

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

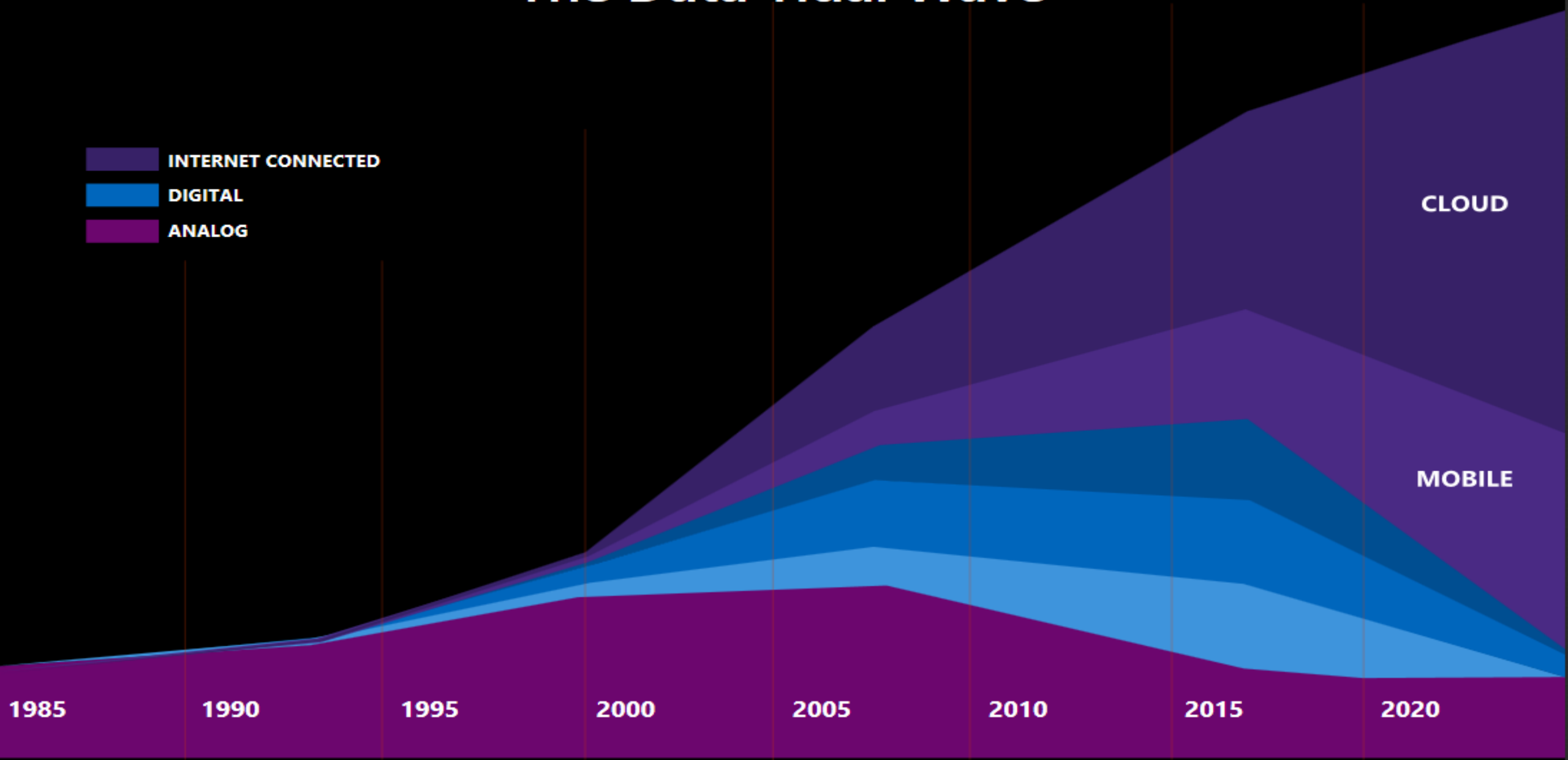
Our businesses change



DATA IS THE FUTURE



The Data Tidal Wave





4.4 ZB

