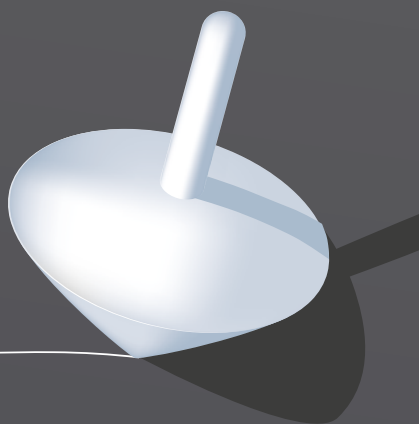# topsoft 365

All products and services 2022

Trade fair

Market overview

Magazine

inspiring digital business

Benefit from our range

topsoft365 is the result of our passion for the digital world. As a cross-media network with a clear business focus, we connect print media, online media and live events to a year-round ICT knowledge platform which not only gives users the answers to the latest questions but also helps them find the right providers and the solutions that meet their needs. 365 days a year.

Stay connected with your target groups all year round. topsoft365 gives you the freedom to choose from different media and formats whenever you want. We look forward to seeing you.

Best wishes, your topsoft team

Contacts

Cyrill Schmid
Managing Partner & Sales | c.schmid@topsoft.ch | T +41 41 467 34 20

Adi Frei
Sales | a.frei@topsoft.ch | T +41 79 236 60 84

Christian Bühlmann
Editor in Chief, Marketing & Communications | c.buehlmann@topsoft.ch | T +41 62 558 74 30

Andrea Krauer
Media Designer | a.krauer@topsoft.ch | T +41 41 467 34 20

Alain Zanolari
Editor online & print | a.zanolari@topsoft.ch | +41 41 467 34 20

Roger Busch
Senior Consultant | r.busch@topsoft.ch | T +41 41 467 34 20

Trade fair

- 22/23 June 2022, Umwelt Arena Schweiz, Spreitenbach
- The only IT trade fair in Switzerland with a clear B2B focus
- Innovative location, new formats

from page 6

Magazine

- Print run 12'000 copies
- subscribed, personally addressed
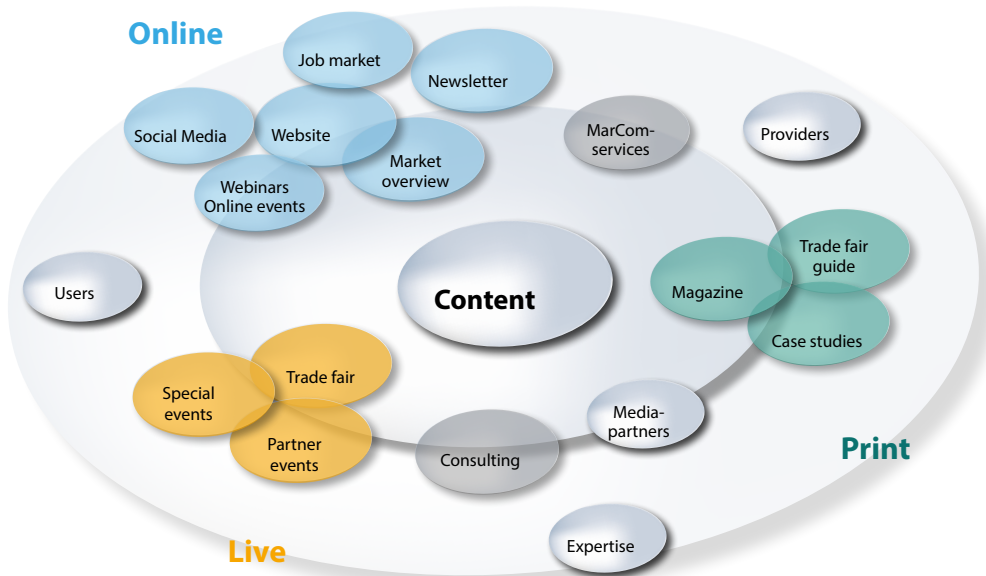- little scatter loss, direct customer approach

