

THERE IS NO WAY BACK





Digital is the main reason just over half of the **companies** on the Fortune 500 have **disappeared** since the year 2000

Pierre Nanterme  
CEO of Accenture



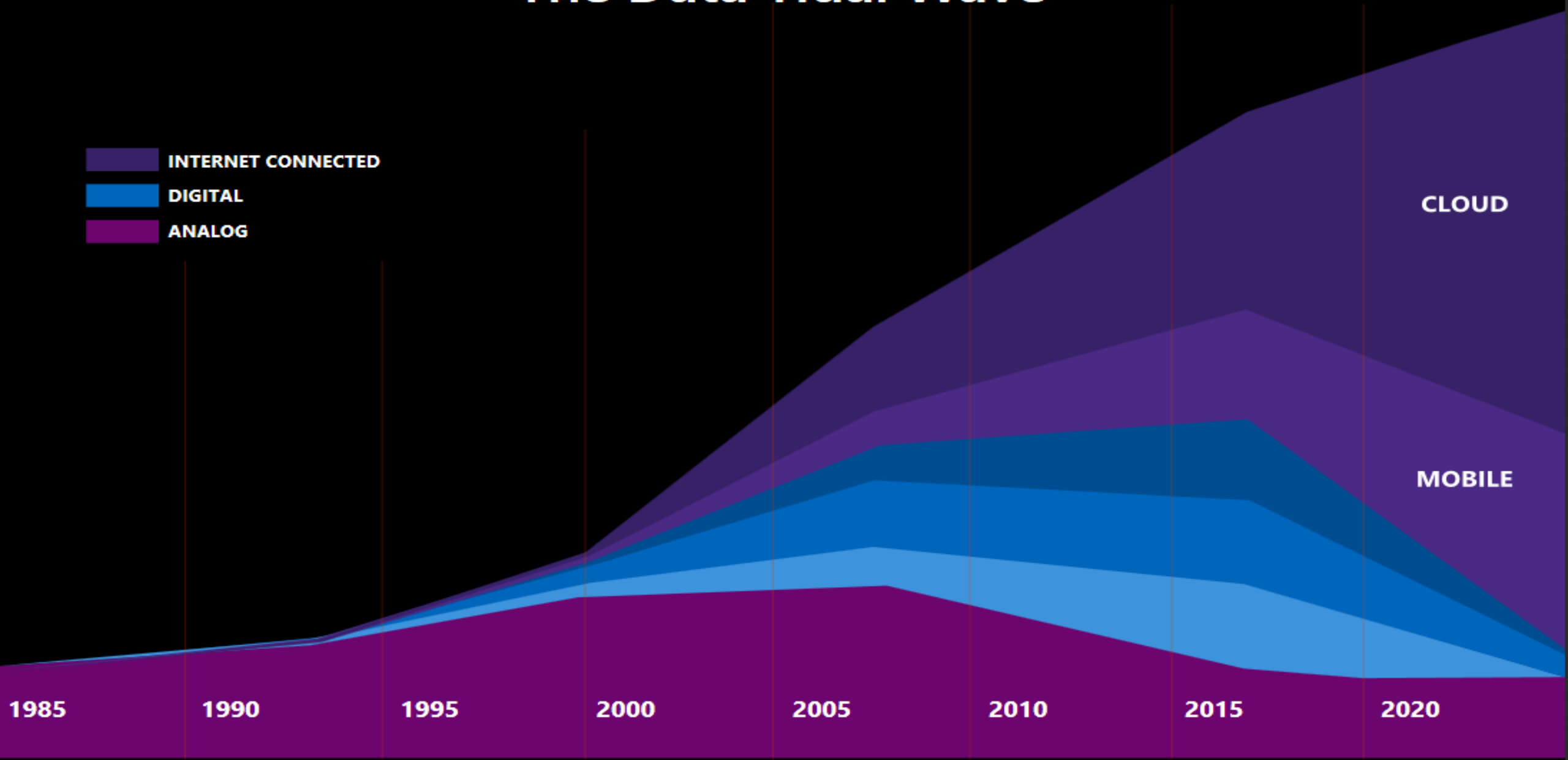
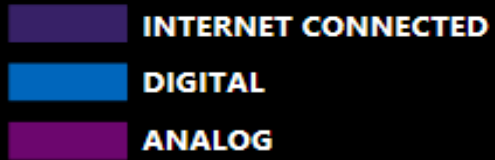
**Our businesses change**







# The Data Tidal Wave





4.4 ZB

In 2013, there were 4.4 zettabytes in digital data worldwide.



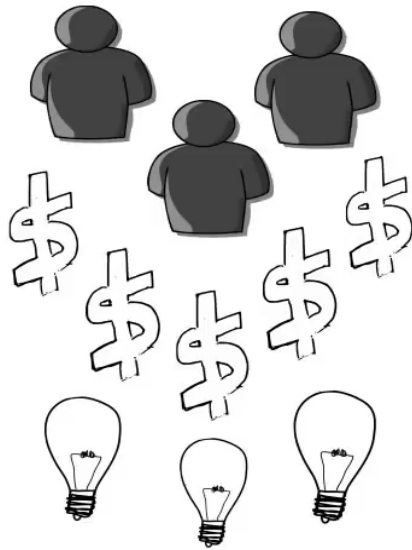
44 ZB

By 2020, it will be 44 zettabytes.  
That's 44 trillion gigabytes.  
The data is doubling every two years

