /
SwissCybersecurity.net
+41 44 355 63 64
coen.kaat@netzmedien.ch



René Jaun

Editor
+41 44 355 63 68
rene.jaun@netzmedien.ch



Dylan Windhaber

Editor
+41 44 355 63 64
dylan.windhaber@netzmedien.ch

Editorial staff French-speaking Switzerland



Yannick Chavanne

Head of Editorial
yannick.chavanne@netzmedien.ch



Alexia Muanza

Editor
alexia.muanza@netzmedien.ch

Production



Susanne Löbe

Head of Service
Head of Production
+41 44 355 63 61
susanne.loebe@netzmedien.ch



Samantha Maurer

Polygrapher
+41 44 355 63 65
samantha.maurer@netzmedien.ch

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