from page 12

Market overview

- free basic listing
- Search by criteria and functions
- more than 2300 references and products

from page 18

more products and services

case studies, newsletter, online advertising, consulting, marcom

Contents

Cross-media network

Online

Job market

Newsletter

Social Media

Website

Market overview

Webinars Online events

MarCom-services

Providers

Users

Content

Magazine

Trade fair guide

Case studies

Special events

Trade fair

Partner events

Consulting

Media-partners

Print

Live

Expertise
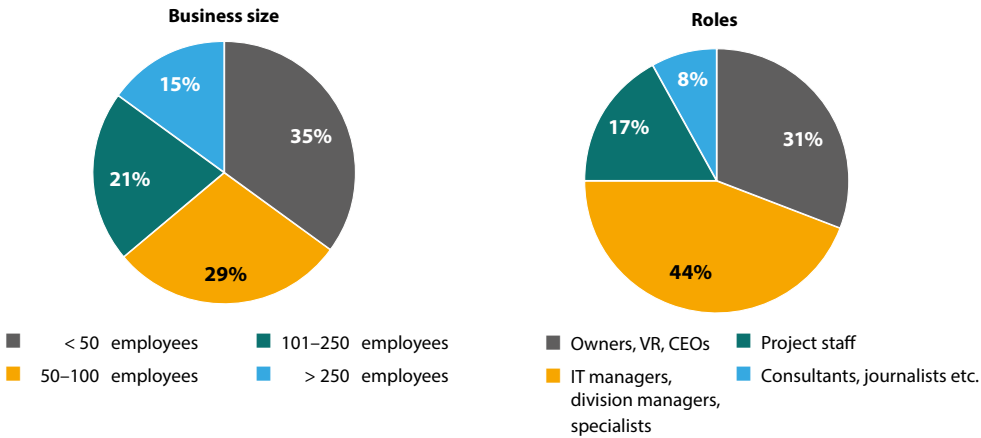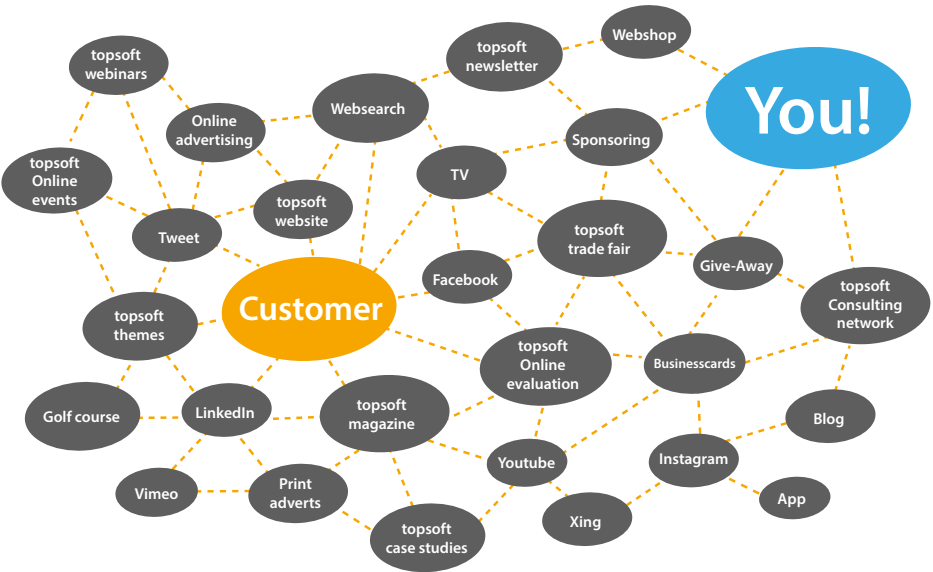
Showcase your business where your customers are
365 days a year across all channels – live, online, print

High-quality content and year-round accessibility make topsoft the preferred knowledge platform for business managers and specialists. When the search for information meets decision-making, you cannot afford to miss out. topsoft is your key to the Swiss IT market.