# DIGITAL DISRUPTION

## DIGITAL DISRUPTION IS BETTER, STRONGER, FASTER

OLD DISRUPTION



10x  
Innovators

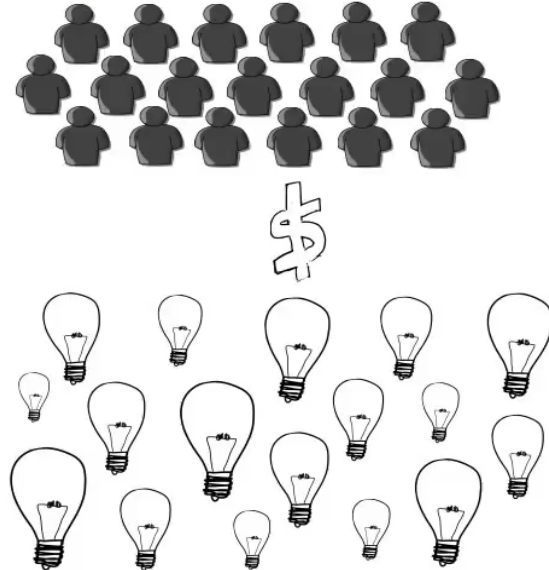
X

1/10th  
The Cost

=

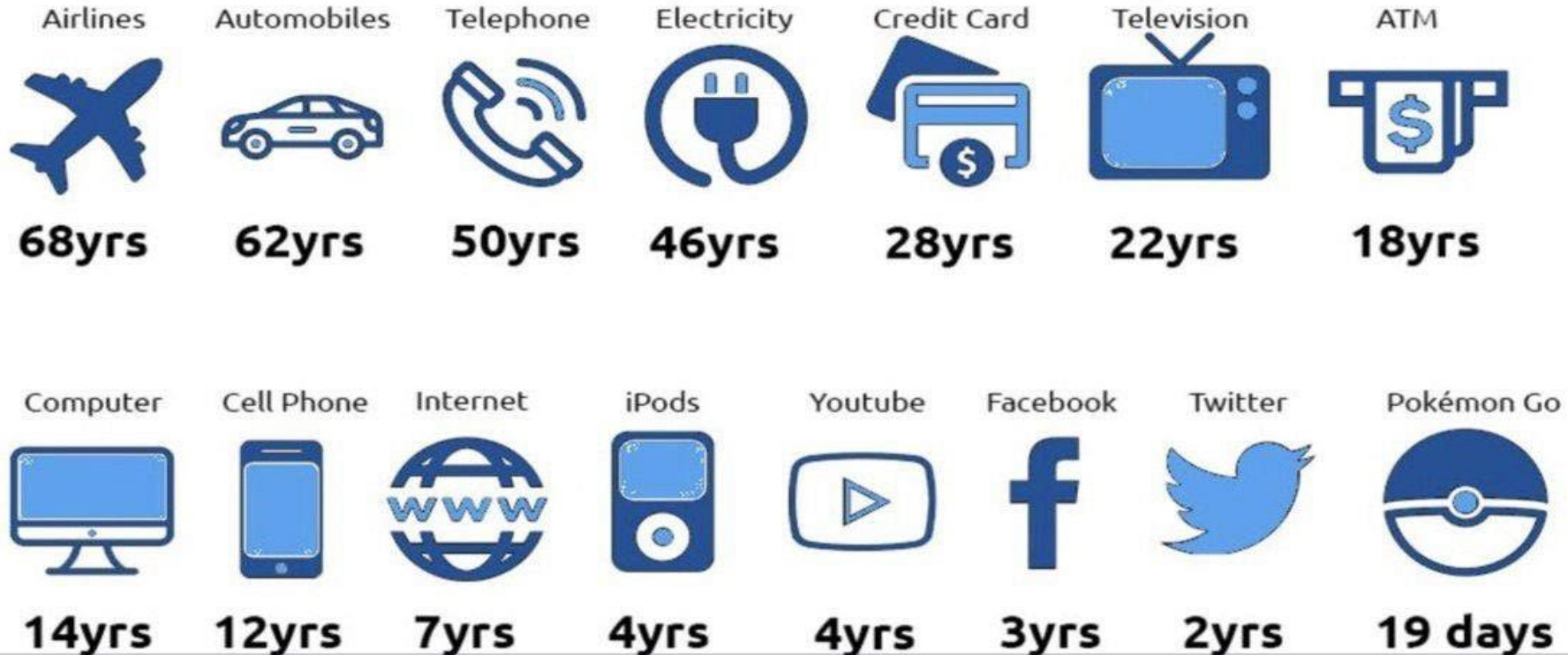
100X  
The Power

DIGITAL DISRUPTION

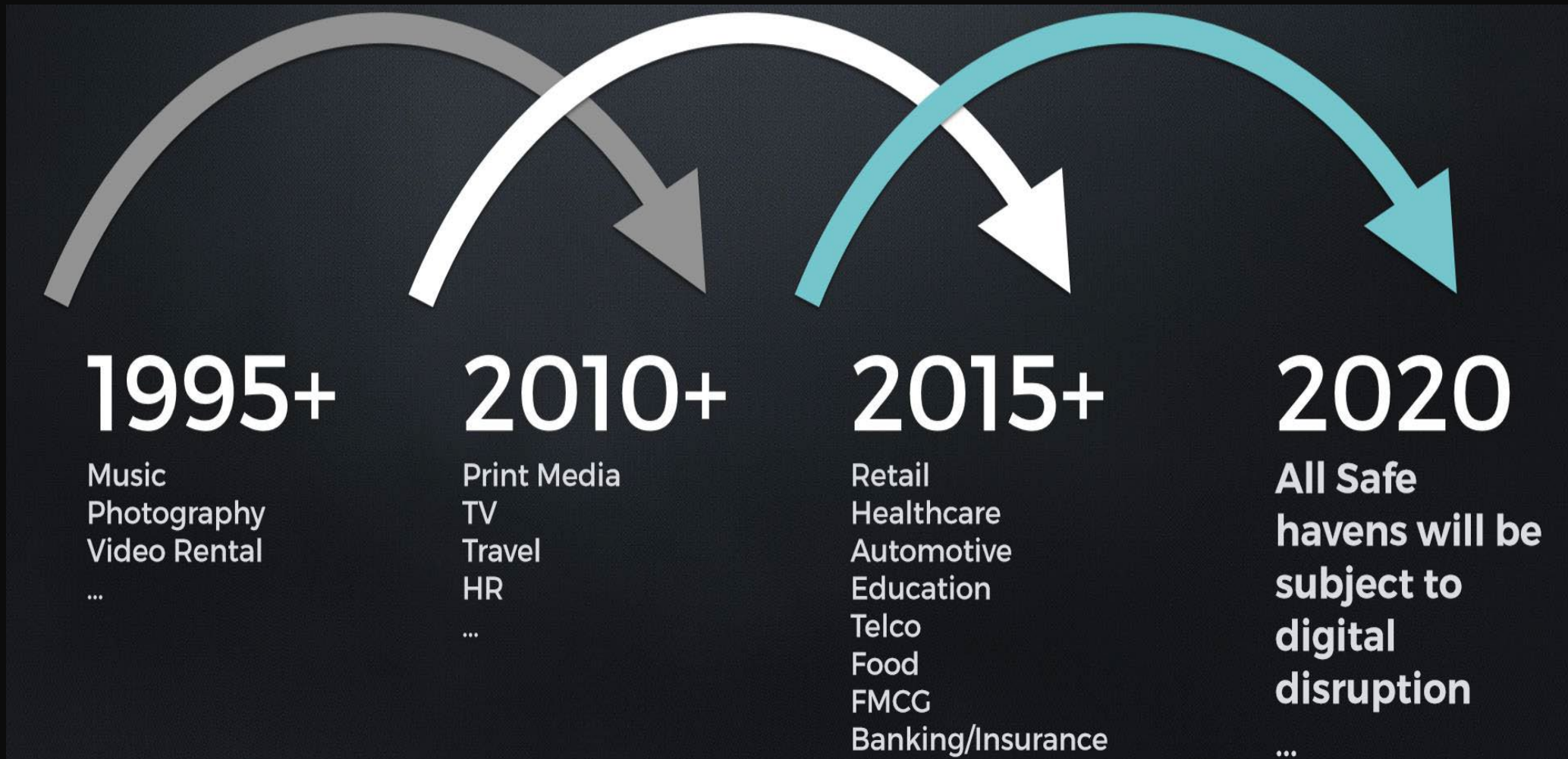


# IT'S FASTER...

## NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:



# ...AND IT'S EVERYWHERE





**UNLEASHING THE NEXT WAVE OF INNOVATION**



**ADOPT NEW TECHNOLOGY**





# CHANGE CULTURE



**CREATE A CULTURE  
OF INNOVATION**





# VIA DIGITAL TRANSFORMATION



▶RS:/0211 SEARCH / ON  
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ÖZGÜR ARAL  
DİKİM EVI  
KAYNAK YOLU TEM OCAK 2013  
SİYAH - İSTANBUL  
BANKA V.D. 07 257 6388  
T.C. KURUMSAL VERGİ DİREKTÖRLÜĞÜ  
MÜHÜR  
M. T. C. KURUMSAL VERGİ DİREKTÖRLÜĞÜ  
MÜHÜR  
PERAKELER  
SATIŞ BİREK  
SEPERE

Would you  
like you,  
if you met  
you?

