



# ENERGIE-FINDER SWITZERLAND; Guidepost to the energy revolution

## About energy, an independent guidance

The Swiss Energy Finder is the autonomous expert and market platform for the Swiss energy sector. With the support of renowned organizations and a well-known expert advisory board from research, business and politics, the platform provides comprehensive and diverse perspectives about energy. With this approach, it is unique in Switzerland.

## Focused expertise, know-how and expertise for decision-makers

The Swiss Energy Finder promotes innovation and communication through the open availability of focused expert knowledge, within the topic and its interfaces. It links production and consumption, research and development, consulting and marketing, the social and political together to form a complete picture.

## Market Communication

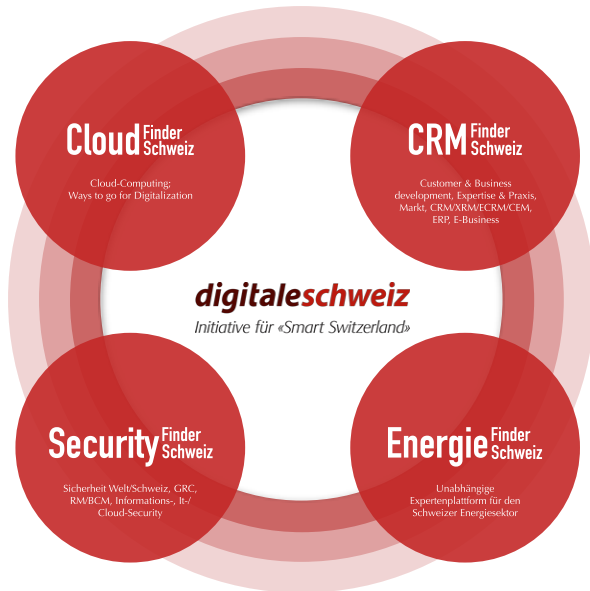
The Swiss Energy Finder is the link between business, research and politics. For platform partners it offers comprehensive instruments for market communication, focused on the decision-makers of the economy. The comprehensive integration of the various perspectives should shed full light on the questions, leading to new, sustainable solutions and partnerships in the energy sector.

### «Smart Switzerland»

The “Smarter Planet” metaphor (IBM) has been taken up by numerous nations and formulated in appropriate strategies. The areas covered included “Smart Cities & Agglomerations”, “Smart Buildings & Homes”, “Smart Energy, Grids, Metering”, “Smart Industries & Technologies”, “Smart Transportation, Traffic, Mobility, Logistics”, “Smart Work”, etc. Meanwhile, topics such as Big Data Analytics, Cloud, Mobile Enterprise, Security, Social Business, etc. have been added.

## Swiss exclusives to promote the energy turnaround

Market overview for suppliers in over 40 categories. Smart Switzerland. DIGITAL SWITZERLAND. Gartner. Online MarCom. Expertise on Smart Energy. Newsletter on decision-makers in the Swiss economy. Energy industry management. Technologies. Business process / models. Standards. Governance. Marketing integration. Decision matrix. Market development. MarCom. Social Media. Energy360-degrees. Technology + application. Lead generation.



*I looked at the Energy Finder website with the expert contribution. Respect! These have a very high cadence regarding the release date. I would feel honoured to be able to contribute something in the future.*

*In search of interesting sites regarding solar energy I found your site. I looked at your Website and I really enjoy how you and your colleagues have created a very extensive and up-to-date portal for the Swiss energy sector.*

**The newsletter informs about:** Smart-Switzerland, Smart eGrid, e-Mobility, Federal Government, international, energy efficiency, renewable energies, photovoltaics, energy storage, Swiss Energy Market, expertise, energy competence, energy-calendar.

### Energy Finder Switzerland – part of your marketing

- ▶ **Multiplier** in your exact target markets, with synergies with customer management, security, cloud computing and digitization.
- ▶ Implementation of your **marketing communication** by Energy Finder Switzerland; modular, specific, constant. 360-degree touch point with Q&A and «**smart lead generation.**»
- ▶ **Market overview**; mandatory entry for first selection for energy project
- ▶ **Newsletter**; Your message, your topics, your portfolio, your promotions; integrated in the newsletter
- ▶ **Online marketing**; Sharing Competence, Lead Generation, news and expert contributions
- ▶ Energy Finder Switzerland with «**affiliated platforms**»: topic convergences with **customer management, security, cloud computing and digitization.**

### ENERGY FINDER SWITZERLAND – Catalogue of services

**Customized marketing service.** A unique service; proven, tested for many years. Optionally, we develop the entire annual plan for specific customers. **The packages with the services and prices are described in detail in the separate price list**; as well as the MarCom instruments. In addition, we will gladly include your **individual requests and wishes.**

We are happy to answer these specific details in a personal conversation.