Reach your target group directly

Business size

35%	
29%	
21%	
15%	

- ■ < 50 employees
- ■ 50–100 employees
- ■ 101–250 employees
- ■ > 250 employees

Roles

31%	
44%	
17%	
8%	

- ■ Owners, VR, CEOs
- ■ IT managers, division managers, specialists
- ■ Project staff
- ■ Consultants, journalists etc.

Customer touchpoints

topsoft webinars

topsoft newsletter

Webshop

You!

Online advertising

Websearch

Sponsoring

topsoft Online events

TV

Tweet

topsoft website

topsoft trade fair

Give-Away

Facebook

topsoft Consulting network

topsoft themes

Customer

topsoft Online evaluation

Businesscards

Golf course

LinkedIn

topsoft magazine

Blog

Vimeo

Print adverts

Youtube

Instagram

App

topsoft case studies

Xing

topsoft trade fair

For two days the Umwelt Arena Schweiz in Spreitenbach becomes a hotspot and showcase for the Swiss IT sector. Presentations, specialist spaces, talks and the large exhibition space create unique business and networking opportunities. At the topsoft trade fair meet specialist attendees, influencers and decision-makers from Switzerland and around the world.

The innovative location offers new formats and possibilities!

Become an exhibitor now and benefit from year-round trade fair communications!

Trade fair dates
22/23 June 2022

Opening times
Wednesday, 10am–5pm
followed by evening event
Thrusday, 9am–4pm

Venue
Umwelt Arena Schweiz
Türliackerstrasse 4
CH-8957 Spreitenbach
www.umweltarena.ch

Organisers
schmid + siegenthaler
consulting gmbh
Willistattstrasse 23
CH-6206 Neuenkirch
www.topsoft.ch

Pictures:
©Umwelt Arena Schweiz, Bruno Helbling,
René Schmid Architekten AG

Trade fair themes

BUSINESS SOFTWARE

- Enterprise Resource Planning (ERP)
- Business Intelligence Systems (BI)
- Supply Chain Management (SCM)
- Customer Relationship Management (CRM)
- Service Relationship Management (SRM)
- Human Resource Management, Wage/Salary Admin (HR)
- Production Planning and Control (PPC)
- Manufacturing Execution System (MES)
- Content Management Systems (CMS)
- Storage, Inventory Control
- Finances and Accounting
- Document Management Systems (DMS)
- CAD, CAx, Product Data Management (PDM)
- Software for Administration, Government
- Time and Attendance Systems, Access Control
- Shop Floor and Machine Data Collection
- Mobile Applications
- Project Management
- Collaboration, Knowledge Management
- E-Commerce, E-Biz, E-Shop, E-Procurement
- Retail Solutions (POS)
- Custom Software Development
- Near and Offshoring
- Licence and Contract Management, Deployment
- IT Management Software

ONLINE MARKETING AND E-BUSINESS

- Web Development and Design, Usability, Accessibility
- Mobile Management, Mobile Development
- Online Marketing, Content (Text, Images and Video)
- E-Mail Marketing, Newsletters
- Social Media, Social Networks
- Monitoring, Surveys, Web Analysis
- Search Engines (SEO, SEM)
- Marketing (SEM), Retargeting, Conversion Optimisation
- Corporate Communication,
- E-commerce, Mobile Commerce, Search/Recommendations
- PIM, Billing, Payment, Debt Collection, Fulfilment
- Social CRM, Collaboration, Intra and Extranet

IT-INFRASTRUCTURE & INFORMATION SECURITY

- Hosting, Managed Applications
- Software as a Service (SaaS, Cloud)
- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Virtualisierung, Netzwerk, Storage, etc.
- Montoring
- Service Desk
- Voice over IP
- Mobile Device Management
- Security, Backup, Recovery
- Mail / Antivirus / Antispam
- Cyber Security
- Encoding

FOCAL THEMES

- Digital transformation
- Industry 4.0
- Internet of Things
- Smart Work
- Marketing and Sales Automation

Theme cluster

The content of each theme cluster is oriented to the corresponding target group. This allows targeted marketing and communication measures before, during and after the trade fair.