UNION







**ARE YOU READY TO GO DIGITAL?**

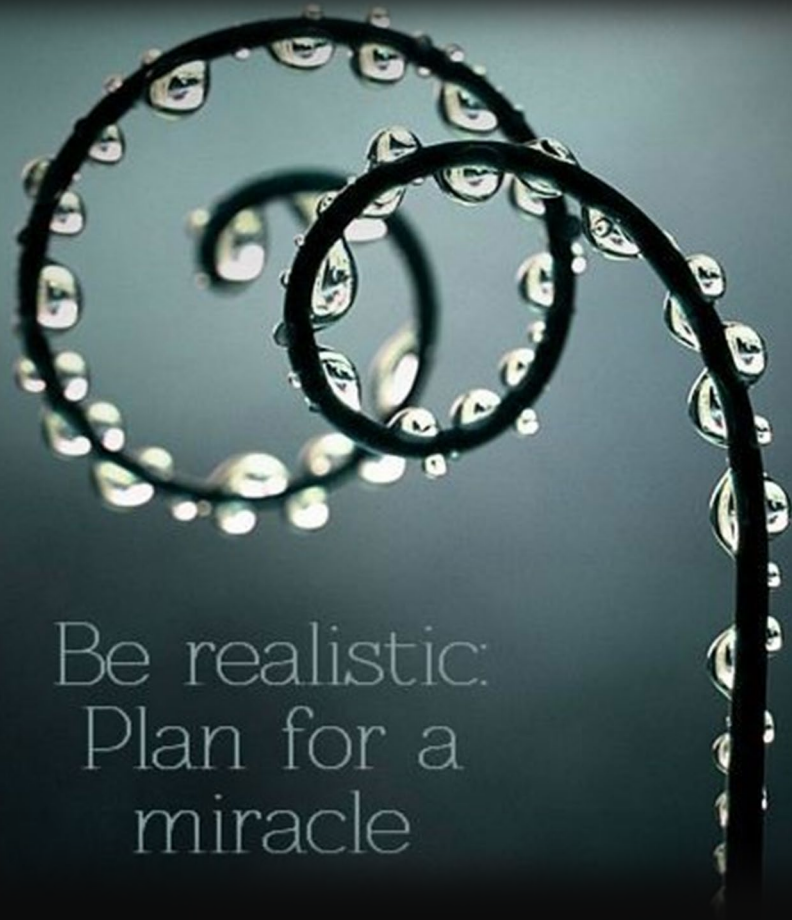
**ARE YOU  
READY  
TO INVEST**



**IN  
THE FUTURE?**



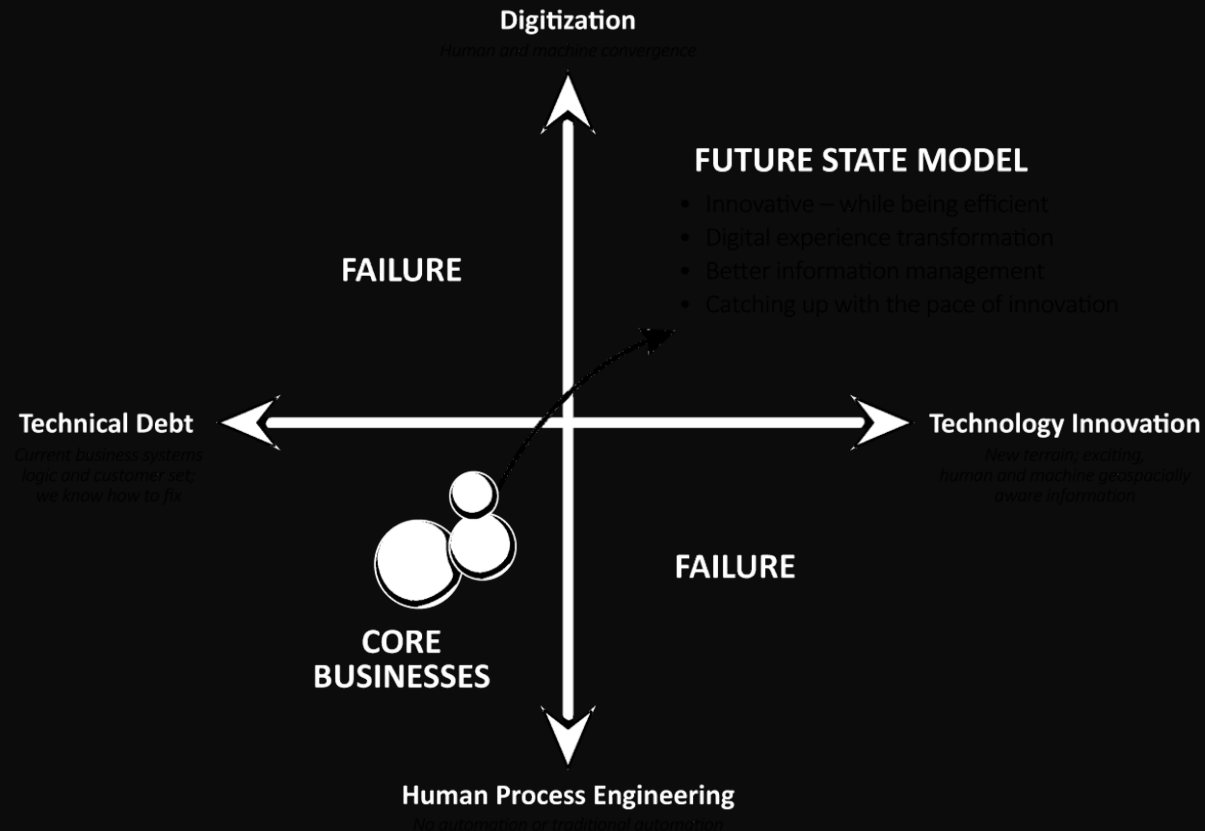
# NOW IS THE TIME



Be realistic:  
Plan for a  
miracle



# INVEST TO DIGITAL SERVICES





The way we **buy** is  
*changing*

The way you **sell** needs  
*to change!*

# DOOR TO DOOR DRIVEN



**1970s**



# MEDIA DRIVEN



1980s

# DIGITAL MEDIA DRIVEN



**2000s**



# ECOMMERCE DRIVEN



**2010s**

# TAKING THE ORDER.





# AUTOMATION DRIVEN



# EVEN THE DECISION PHASE IS VIRTUALIZING...





# CLAIM BACK THE FUNNEL!

AWARENESS



**YOU**

Building & REALLY using  
your social networks

CONSIDERATION



**YOU**

Becoming  
a TRUE thought leader

DECISION



**YOU**

Become a PRO consultant  
for your product/service



I SEE POTENTIAL CUSTOMERS

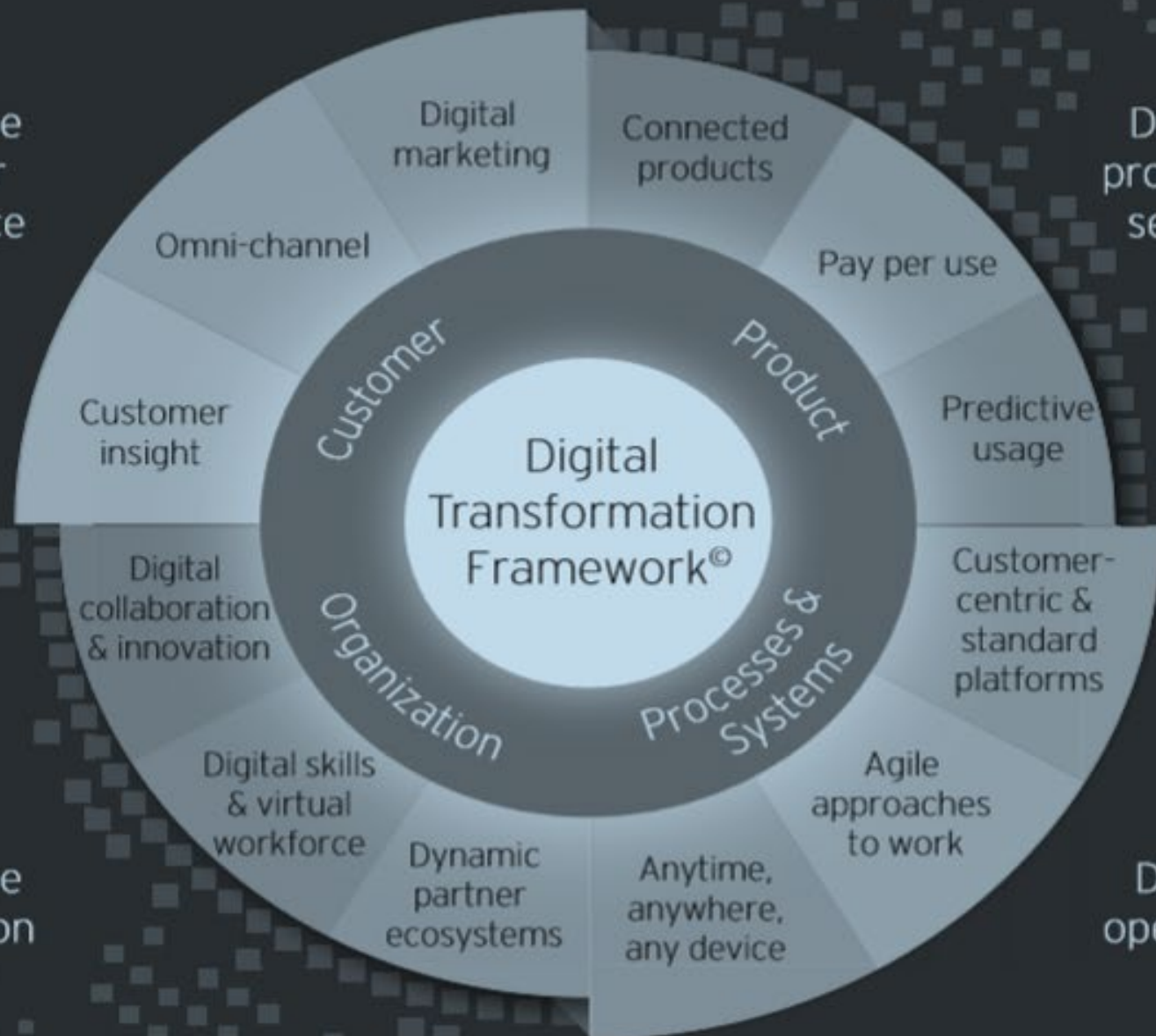
**THEY ARE EVERYWHERE**



# Cognizant's Digital Transformation Framework<sup>®</sup>

Digitize the customer experience

Digitize products & services



Digitize the organization

Digitize operations



**I CAN'T GET NO  
SATISFACTION!**



# CUSTOMER SATISFACTION

Across industries, the main incentive for Digital Transformation is customer experience and satisfaction.

	Total	Financial Services	Manufacturing	Retail
To improve customer experience/satisfaction	4,1	3,9	4,1	4,1
To improve the quality of existing products/services	3,9	4,2	3,9	3,8
To acquire new customers	3,8	4,3	3,9	4,2
Overall cost cutting	3,8	3,8	3,8	3,7
To enhance client insights	3,7	3,5	3,9	3,7
To improve business communication and collaboration	3,7	3,9	3,8	3,6
To improve IT and business alignment	3,6	3,9	3,5	3,5
To improve internal operational processes such as HR, finance, and procurement	3,6	3,6	3,7	3,6
To improve business agility	3,6	4,0	3,6	3,8
To develop and launch new products/services	3,4	4,1	3,6	3,4
To streamline the product portfolio	3,3	3,8	3,5	3,3
To expand into new markets (other regions or internationally)	3,1	3,0	3,5	3,2

Question: Please rate the importance of the following business priorities to your organization/department for the next 12 months.

Mean mark from 1 (least important) to 5 (most important)