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



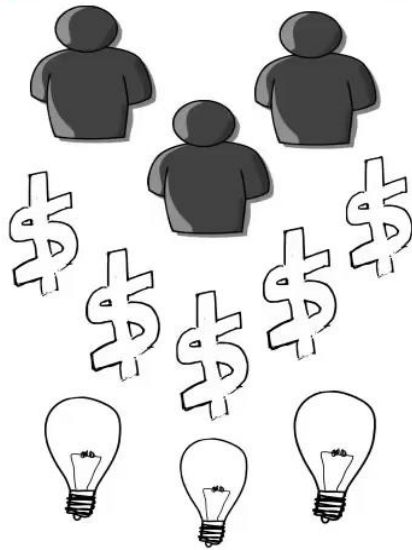
44 ZB

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

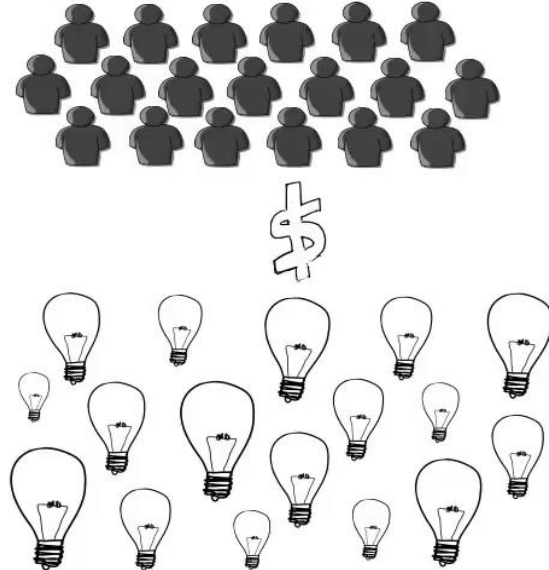