E-Business

Mobile, digital, connected - the E-Business cluster brings together all important exponents in the fields of digital commerce, online marketing, social selling, web design, usability, mobile apps, sales automation, traffic & analysis, PIM/MAM

Startup Zone

This represents the promising future of the industry. It provides a relaxed backdrop where providers and interested parties can meet, and the air positively drips with the spirit of optimism.

BI Analytics & CRM

Big Data, analytics, data discovery and much more are the themes of the Park. Here, users will find everything they need to know about BI and CRM in an exchange with providers.

ECM/DMS

The ECM/DMS cluster presents every-thing you need to know on digitising documents. Expertise, top tips and applications make this Park a unique visitor experience. Showcase your solutions at the event where users are looking for them.

Developer

Custom-built software, outsourcing, near/offshoring, tools and methods – the Developer cluster is a space where providers, users, experts and perhaps even your new colleagues come together.

Infrastructure

Although it is an extremely important, the issue of IT infrastructure is often overlooked. Not so at the topsoft trade fair. Here, providers have the opportunity to showcase their products and services to potential customers.

Information Security

Protecting systems and data is one of the most important issues in our digital society. The InfoSec cluster, featuring expert providers of products and services, will help you get to grips with the dangers of cyberspace and the security measures you can take to prevent them.

Business Software

Wherever work is done, the right software is needed. Whether it is the higher-level ERP, a CRM or a DMS, without optimal IT, a modern company cannot work economically. This is where the specialists gather, who help the users with the optimal software.

Finance

Nothing ventured, nothing gained. The finance department of a company is of particular importance. This is where the providers can be found, who help the users with cash register, payroll or financial accounting to succeed with powerful solutions.

Industry 4.0/IoT

The Internet of Things is an important component of Industry 4.0. In this cluster, visitors will meet the specialized suppliers who want to take the step with the customers in the future.

Sales and Marketing Automation

New and even more sophisticated ways to optimize marketing and sales with automated processes are constantly being offered.

IT-Jobs

The IT sector is very popular with employees, as it offers many future-oriented occupational fields with attractive career opportunities. This cluster contains all the providers who are experts in this field and can inspire future professionals to pursue a career in IT

Smart Working

How do we work now and in the future? The topic of Work 4.0 or Smart Working is very relevant. In this cluster, you will present the latest developments in the new world of work to visitors - whether mobile, in the office or in the home office.

Showcases

With the showcase, you make your competences accessible to visitors by presenting a concrete example. Your potential customers know where the shoe pinches in their everyday business, but how they could solve these problems is usually completely unclear. Even asking the right questions is not easy. And the marketing and technical terms from the supplier market don't always help either.

Become «specific»

We are now extending the showcase concept to all areas of the topsoft trade fair and offering all exhibitors the opportunity to be present with a showcase.

Our wish for our visitors is that their visit to the fair becomes more experiential, more emotional and more interactive. Show more than «just» brochures and screen masks. Present solutions! Inspire with tangible examples instead of mere words. Get concrete and make «IT concrete» with us.

If you need more space, ask us. We will find pragmatic solutions.

Each showcase is advertised with its own landing page on topsoft.ch and multiplied on social media. In addition, we publish the case in the topsoft trade fair guide (1/2 page). Of course, you can also make the case anonymous if your customer does not want to be mentioned by name.

Services
1/2 page showcase in the topsoft trade fair guide
Landigpage on topsoft.ch
Publication in case overview with search function on topsoft.ch
Multiplication on social media channels

Showcases from Batix Schweiz (l.) and 2150 GmbH (r.) at topsoft Trade fair 2019; Fotos ©topsoft, Andrea Jerger

Modular stands

«Corner» from CHF 5,920

- Anthracite floor covering (2 metres x 4 metres)
- 4 fully printable textile-covered standard modules
  - including 1 presentation counter (conversation module)
- 2 bar stools, electricity, lighting
- Marketing package*

The model is extendable, in each case in both directions. Prices for other stand sizes and designs on request.

Options

- Printed logo panel (free)
- Plasma screen incl. installation and clean cabling CHF 520
- Co-exhibitor incl. marketing package CHF 900

«Easy» from CHF 3,900

- Anthracite floor covering (2 metres x 2 metres)
- 1 fully printable textile-covered standard module
- 1 presentation counter (conversation module)
- 2 bar stools, electricity, lighting
- Marketing package*

The model can be extended with an additional textile-covered standard module.
Price on request.