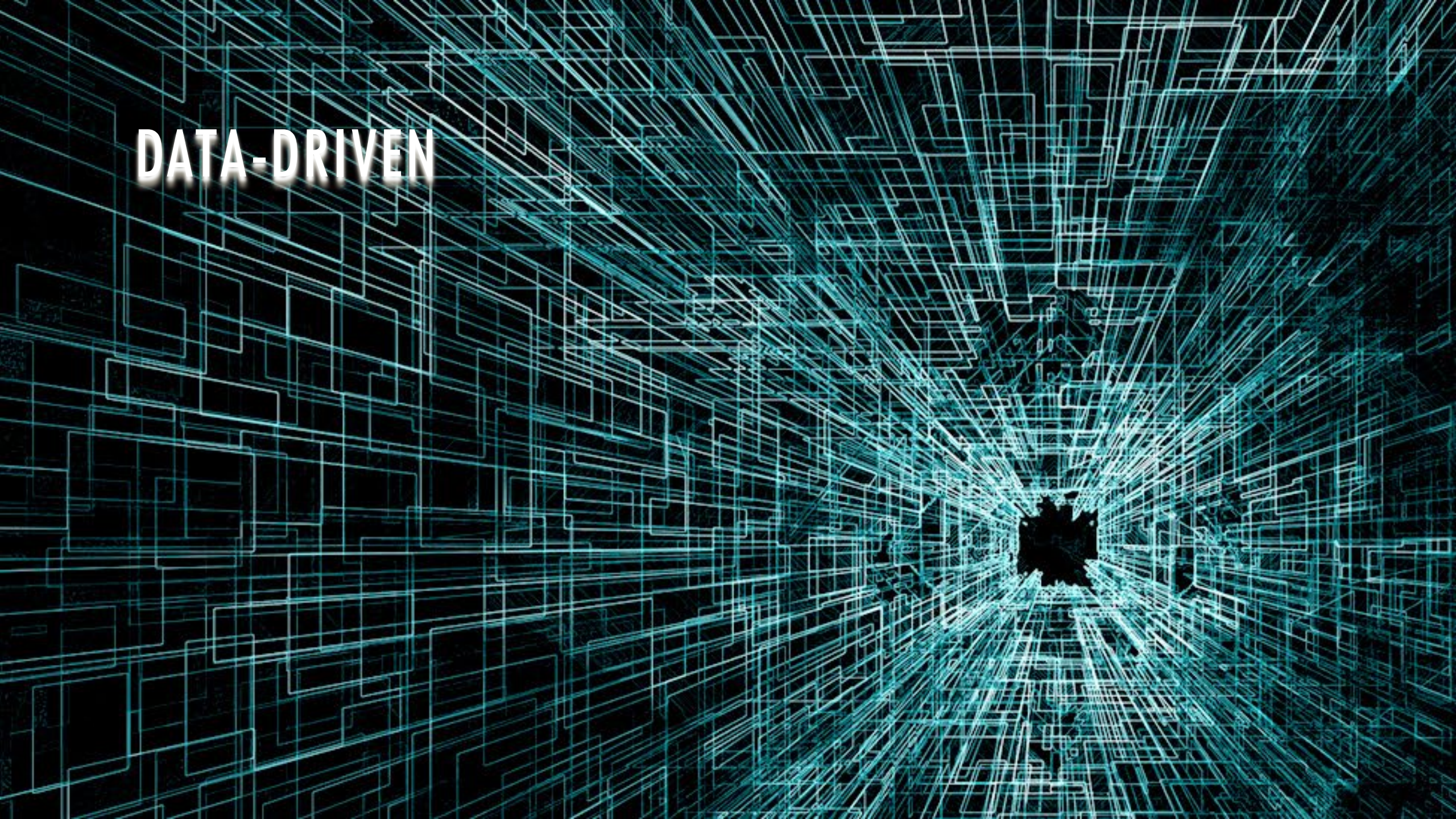
# CREATING POSSIBILITIES

Behind me is infinite power, before me is endless possibility,  
around me is boundless opportunity.