X

1/10th
The Cost

=

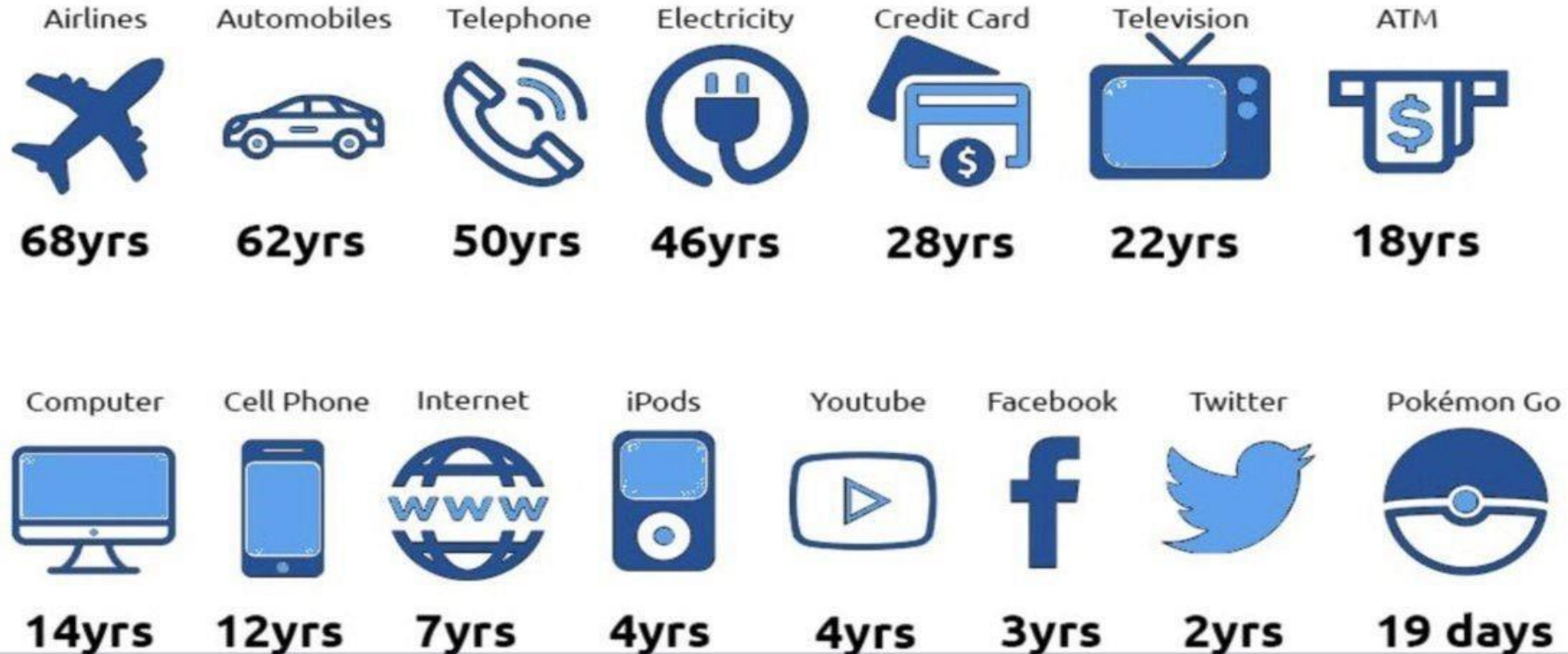
100X
The Power

DIGITAL DISRUPTION

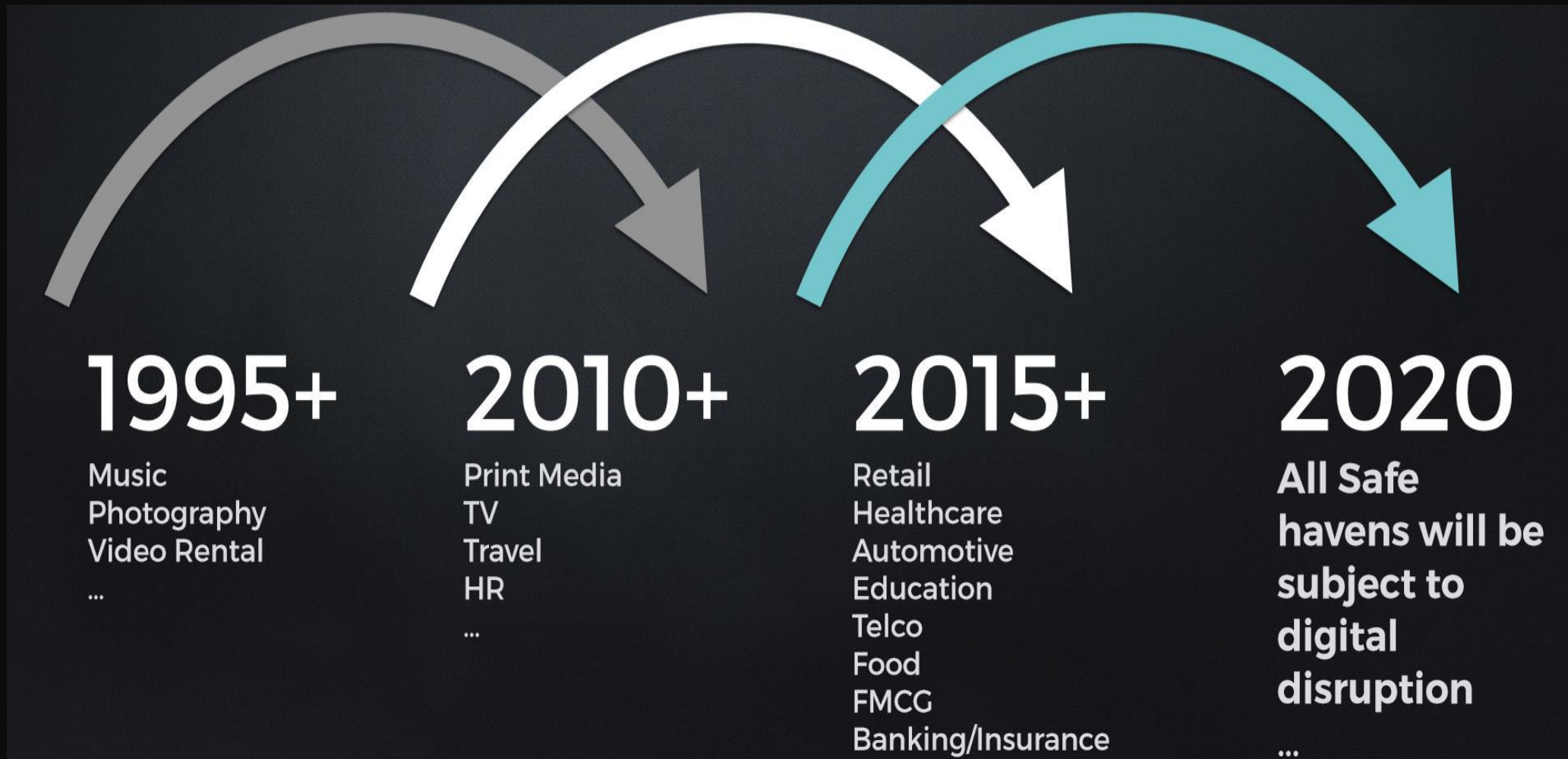


IT'S FASTER...

