

Swiss Prime Site

A fast track to innovate living spaces

We, Swiss Prime Site together with our group companies – Swiss Prime Site Immobilien, Wincasa, Jelmoli, Tertianum and Swiss Prime Site Solutions –, constantly focus on developing sustainable living spaces and creating added value for all of our stakeholders. Innovation is a fundamental cornerstone of our strategy and through Swiss Prime Site Corporate Ventures, we offer game-changing ideas and start-ups a fast track to match them with the right opportunities in our business ecosystem, from property and portfolio management to service operations.

Success story: CARU, a user benefit-driven idea for senior care ...

One of our success stories evolves around CARU, a smart assistant that looks like a Bluetooth speaker. However, this IoT solution allows Tertianum, the largest private senior care operator in Switzerland, to facilitate its daily resident care services. The device allows the residents to connect to a trusted person or emergency contact directly by voice or button activation as well as it registers normal user routines and detects abnormal inactivity and active alarms any time, while being discreetly in the background. Consequently, CARU represents a prime example of how to leverage modern technologies to improve the three pillars of senior care – safety, autonomy and social inclusion – in an innovative and user benefit-driven way.

... validated through a successful pilot project

Tertianum provided an ideal environment to validate CARU's business idea and helped the start-up to pinpoint the customer pain points. The pilot project with three selected senior care homes allowed CARU to deep-dive into the operational business by shadowing the daily tasks of trained care assistants and nurses, and develop a solution, which has been enthusiastically adopted by all stakeholders.

While the initial use case was to empower the residents to lead a safer and more self-determined life, the solution also opens the door for new customer need-driven service offerings such as concierge services and hence, enable a platform to launch the future of senior care.



"We are excited that our solution was adapted with such ease. It became clear to everyone that CARU can make a difference not only for the residents but also for the personnel at the Swiss Prime Site group company Tertianum."

**SUSANNE DRÖSCHER, CO-CEO
& THOMAS HEBLING, CO-CEO, CARU**
+41 61 633 22 00
www.caruhome.com



THOMAS PAI
Head of Corporate Ventures and Development
thomas.pai@sps.swiss
+41 58 317 17 05



BASTIAN ZARSK BUENO
Corporate Ventures
bastian.zarskebueno@sps.swiss
+41 58 317 17 12



PHILIPP STUDER
Corporate Ventures
philipp.studer@sps.swiss
+41 58 317 17 70

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