— *Mac Anderson* —



**DATA-DRIVEN**

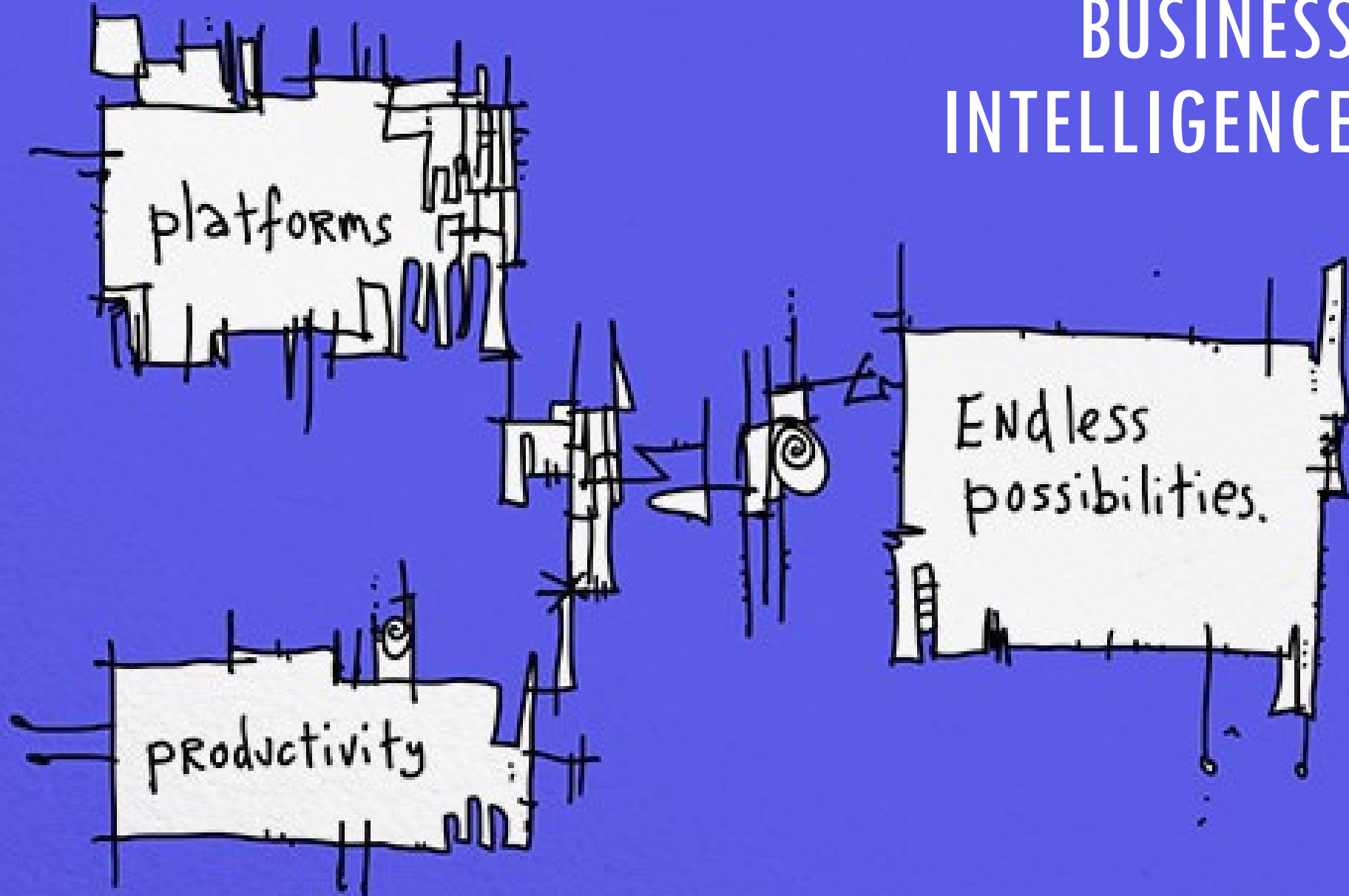




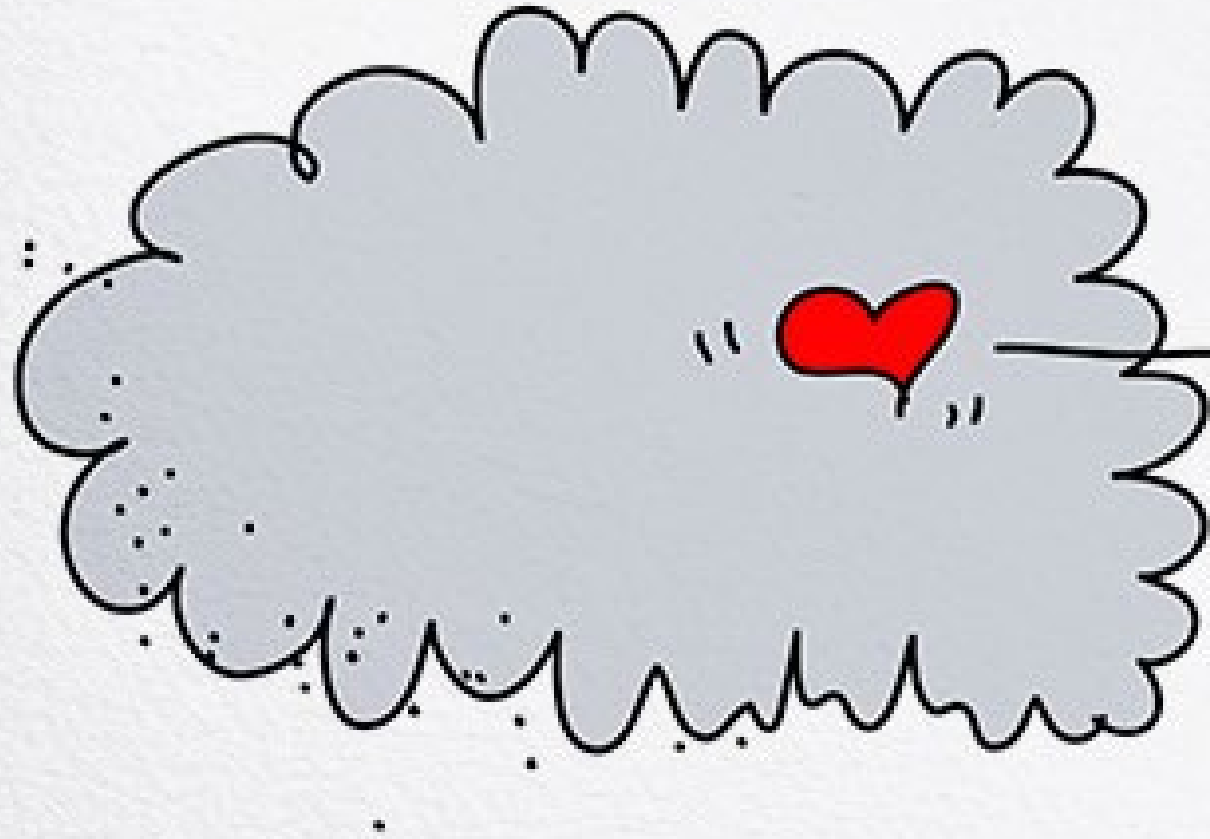
# DIGITAL SOLUTIONS

- ENGAGE CUSTOMERS WITH INNOVATIVE TECHNOLOGY
- BOOST PRODUCTIVITY WITH COLLABORATION
- OPTIMIZE OPERATIONS
- TRANSFORM PRODUCTS
- ENABLE NEW BUSINESS MODELS

# BUSINESS INTELLIGENCE



# CLOUD ECOSYSTEM



the cloud  
is where  
our  
heart is.



