



The city of business

Fertile ground for innovative
minds, e.g. Namics AG

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Substantial networking, the continual transfer of knowledge between business and research in and around St.Gallen – the University of St.Gallen (HSG), Universities of Applied Sciences, Empa – and the high rate of innovation produced by the city's businesses with their own R&D departments have all contributed to the creation of an outstanding climate for companies setting up, moving here or for young entrepreneurs. A prime example of this is Namics AG, a professional service company for e-business and online communications. Jürg Stuker, CEO and partner, describes the firm as a service provider that offers consulting and has plenty of experience and expertise in realising projects: «We are a consultancy firm, but we don't simply question, assess and recommend; we are able to realise and operate the ingenious concepts produced.»

Namics was established in 1995 as a spin-off project of the University of St.Gallen (HSG). The goal was to set up a cross-border electronic marketplace where Germany, Austria and Switzerland meet (Lake Constance Electronic Mall). Within five years of its establishment, the company had grown to around 70 employees. Today owner-managed Namics employs over 500 people at two locations in Switzerland (St.Gallen, Zurich) and at three in Germany (Frankfurt, Hamburg, Munich). In 2014, it posted revenue of CHF 62 million. In St.Gallen itself, Namics has a workforce of around 180 employees. Throughout, the city has remained the key location for concentrated expertise, experience and financial contributions.



Namics at a glance

- ↳ Leading service provider for e-business and online communications
- ↳ Over 500 employees, 180 of whom are in St.Gallen
- ↳ Annual revenue in 2014 of CHF 62 million
- ↳ Established as a spin-off project of the University of St.Gallen

Namics is unique thanks to its highly qualified employees, who act responsibly in achieving excellent, innovative results for its customers. «In order to remain innovative, we use an interdisciplinary approach in all product phases that produces solutions that are thought-out and long-lasting», says Stuker. «Consultants, project managers, programmers, creative and communication specialists work together on the same jobs, contributing their thoughts to finding solutions. If a customer wants an Intranet using xy technology, it is not only a task for the technicians, but for the sales and communications experts too. After all, the new Intranet will soon need motivated authors and users who want to explore the new tool and make it part of their daily work.»

Namics stays agile and innovative by encouraging curiosity. It regularly organises the «Namics Labs», which give employees the freedom they need over two days to try out the things they always wanted to put to the test but for which they never had the time. The result is innovative solutions that arise by themselves. Namics promotes lively public debate in a number of blogs. The company sets great store by practising a culture of open dialog, transparency and professionalism. This also includes positioning itself with wordmarks originating directly from employees and appearing in the form of their choice, for example: «Innovative. Professional. Young. Unique. St.Gallen. Namics.»

The company www.namics.com

Namics blog <http://blog.namics.com>

For Namics, St.Gallen is the ideal place to do business from. Since it was founded, Namics has remained firmly rooted in the city, where it finds the highly qualified employees that make the company what it is. It still depends to a great degree on the University of St.Gallen (HSG), especially for recruiting in consulting and project management. «We invest a lot in it», maintains CEO, Jürg Stuker, «We employ alumni and interns and offer support for student projects.» St.Gallen has won him over as a city with a high quality of life, outstanding schools, good transport links in close proximity to several airports and a politically and legally stable environment – ideal for international operations. Jürg Stuker is also delighted that Namics was awarded a plot of land with building rights by the city council in 2011. The groundbreaking ceremony has now taken place and construction of the new office building has started.

Many employees of long standing who are not from St.Gallen have settled with their families in the city and region. Namics CEO Stuker actually hails from Zurich himself, but has lived in the city with his family for several years. The quality of life for families is very good in St.Gallen.» His wordmarks for St.Gallen would be: «Close to nature. Family life. Comprehensible. In the east. Friends. Home. Namics. St.Gallen.

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