Individual stands

Do you want to set up your own stand? Our space prices* are:

Corner stand	**CHF 280/m2**
Front stand	**CHF 310/m2**
peninsula stand	**CHF 330/m2**

Extras:
Marketing package CHF 1,450
Stand drawing
Power supply (power consumption incl.)
Each co-exhibitor CHF 900

Prices may vary depending on the location in the hall.

We will be happy to make you an individual offer.

***Marketing package
CHF 1,450 including**

¼-page exhibitor profile with logo in the trade fair guide

Exhibitor and product profile in the online exhibitor directory at topsoft.ch

1/2 page show case in the topsoft trade fair guide, landing page on topsoft.ch

Use of the visitor invitation system with ticket code

Sponsorship and hall advertising on request

Magazine

The topsoft magazine «inspiring digital business» is a popular and entertaining read. Over 12,000 copies are sent out every three months, addressed to the people in SMEs who really matter when it comes to making decisions on business software.

With focuses on different topics the magazine gives you the opportunity to advertise to your target groups.

This goes beyond traditional adverts – we can also offer space for advertorials, include your brochure as a supplement or compile case studies.

Focus
Each edition of the magazine focuses on an editorial theme which is introduced by articles written by experts in the field.

Market overview
The latest market overviews, based on the topsoft database, show which providers offer which products and what characteristics these systems feature.

Key topics
Digital Future, Know-how, Technology, Solutions

Print run
12'000 copies | Trade fair special edition 15'000 copies

10'500 targeted German-speaking mailing subscribers, 1000 members of the Swiss Information Systems Association, 500 associations, technical colleges, events

Editorial schedule

No. 22-1 «Innovative workplaces»				15/3/2022
Themes	**4x4 interview**	**Market overview**	**Special theme**	**Copy date**
Workplace 4.0, Collaboration, E-learning, Service & Customer Service, Facility Management, Augmented Reality, IT Security, IT Service Management, IT Lifecycle Management, Cybersecurity	Future ERP? Monolit vs.data hub	Software for customer service/services, Field service and service technicians	Cybersecurity	15/2/2022

No. 22-2 «New digital economy»				1/6/2022
Themes	**4x4 interview**	**Market overview**	**Special theme**	**Copy date**
Supply Chain and Logistics, Procurement, Software Development, Apps, Project Management, Blockchain, Artificial Intelligence, Machine Learning, AI, Green IT, Sustainability, Energy Efficiency, Start-up Scene Switzerland	Standard vs. individual software development	Software for projects and time management	Individual software development, platforms, concepts; Methods etc.	1/5/2022
Large print run for topsoft trade fair 2022				

No. 22-3 «Smart leadership»				1/9/2022
Themes	**4x4 interview**	**Market overview**	**Special theme**	**Copy date**
HR, personnel management, digital recruiting, ICT jobs, digital ethics, education and training, social media competence, data protection, change management, digital manufacturing, AI, Industry 4.0, Robotic Process Automation (RPA), Industrial Internet of Things (IIoT), Machine Learning (ML)	Data protection. Quo vadis?	Software for manufacturing companies	Education & training in ICT	1/8/2022

| No. 22-4 «Data-driven business»				15/11/2022
Themes	**4x4 interview**	**Market overview**	**Special theme**	**Copy date**
Predictive Analytics, Artificial Intelligence, Big Data, Sales & Marketing Automation, Business Intelligence. Chatbots, Social Sales, Financial Software, Budget, Controlling, E-Commerce	Financial software vs. accounting as a service	Financial software/Business Intelligence	Sales- und marketing automation	15/10/2022

Print adverts

Cover tab
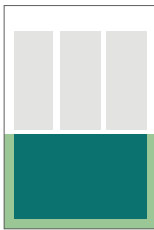- 110x232 mm outside
- 110x297 mm inside