# END TO END INTEGRATED DIGITAL PLATFORM



## Email

- Business Email
- Migration/Setup



## Storage

- Backup
- Archive
- Disaster Recovery



## Security

- Endpoint Protection
- Firewall as a Service
- DDoS



## Office

- File collaboration
- Web conferencing



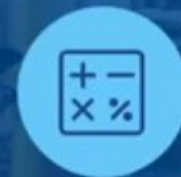
## Hosting

- Cloud Servers (WAP)
- Dedicated Cloud (Azure Private)
- Managed SQL



## CRM

- CRM Online
- E-signature
- Sales Force Automation



## ERP

- Financial
- Accounting
- Commercial



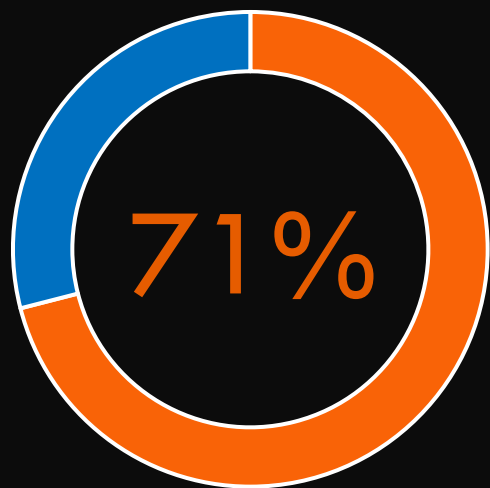
# SECURITY



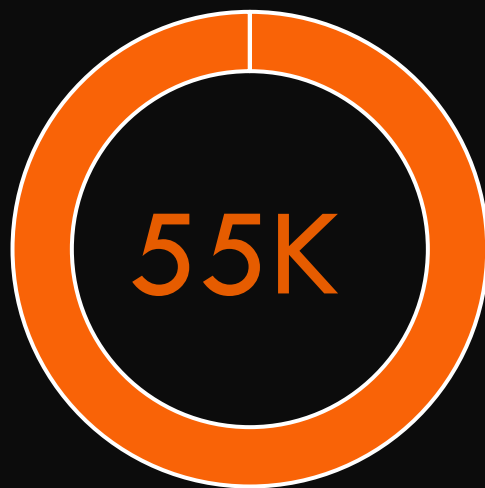


# THREAT LANDSCAPE FOR SMALL BUSINESSES

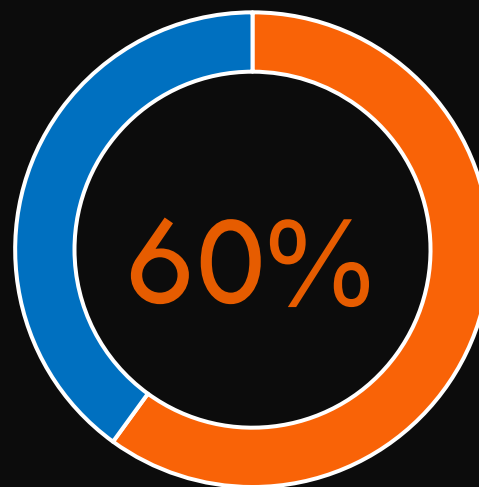
cyberattacks target  
small businesses



Compromised  
Devices by  
ransomware every  
month



small businesses  
closing after a  
cyberattack



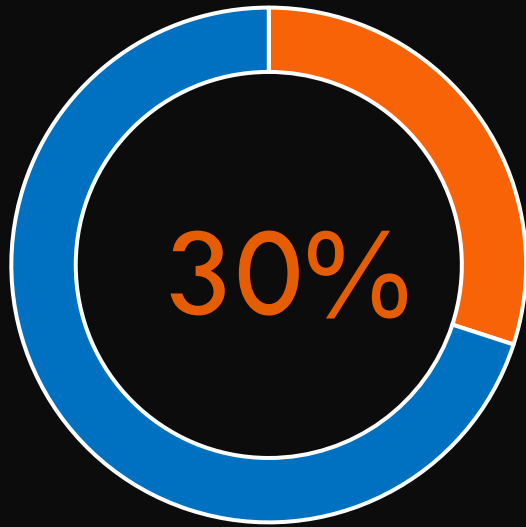
average cyber  
attack remediation  
cost



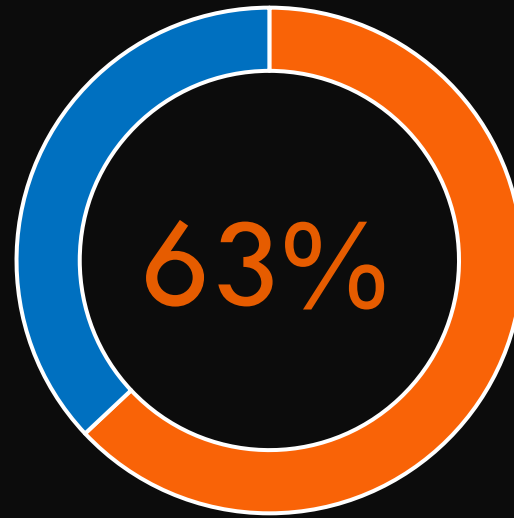


# WHY ARE ATTACKS SO SUCCESSFUL?

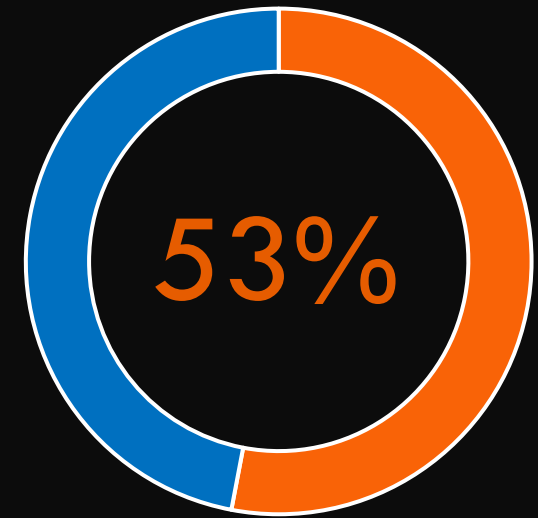
of users open emails from attackers, 10% click on attachments or links



of passwords are weak, default or stolen



of users accidentally share information



*It only takes hackers 4 minutes to get in your network, but 99+ days for businesses to discover they have been breached.*

# WHY BEING CLOUD

## DURABILITY

Services must sustain component failures

## ELASTICITY

Services and resources grow or shrink to meet demand

## CONTINUITY

Versions are upgraded while the service is running

# BENEFITS OF “AS A SERVICE”



**Reduce** time  
to market



**Shrink**  
development and  
maintenance costs



**Expand** your  
target market



**Focus** your resources  
on your core value  
proposition



# BENEFITS OF “AS A SERVICE”



**Reduce time** IT spends managing connectivity updates



Get users **quick access** to data source updates



Rapidly roll out access to new **entirely new data sources**



**Enhance** Security

# UPGR8 BUSINESS PACK



# DIGITAL NEED

A complete GDPR-compliant  
productivity and infrastructure solution

Always up-to-date technology in a  
cost-effective way with no upfront  
costs



A dedicated expert to help me operate  
and stay secure as my business grows



# A COMPREHENSIVE GDPR-COMPLIANT SOLUTION



- Hosted email with advanced security and antispam features
  - A robust Cloud Server for running critical business applications (CRM, ERP)
  - Professional Managed Services (Monitoring, Backup, OS Patching, AntiVirus)
  - Team Collaboration tools to enhance productivity and employee cooperation
- A reliable solution

# A RELIABLE SOLUTION



- With package pricing that guarantees the most affordable rates
- With the latest, always up-to-date technology
- Without costly hardware acquisition and maintenance
- With efficient scalability – start small and pay according to my growing needs

# UNPARALLELED MANAGEMENT AND SUPPORT



- 24/7 Support
- IT Technical Support
- *My infrastructure is secure, protected against multiple threats, up-to-date and always operating at peak performance*
- Cloud Server 24/7 Monitoring and Backup





Follow  
the  
Bee