

GeSI Workshop

“ICT Solutions for Sustainable Lifestyles”

Example: Energy (Smart Grid / Metering)

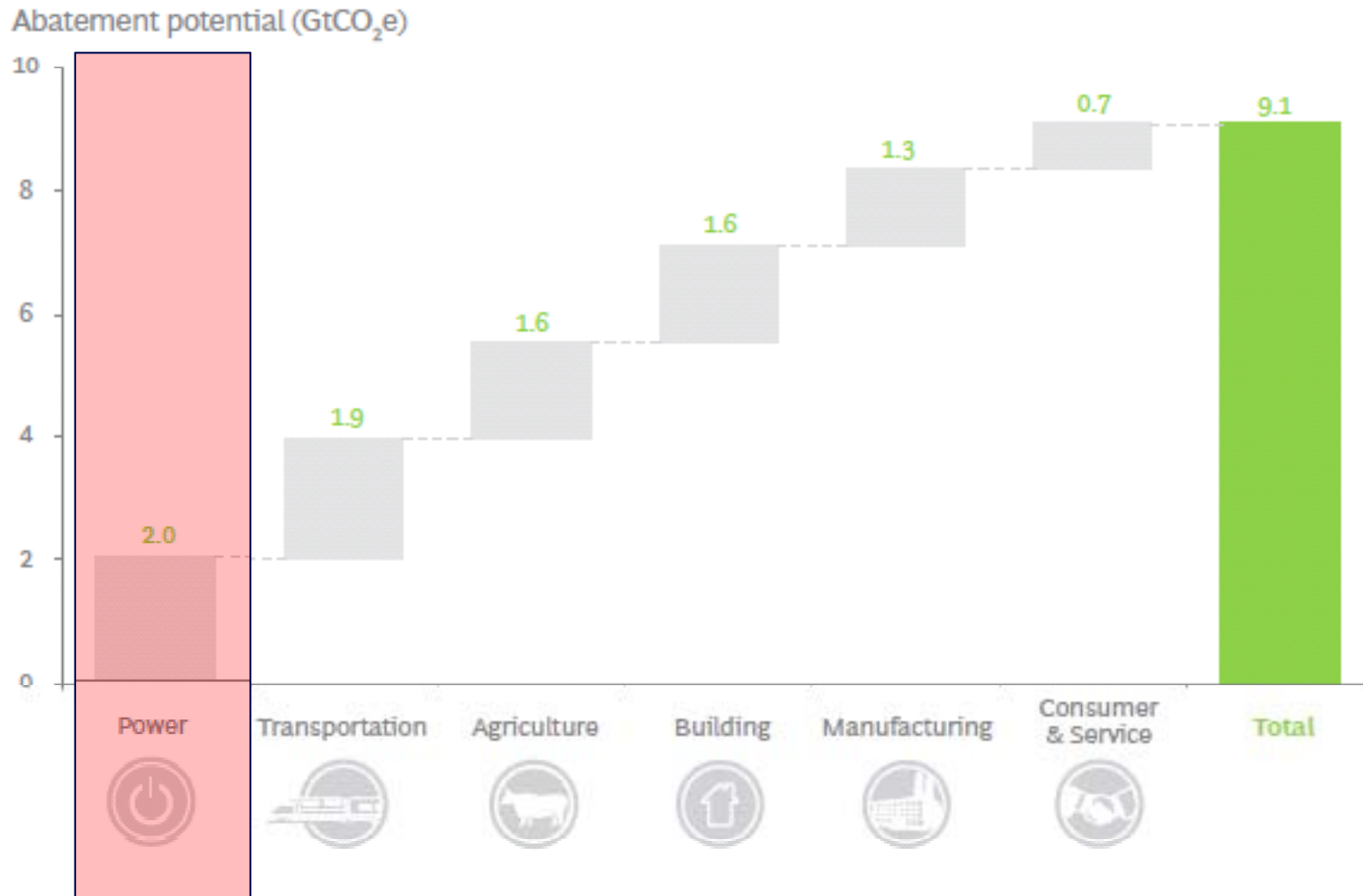
Fabian Etter
Head of Corporate Responsibility