+3mm bleed each

CHF 6,500
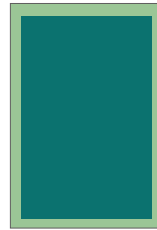
Full page
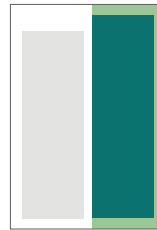- 184x276 mm
- 210x297 mm

CHF 5,500

1/2 page landscape
- 184x123 mm
- 210x136 mm

CHF 3,600

1/2 page portrait
- 90x276 mm
- 104x297 mm

CHF 3,600
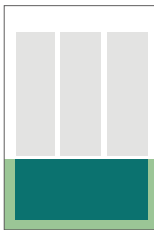
1/3 page landscape
- 184x75mm
- 210x88 mm

CHF 2,600
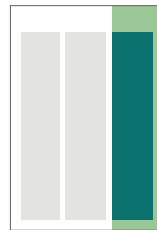
1/3 page portrait
- 55x276mm
- 69x297 mm

CHF 2,600
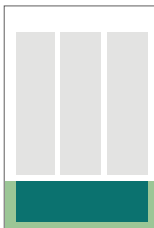
1/4 page landscape
- 184x58mm
- 210x71 mm

CHF 1,900

1/4 page portrait
- 90x120mm
- 106x133 mm

CHF 1,900

Formats
- Format in print space
- Format bled off +3mm bleed margin
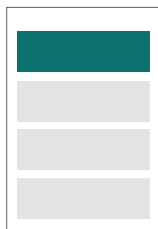
Extras

Exhibitors are entitled to a discount

Supplements from CHF 5,800

A4 page up to 25 gm2
other formats and prices
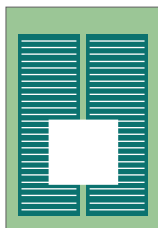on request.

Business profiles

1/4 page landscape

184x58mm

CHF 960

Logo, business details, PR text (800 characters), products and main services. Preset layout.
Placed by editorial team

Included in the trade fair guide for exhibitors

Advertorials

Advertorial Full page

■ 184x276 mm

■ 210x297 mm

CHF 3,900

Advertorial Double Panorama

■ 390x276 mm

■ 420x297 mm

CHF 4,900

- Text advertisements should be labelled «Advertorial» at the top. A different font must be used from the editorial section (Headings: Myriad Pro, Body: Minion Pro). The wrap must not be in 3 columns.

- Design by the publisher:
  Full page = 4,000 characters with 1 image + CHF 500
  Double page = 8,000 characters with 2 images + CHF 750

  Exhibitors are entitled to a discount

Technical details

Magazine format	210x297 mm, staple-bound
Print	Web offset, 4-colour Euroscale
Supply data	Highend-PDF, 300 dpi, (All fonts embedded, pure CMYK file)
Contact	Andrea Krauer, a.krauer@topsoft.ch, Tel +41 41 467 34 20

Paid Content

In addition to the classic advertisements and the well-known advertorials, each in its own layout, we also offer the possibility of publishing high-quality content as «paid content» in the topsoft trade magazine.

It is important that the article is not written in an overly promotional manner, but rather offers real added value for the readership as a professional article. It will appear in the classic design of the other professional articles in the magazine and will be discreetly marked with «made possible by your company» at the end.

In this way, you can convince potential customers with your know-how and, thanks to the classic layout, also benefit from greater attention, as it is not immediately recognisable as paid advertising.

However, we reserve the right to publish overly promotional content as a classic advertorial in a different layout.

Paid Content 1/1 page CHF 4,800
Paid Content 2/1 page CHF 5,800

incl. landing page on topsoft.ch with
SEO optimisation and mailing
in the topsoft newsletter

Case studies

Drawing on real-world case studies, IT-Konkret describes the experience of companies when they have rolled out business software. IT-Konkret offers users practical know-how and interesting ideas for efficient deployment of corporate solutions. The focus is not only on functional aspects, but also organisational issues and strategies.

