

SUCCESS STORY

# Swisscom Aligns Team Skills to Today's Cyber Threats with Immersive Labs



## Background

Headquartered in Ittigen, Swisscom is one of Switzerland's best-known, and most valuable brands. The organization independently ranks among the top-ten alongside major international brands year after year. Swisscom offers an extensive telecommunications portfolio for residential customers and IT services for business customers in both Switzerland and Italy.

## Challenge

Due to the ongoing global shortage of cybersecurity workers, Swisscom needed to continuously upgrade the skill levels of their newest recruits.

"When we hire a new cyber security employee, we must often upskill them because the training at many universities is not aligned with the complexity of today's cyber threats," says Marcus Beyer, Security Awareness Officer at Swisscom.

Swisscom's needs, however, were not exclusive to the cyber professionals team. "In terms of security awareness, we needed to bring a better understanding to our whole workforce," explained Beyer. Swisscom was looking for an efficient, engaging, and attractive approach—their users were asking for a best-of-breed learning solution.



**INDUSTRY: TELCOM & IT**  
**REGION: SWITZERLAND & ITALY**

### CHALLENGE

- Upskilling at the speed of cyber

### SOLUTION

- Immersive Labs Cyber Resilience Platform

### RESULTS

- Ensures compliance with benchmarkable metrics
- Delivers continuous exercising to all teams, from tech to exec
- Increases cyber resilience through rapid implementation and employee adoption
- Scales with Swisscom to meet learning and upskilling needs as they evolve

## Solution

Swisscom launched an Immersive Labs proof-of-concept (POC) in September 2021. The reactions across the company were immediately positive, and the popularity of the **Immersive Labs Cyber Resilience Platform** has only grown. “Last year, we had licensed seats for 440 people. But in the first four months of this year, we cracked 1800 voluntary participants. We doubled our users in just two months. I know the wave won’t keep getting higher and higher in this way, but it’s still so impressive,” says Beyer.

While the developer and security teams are both a critical focus, Immersive Labs is available to the entire Swisscom workforce to foster a culture of security throughout the organization, including **Cyber Crisis Simulator** exercises for both technical and non-technical teams.

## Benefits

Over the last eighteen months, the Immersive Labs platform delivered several critical benefits to Swisscom:

**Ease of Implementation:** Swisscom seamlessly integrated Immersive Labs into their existing internal e-learning platform. This single-sign-on approach makes it fast and easy for employees to access training. As a result, Immersive Labs is currently one of the most popular integrated solutions offered on SKILLup, the Swisscom internal training platform.

Another implementation advantage for Swisscom is toolset consistency among newly-hired cyber professionals. “We hire many students from Lucerne University of Applied Sciences and Arts who worked with Immersive Labs during their studies. They are very excited to see that Swisscom uses the same tools they learned in school. We can even integrate their existing student accounts into our Swisscom/Immersive Labs tenant.”

**Reporting:** Swisscom can train their cyber professionals, measure their progress, and provide numbers to regulators. Beyer notes, “I love the reporting. It is so helpful for me as a learning manager.”

**Security Awareness:** Having the right tools enables Swisscom to gain visibility into security practices across the organization. This lens allows Swisscom to take fundamental steps in shifting their culture to prioritize cybersecurity.

**Complexity of Content:** Swisscom employees with advanced backgrounds in cybersecurity have been impressed by the high maturity of Immersive Labs’ content. “A colleague recently said, ‘Yesterday I was looking at Log4shell labs and I saw they already have Spring4shell content available,’” explained Beyer.

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The competition aspect of the Immersive Labs platform works for our company. People’s mindsets changed very quickly from mandatory training to intrinsic self-driven learning. Meaning that the people want to do it — they’re not forced to.

Workforce training requires a human-centric approach. The people behind the screen are what matters. And for this, we have the right platform in place.

