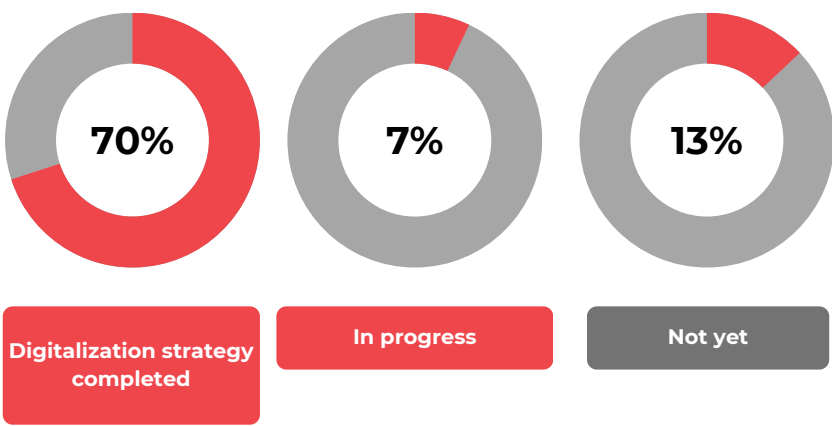


THE 5 MAIN CHALLENGES FOR COMPANIES IN TICINO IN 2025

HOW TECHNOLOGY CAN MAKE THE DIFFERENCE

SMES CHOOSING DIGITALIZATION FOR THEIR STRATEGY



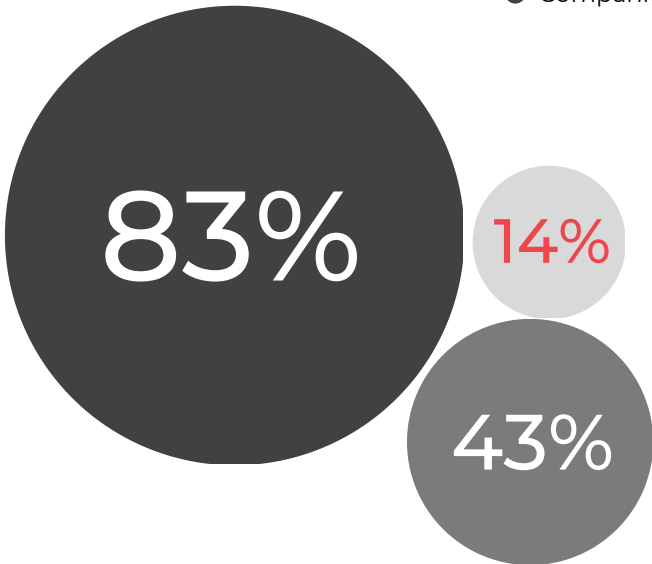
70% of SMEs in Switzerland already have a digitalized strategy, 7% are undergoing the transition, while 13% have not yet considered it. The remaining 10% did not provide any information.

Source: SECO (2024).

1. SECURITY AND DATA PROTECTION

COMPANIES PREPARED FOR AN ATTACK

- Companies prepared
- Companies without a cybersecurity plan
- Companies unprepared

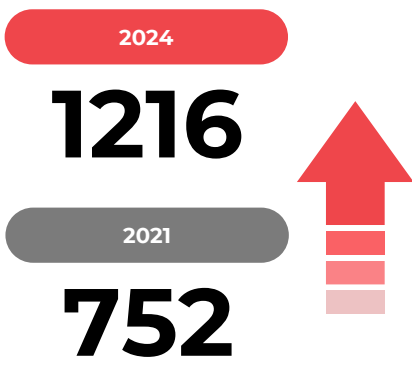


Source: Cybersecurity Magazine (2023).

ATTACK REPORTS IN SWITZERLAND

+39%

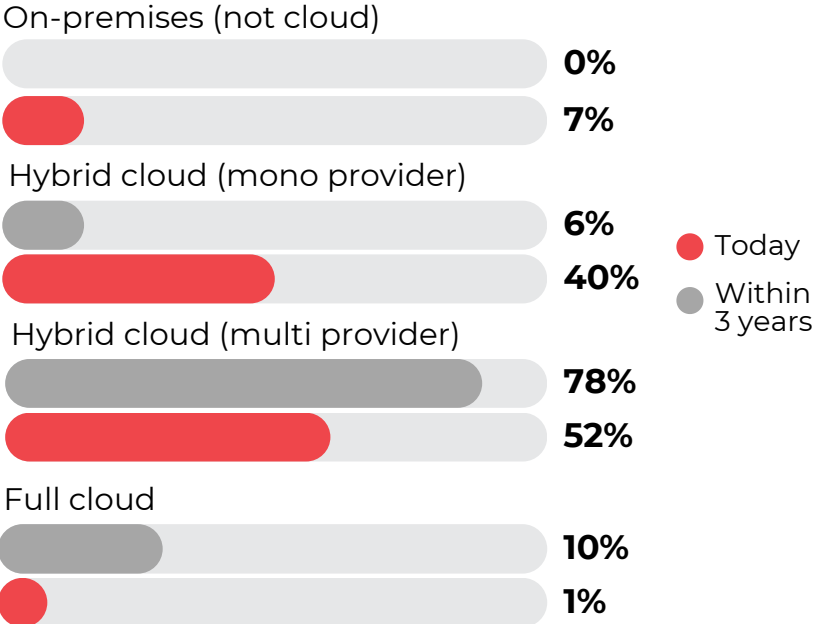
Increase in weekly attack reports from 2021 to 2024



Source: UFCS (2024).

