

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, finetuning, 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

EDITION 2025

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	Netzwoche	ICTjournal
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				Print & Online 1 week «SPONSORED POST» 1 week Newsletter Teaser			Online Only 1 week «SPONSORED POST»				Content-Creation (Reference value)
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