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



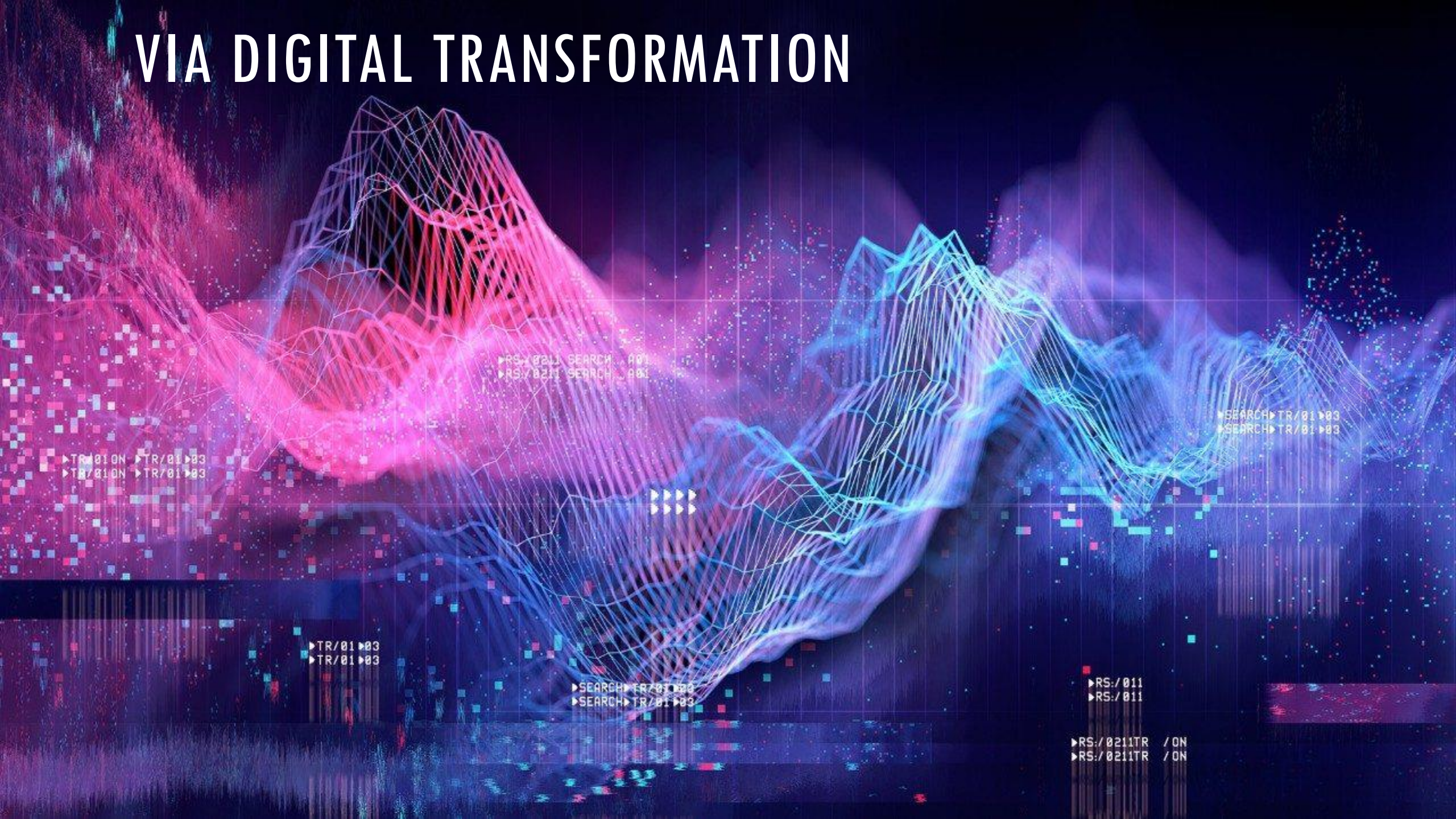
CHANGE CULTURE



**CREATE A CULTURE
OF INNOVATION**



VIA DIGITAL TRANSFORMATION



▶RS:/0211 SEARCH / ON
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ÖZGÜR ARAL
DİKİM EYL
KAYMAK. İZMİR 045 3013
SAYIN İZMİRLİLERİMİZ