ICT4Sustainability Conference,
13th February 2013



ICT saving potential according to Smarter 2020 study stands at over 16%

Power with high share

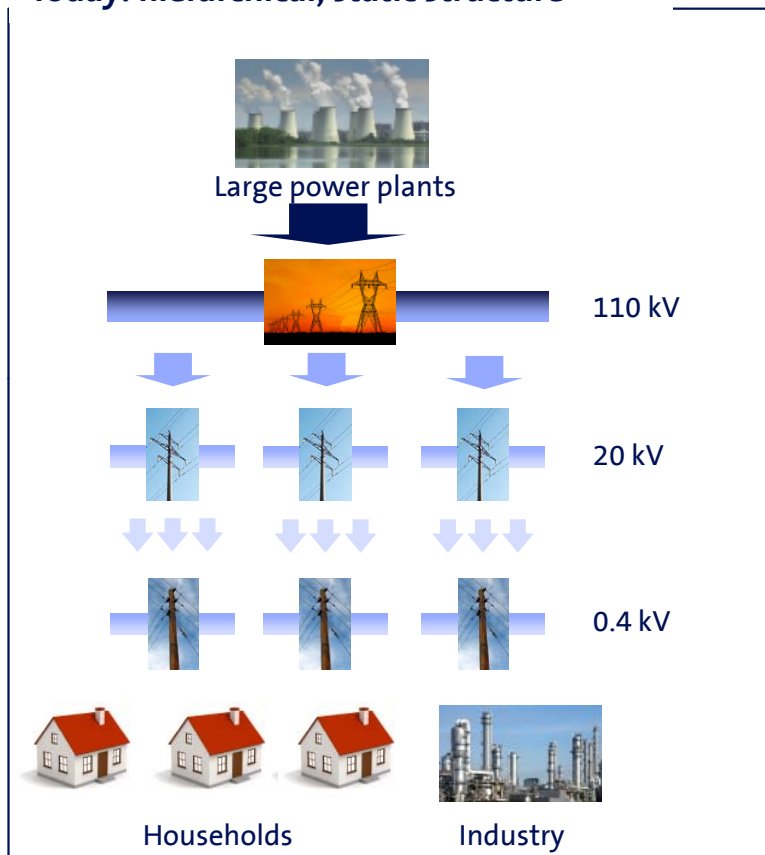


Power market – a fundamental paradigm shift is imminent

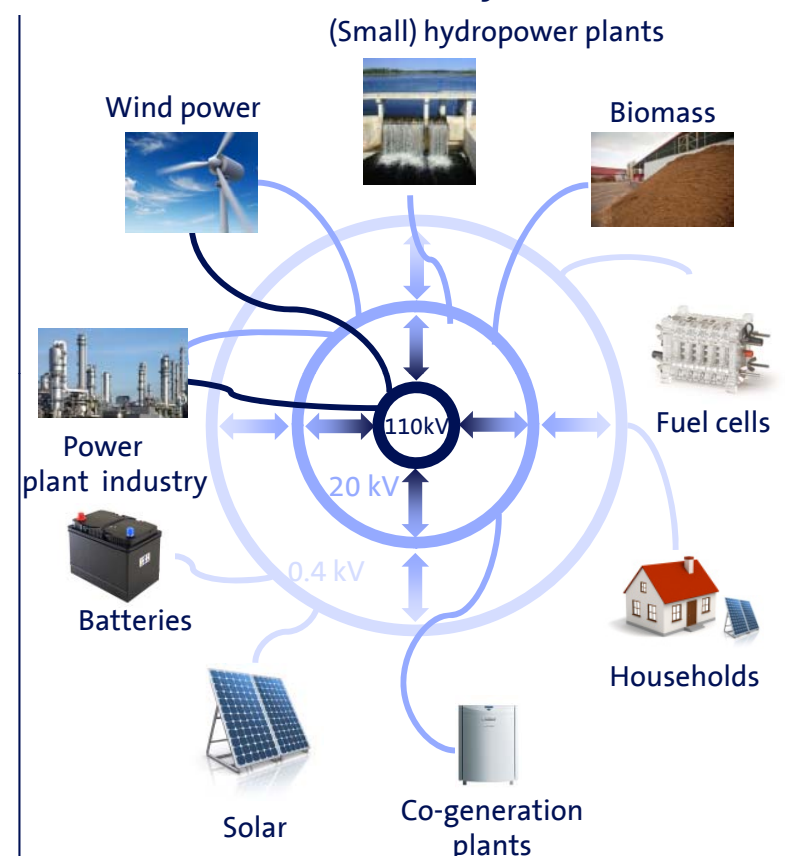
ICT as key enabler

A new interconnected and dynamic structure is emerging thanks to the integration of new market players at various levels in the power network

