

Zeitschrift: Comtec : Informations- und Telekommunikationstechnologie = information and telecommunication technology

Herausgeber: Swisscom

Band: 82 (2004)

Heft: [1]: A collection of publications of Swisscom innovations

Vorwort: Editorial

Autor: Huber, Daniel

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 04.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>



Dear Reader

Competition in the telecommunications industry is heating up. Most operators nowadays are well underway towards producing good quality. Hence, differentiation solely by quality is getting more and more difficult. Moreover, cost cutting programs have squeezed inefficiencies out of organizations and are now reaching their limits. How can an operator be successful in such a market and how can he achieve sustained differentiation, when every market player is doing his homework well?

There is one differentiation factor that can never be commoditised: innovation. In an ideal world where every company is perfectly organised the only remaining factor to differentiate is to be cleverer, to innovate better. This is the core business of Swisscom Innovations. At Swisscom Innovations, we scan the world for new trends and technologies, explore their potential for the Swisscom Group, and bring the findings into a form compatible to be transferred to the Swisscom business units, the Group Companies.

The publication which lies in front of you offers you a blend of articles, published by Swisscom Innovations in Comtec during the year 2004. Each one is describing another facet of innovation. Most articles deal with societal trends, technologies and the early stages of development, which in many cases are pushing borders and thus are enabling progress. Many of the issues described open even multiple innovation perspectives.

While we use these publications ourselves in our continuous effort to stimulate innovation, we hope they will stimulate your own innovative ideas and of course we look forward to your highly appreciated feedback. Such feedback will be very valuable input to the process of bringing the innovation perspectives described closer to reality. We wish you a gratifying and stimulating reading and hope you will come back to us asking for more ...

Yours

*Daniel Huber
Head Marketing, Deputy Head Swisscom Innovations*