

Press Release

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## **Sunrise Business to digitise the Swiss mid-market with AWS**

- **Sunrise Business works with AWS to accelerate cloudification for its customers.**
- **Sunrise Business customers benefit from pre-defined modular product packages for the cloud and connectivity, focusing on security, convenience and peace of mind.**
- **Thanks to the collaboration, Sunrise Business acts as a single point of contact for its customers, from connectivity to the cloud along the end-to-end customer journey.**
- **The offerings are targeted at small- to medium-sized enterprises.**

Today, Sunrise Business announced that it is working with Amazon Web Services (AWS) to accelerate the cloudification of Swiss small- to medium-sized enterprises (SMEs). Sunrise Business customers will benefit from pre-defined modular product packages for the cloud and connectivity, tailored to SME requirements.

These packages are focused on security, convenience and peace of mind, to kick-start and accelerate the customers' journey to the cloud. The new proposition builds on AWS services such as Amazon Simple Storage Service (Amazon S3), Amazon Elastic Compute Cloud (Amazon EC2) and AWS Storage Gateway. The Sunrise solution can help SMEs to address typical use cases, such as infinite storage, unlocking the value of their data or modernizing their workplace. Sunrise Business is thus strengthening its cloud offering and giving business customers access to outstanding cloud solutions and connectivity services as a one-stop-shop.

«A survey among our customers has shown that they're planning on accelerating their journey to the cloud, increasing the amount of their data stored in the cloud from 10% to 50% in the next two years. As they often lack the dedicated IT resources to do so, we want to support them with the challenges that lie ahead, » says Robert Redeleanu, Chief Business Officer at Sunrise. «74% of our customers would like end-to-end cloud and connectivity offerings from a single provider, while at the same time 87% of them prefer to rely on cloud solutions from global hyperscalers. By working with AWS, we're now able to cater for both desires.»

Sunrise Business is committed to delivering innovative and reliable solutions to meet the evolving needs of SMEs in Switzerland. The new proposition also represents an opportunity for Sunrise Business customers to leverage AWS cloud services in the AWS Europe (Zurich) Region, storing their data securely in Switzerland with low-latency access while meeting their data-residency requirements. Sunrise Business will leverage its local ICT partner network to bring the new offering to the broader Swiss SME landscape.

### **Sunrise**

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