Today: hierarchical, static structure



Tomorrow: interconnected, dynamic structure

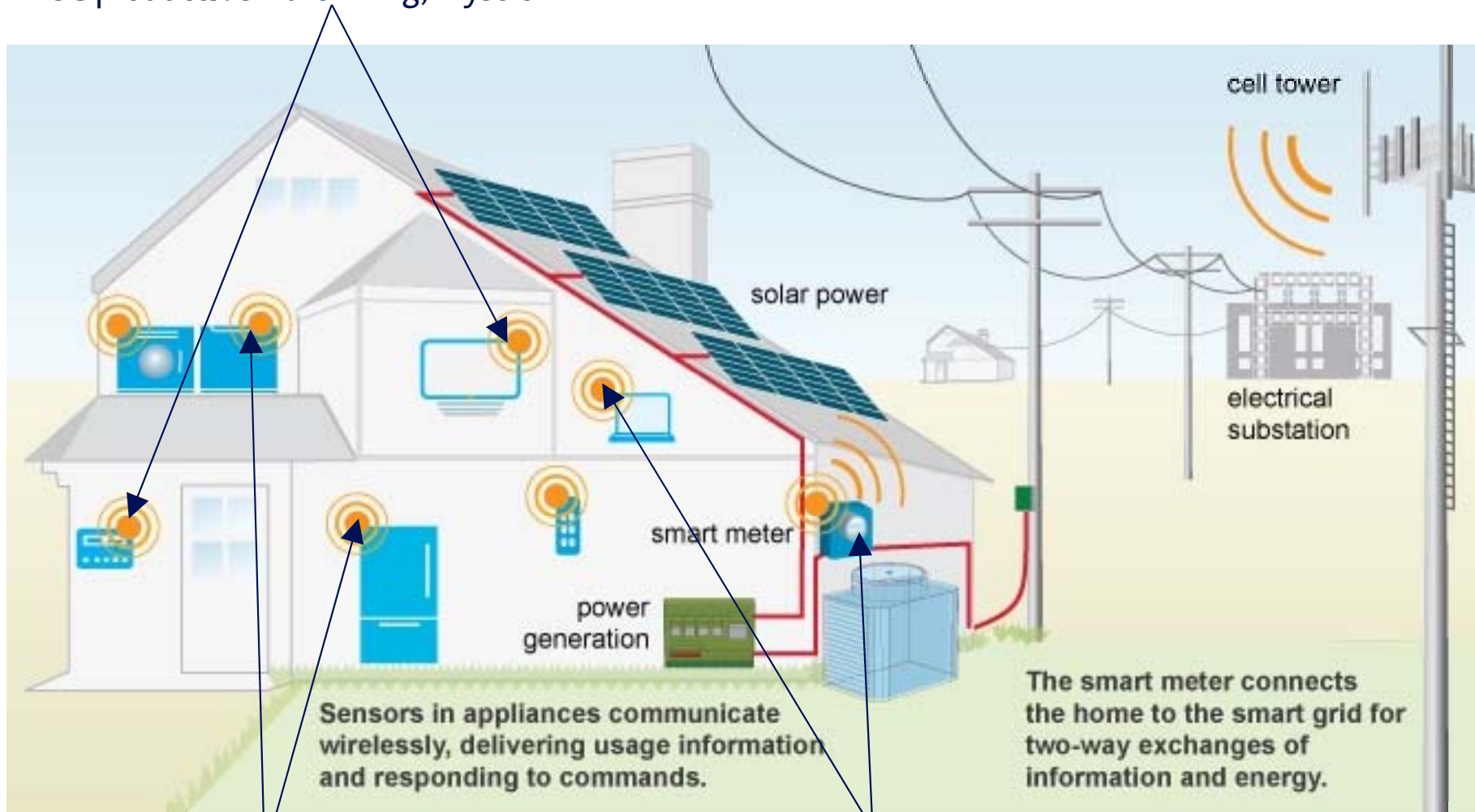


- ▶ A reliable **communications network** and corresponding **IT support** are **key enablers** in the paradigm shift
- ▶ Swisscom **today** possesses the **capabilities** required to meet future requirements

Swisscom is running various projects concerning the Smart Grid

Energy as strategic growth area

Smart home sensors and actuators
SC products: Smart Living, Mystrom



Demand/response:
SC: Swisscom Energy Solutions AG

Smart metering:
SC: M2M, management of gateways,
hosting, security, billing

More Information

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