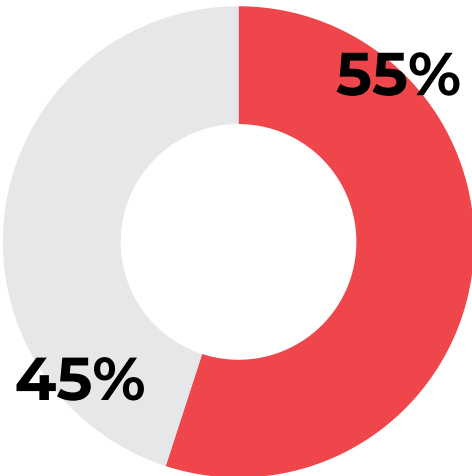
2. FRAGMENTED MANAGEMENT OF IT INFRASTRUCTURES

CLOUD USAGE



CLOUD TRANSITION

More than one in two companies in Ticino is investing in cloud computing solutions.



Source: Ticino Management (10/2024).

3. OPERATIVITY VS. INNOVATION

AI USAGE PER VERTICAL

The pace of AI adoption varies depending on the industry and the size of the company.

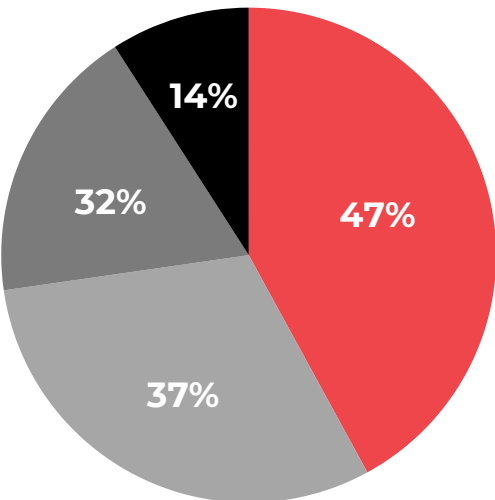
	Never	Single projects	Always
Real-Estate	60	36	3
Pharma	7	71	21
Electronics	15	62	23
Distribution	41	57	1
Manufacturing	28	66	6

Source: Ticino Management (10/2024).

AI ADVANTAGES

Percentage values, multiple selection of the top 3.

- Automation
- Performance
- Speed
- Innovation



Source: Ticino Management (10/2024).

4. HIGH IT COSTS AND OPERATIONAL COMPLEXITY

IN-HOUSE IT MANAGEMENT IS EXPENSIVE

The adoption of managed IT services through outsourcing reduces operational costs by transforming capital expenditures (CapEx) into operational expenses (OpEx), enabling more controlled year-end expense forecasting while offering flexibility and scalability for IT resources.

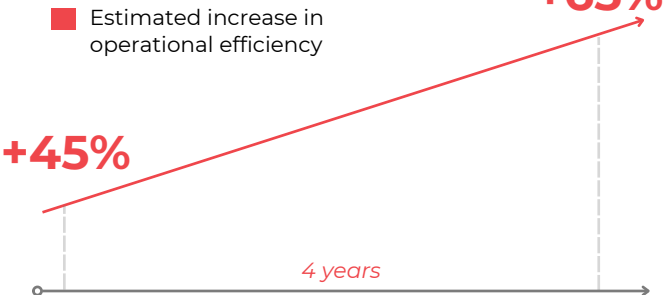
CapEx → OpEx

Average number of people employed in IT for SMEs in Ticino.

1.4

PERFORMANCE INCREASE

Outsourcing IT management does not always reduce IT costs, but it should certainly be considered a business asset and is highly effective in increasing operational efficiency.



Source: Intesys Journal (2022).

5. ENSURING OPERATIONAL CONTINUITY AND MINIMIZING DOWNTIME



One in three SMEs in Switzerland has already fallen victim to a cyberattack, and the risk is continuously increasing (UFCS, 2024).

THE COST OF DOWNTIME FOR A COMPANY

It is estimated that each minute of IT downtime can cost an average of 5,000 CHF in some sectors, meaning that one hour of downtime can result in losses of approximately 300,000 CHF (Gartner, 2020).

5'000 CHF/minute

DOWNTIME FOLLOWING A CYBERATTACK

8 hrs

40% of Swiss SMEs that experience a cyberattack face **at least** 8 hours of downtime (CISCO, 2023).

DO YOU WANT TO KNOW MORE?
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