# ICT @ St.GallenBodenseeArea
## The European Hub for Business to Business B2B Software

### More for Less
· Most efficient economy in the heart of Europe
· Most effective data & IP protection worldwide
· Europe's most liberal labor market
· Highest skilled and educated ICT talents

### Major Industries
· Application Development / Cloud Computing
· IT Security / Decision Intelligence
· B2B Software
· Big Data Solution

### Education & Research
· Bosch IoT Lab, University of St.Gallen HSG
· DigitalLab@HSR, Univ. of App. Sciences Rapperswil
· SAP Research & Innovation Hub, HSG
· Microsoft Innovation Center, HSR

### Professional Networks & Associations
· IT St.Gallen Rockt! - The SGBA ICT Cluster
· ICTswitzerland
· swissICT
· Information Security Society Switzerland
· Innosuisse

### Highest Export Share within Europe
· More than 25% of all Swiss software exports originate
  from companies in the St.GallenBodenseeArea.

### Annual START Hack
· Hackathon event as part of the annual START Summit
  - Switzerland's largest technology and start-up fair for
  students and young entrepreneurs.

### Switzerland's most modern Data Center
· Gais is the site of Switzerland's most modern and ener-
  gy-efficient data center, with a planned PUE of 1.15.

### Satisfied Customers
· «The strong presence and density of strategically similar B2B
  software companies in the SGBA and its bustling IT cluster
  were key location factors informing our site selection.»
  Erik Schmidt, CEO Zoot International AG

Stuttgart

Munich

D

Frauenfeld

Zurich

St.Gallen

FL

AT

CH

I

2 hours    >15 million population | GDP >CHF 800 billion | int. trade volume >CHF 30 billion

St.Gallen
Bodensee
Area

www.sgba.ch
+41 (0)58 229 64 64

# ICT @ St.GallenBodenseeArea
## leading local companies in the ICT sector

**SAP**

**Forecast Competence Center**
- Global group competence center for forecast methodology in supply management
- Research and Innovation Lab at the University of St.Gallen HSG

**SWIFT**

**Global Operations Center**
- Site of the most advanced among Swift's three global operations centers
- Subterranean premises in the SGBA all but guarantee top security and secrecy

**Bosch IoT Lab**

**Coopreation between Bosch and HSG**
- Research cooperation examining future applications of the Internet of Things
- Focus areas: Fintech, Smart Home, Connected Mobility, Business Models

**ABACUS Business Software**

**Swiss Market Leader in ERP Software**
- More than 41'000 clients, with focus on small and medium enterprises SME
- Owner-operated for more than 30 years
- Successful SGBA start-up in 1985

**HAUFE.**

**Leader in Talent Management Solutions**
- Swiss market leader and leading European provider of web-based talent and service management solutions
- Successful SGBA start-up in 2000

**ad cubum**

**Go-to Software for International Insurance**
- Swiss market leader for insurance industry standard software
- International operations for 15 years
- Successful SGBA start-up in 1997

**sportradar** — driven by facts

**Global Market Leader in Sports Data**
- Sports data processing & analysis for media, betting agencies, associations and authorities
- Successful SGBA start-up in 2007

**COMPASS SECURITY**

**Ethical Hacking & Incident Response**
- Global operations in the fields of IT security
- Assessments and forensic research
- Successful SGBA start-up in 1999

**KERN CONCEPT AG — SOFTWARE ENTWICKLUNG**

**Leading Software for Physicians & Dentists**
- Switzerland's market leader for medical office software
- Successful SGBA start-up in 1995

**Zoot**

**Automated Decision Systems**
- Sophisticated real-time credit decision and workflow solutions for global finance companies

**Microsoft**

**Microsoft Innovation Center Rapperswil**
- Where Scientists meet Business
- Sharp focus on future technologies

**Cognizant**

**Business and Technology Solutions**
- Global leader in IT consulting
- Co-founder of DigitalLab@HSR