IT-Konkret case studies are extremely credible as they are created and reviewed individually by the topsoft editors. Solution providers showcase their expertise under the IT-Konkret label.
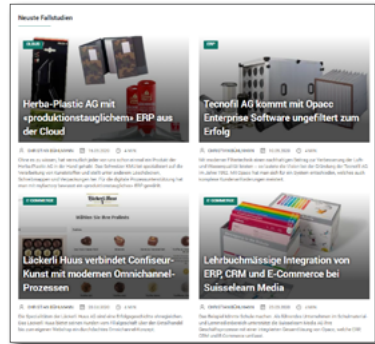
Publication concept

The case studies are published on the topsoft multi-channel system.
All content is also multiplied on social media channels.

This combination ensures that you will reach over 40,000 contacts in the topsoft communication network. You own all future publication rights.

Example print

Examples online

IT-Konkret Prices case study

Options	CHF
Price for case study	5,300
Price for video	3,900

Prices in CHF. Exhibitors are entitled to a discount.

Video production

Strengthen the impact of your case study with a suitable video, which we will be happy to put together with you and your customers. Images say more than words – and moving images say even more.

Example

Market overview

Sooner or later, anyone looking for business software will come across the topsoft market overview. So place your product or company listing where your target group is! Choose between basic (free) and premium listing to draw more attention to your business.

The topsoft market overview allows users to search for specific providers and solutions. This isn't just helpful in the build-up to the trade fair – it's also popular for ongoing evaluation projects.
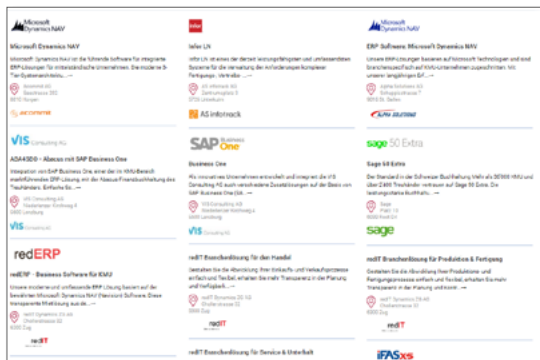
A product and company listing offers:

- Presentation appropriate for your target market in our market overviews sorted by category
- Comprehensive information on providers, contacts and products
- Description of your software based on predefined function criteria
- Online search and display of company and product details
- Publication of references, testimonials, white papers and much more
- Combine your listing with your participation in the trade fair
- Publication of business and product news

Company and product listing service overview	Basic	Premium
Publication of provider and product details under the heading «Find software» (without logos)	✓	✓
Publication of provider and product details in the online selection catalogue (without logos, URL, contact information)	✓	✓
Publication of additional text for functional criteria	✓	✓
Publication of references	✓	✓
Publication of provider and product information under the heading «market place» (with logos)		✓
Hyperlinks to websites and email addresses		✓
Publication of provider and product information in the online selection catalogue (with logos, URL, contact information)		✓
Uploads and publication of white papers and case studies		✓
Upload link for demo versions		✓
Testimonials and adverts placed in various prominent places at www.topsoft.ch		✓
Publication of business and product news at www.topsoft.ch and distribution over social media channels (8 messages per year)		✓
CHF/12 months	**Free**	**980**

The premium listing allows you to distribute your PR news via the topsoft network. You get your own landing page and benefit from extra multiplication across various social media channels.

Newsletter

With a text advert in the «topsoft aktuell» newsletter you will reach over 13,000 readers in your target group directly! The newsletter appears every month.

As an IT service provider you can use the B2B newsletter «topsoft B2B-update», with 2,400 readers, for your own targeted campaigns, e.g. for job offers, to search for business partners or to let people know about events.

We create a custom landing page for your text adverts and send the advert to the newsletter readers. Advertising space is restricted to three businesses per newsletter.