**Marcus Beyer**

Security Awareness Officer, Swisscom  
(Schweiz) AG

## Outcomes

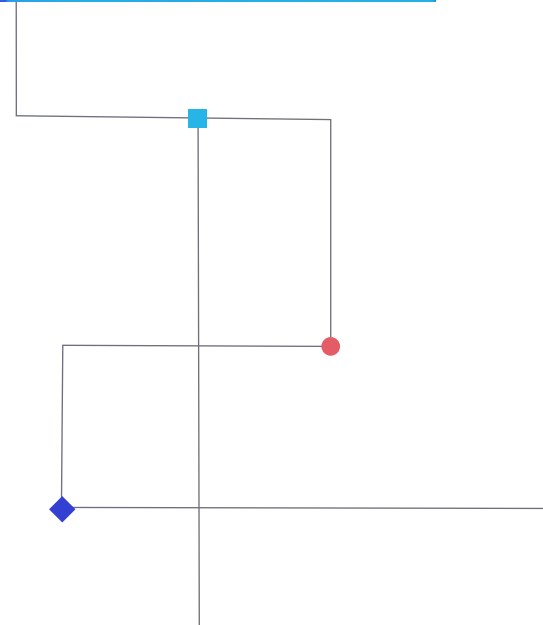
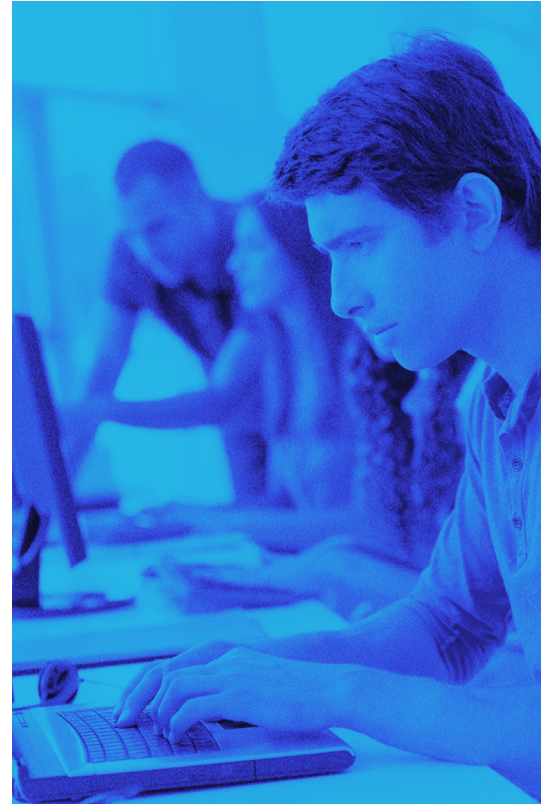
While other tools implemented by Swisscom have not been universally adopted, users flocked to the Immersive Labs platform, vying to gain a spot on the leaderboard. Ultimately, the competitive nature of the platform inspires employees to further their upskilling across the organization, earning points and badges as they progress. Across all learning platforms Swisscom offers, Immersive Labs continues to be the number one internal e-learning tool company-wide.

The Immersive Labs platform also helps Swisscom transform organizational approaches to learning at a conceptual level. As Beyer explains, “Workforce training requires a human-centric approach. The people behind the screen are what matters. And for this, we have the right platform in place.”

As a pioneer in people-centric cybersecurity, Immersive Labs helps organizations continuously assess, build, and prove their cyber resilience against threats, giving leaders confidence in cyber capabilities. “We still have mandatory training. But when our people can also choose what they want to learn about through a self-provided, self-service, self-learning tool—you get more effective results,” says Beyer.

## Looking Forward

While Swisscom continues to grow their security culture, it is clear that the Immersive Labs platform can scale with the company as their needs evolve. Swisscom has already identified the need for more cyber upskilling around development to their dedicated DevSecOps training portal. “The business lines are creating their own collections on Immersive Labs to train our DevSecOps specialists and engineers. This will be the next steps over the next two years,” says Beyer.



Immersive Labs is trusted by the world’s largest organizations and governments, including Citi, Pfizer, Humana, HSBC, the UK Ministry of Defence, and the UK National Health Service. We are backed by Goldman Sachs Asset Management, Ten Eleven Ventures, Summit Partners, Insight Partners, Citi Ventures, and Menlo Ventures.

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