

Sunrise Business AI Assistant: Swiss Enterprise AI with Full Data Sovereignty

MANAGEMENT SUMMARY & CORE TAKEAWAY

The Sunrise Business AI Assistant combines chat, document analysis, pre-configured agents and workflow automation on a Swiss full-stack platform – no data leaves Switzerland and customer data is not used for model training. For decision-makers, Swiss data sovereignty becomes a purchasable standard; the real bottleneck remains adoption.

CONTEXT & EXECUTIVE RELEVANCE

On 23 September 2026, Sunrise Business and PHOENIQS launch the Sunrise Business AI Assistant: a fully Swiss-hosted enterprise AI that combines chat, document analysis, pre-configured agents and workflow automation on one platform. More than a product announcement, this is a market shift: a telecom provider with over 140,000 business customers steps forward as a managed AI partner. Evaluate such offers beyond the data-sovereignty promise by looking at integration, contractual guarantees and total cost.

Sunrise Business describes the AI Assistant as a full-stack offering: infrastructure, development, data processing, operations and hosting all remain in Switzerland. According to the announcement, customer data, uploaded documents and workspace content are not used to train AI models. A multi-model architecture reduces dependence on any single global provider. The complementary "KMU Secure Connect" bundles internet, cloud telephony and integrated cybersecurity as a plug-and-work foundation.

CORE ACTION ITEMS

01 AI chat and document/data analysis in one interface

02 Pre-configured agents and workflow automation

03 Connection to existing business applications

04 AI Success Manager for use-case identification and rollout

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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