Advert in newsletter

Supply information for text advertisements no later than 3 working days before publication to:
a.krauer@topsoft.ch

Placing and specifications

Text advert newsletter	CHF/edition
topsoft aktuell topsoft B2B-update	750 500

Content:
Title: Max 70 characters incl. spaces
Text: Max 270 characters incl. spaces
Link to your target page

Online advertising

With online advertising on topsoft.ch you'll be promoting your company right where your customers are. Regular visitors to the topsoft Web platform include decision-makers, CEOs, CIOs, CTOs, managers and heads of department, controllers, IT managers, project managers and consultants from all industries.

topsoft.ch – Facts and Figures

- Unique Clients: 110'000
- Visits: 129'500
- Page Impressions: 209'400
- Newsletter: 13'000

- Desktop: 89 %
- Mobile: 10 %
- Tablet: 1 %

Prices and specifications

| CHF/month	Home	Events	Market overview
Skyscraper 300 x 600 Px			900
Rectangle 300 x 250 Px			600
Button 200 x 75 Px	300	300	
Paid Content	1,900		

Min. booking duration:
1 month or by agreement

Supply information for online advertising no later than 3 working days before going live to: a.krauer@topsoft.ch

Please provide target link!

Consulting

We advise users to ensure that the software and providers they use meet their customers' individual requirements. In addition to strategy consultation and process optimisation, we offer support in choosing providers and software, data migration, adaptation and training. If required, we will also take over project management.

Our background is extremely broad, so we get to grips with complex company structures quickly. This gives you added value. Our many years of experience with business software in the industrial, commercial and service sectors means we can create synergies across these sectors. A key factor behind the success of our consultancy services is neutrality when it comes to software providers. We do not profit in any way from a decision in favour of a particular provider.

Rather, as an intermediary we help providers and users synchronise their use of software.

Analysieren Optimieren	Ausschreiben	Entscheid	Einführen	Go Live	Weiter-entwickeln
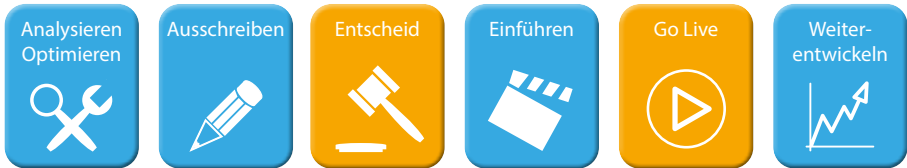
With methodical, targeted steps we actively support users to help make their IT projects a success.

Our services

- IT strategy consulting
- Selection and implementation of business software independent of provider
- Process analysis, optimisation and forming
- Organisational development
- Expertise with projects that have run into difficulties

Contact

Cyrill Schmid
c.schmid@topsoft.ch

MarCom Services

We know the Swiss business software market inside out and relish the challenge of helping you capture it. Our marketing and communications specialists provide a comprehensive consultancy service to give you greater reach and increase your success.

Concept

Discover where your strengths lie and how you can integrate them into your market presence. We work with you to determine your optimum business location and show you how and where to unlock your potential.

Creation

We know the Swiss IT scene inside out. Every day we confront new market developments and user requirements. We have the way with words to create unique content for online and print media targeted towards your marketing strategy.

Distribution

Even the best content is no use if it doesn't reach your target groups when you need it to. The topsoft marketing/communication network and selected media gets your content to exactly where it will have the biggest impact.

Our services

- Marketing strategy and concepts
- Communication consulting
- Content marketing
- Market research
- Media planning
- Public relations
- Video production

Contact

Christian Bühlmann
c.buehlmann@topsoft.ch

topsoft

topsoft – here is where users meet you

topsoft supports Swiss companies in choosing the right business IT from the most suitable provider and how to use it efficiently. So, we serve as an intermediary between users and providers of business IT.

The IT-trade fair topsoft was launched in 1995 as a spin-off of the University of Applied Sciences Northwestern Switzerland (FHNW). By now, topsoft has become the largest business platform for the digital future in Switzerland.

The market overview on topsoft.ch shows almost 1000 providers and more than 2300 solutions. It's the most comprehensive database for business IT in Switzerland. If you wish to be part of it - just open a free account and enter your information.

Show your know-how not only at our live events like the trade fair topsoft, but also on the successful online platform topsoft.ch and in the respected topsoft magazine. Prove your competence - live, online and in print.

In addition: The topsoft Consulting Network offers neutral, competent, and independent consulting and helps users to find the appropriate IT-providers and their solutions.

inspiring digital business