T.C. KÜLTÜR VE TURİZM BAKANLIĞI
M. T. KÜLTÜR VE TURİZM BAKANLIĞI
M. T. KÜLTÜR VE TURİZM BAKANLIĞI

PERAKELER
SATIŞI
SERİSİ

MALİYE
T.C.
M. T. KÜLTÜR VE TURİZM BAKANLIĞI

Would you
like you,
if you met
you?

UNION





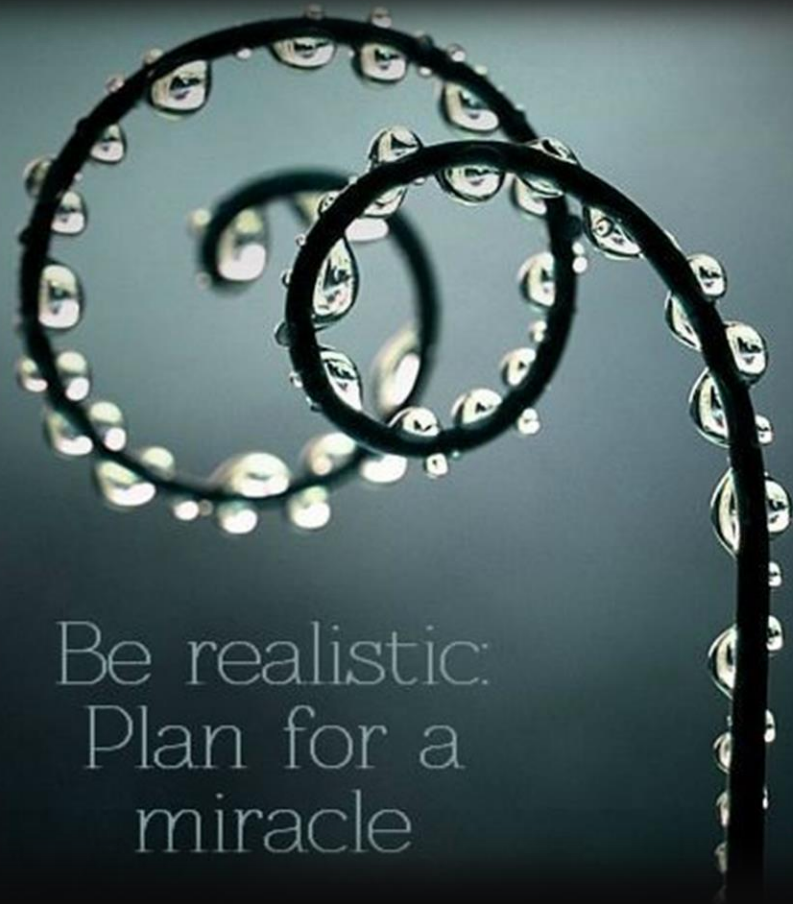
ARE YOU READY TO GO DIGITAL?

**ARE YOU
READY
TO INVEST**



**IN
THE FUTURE?**

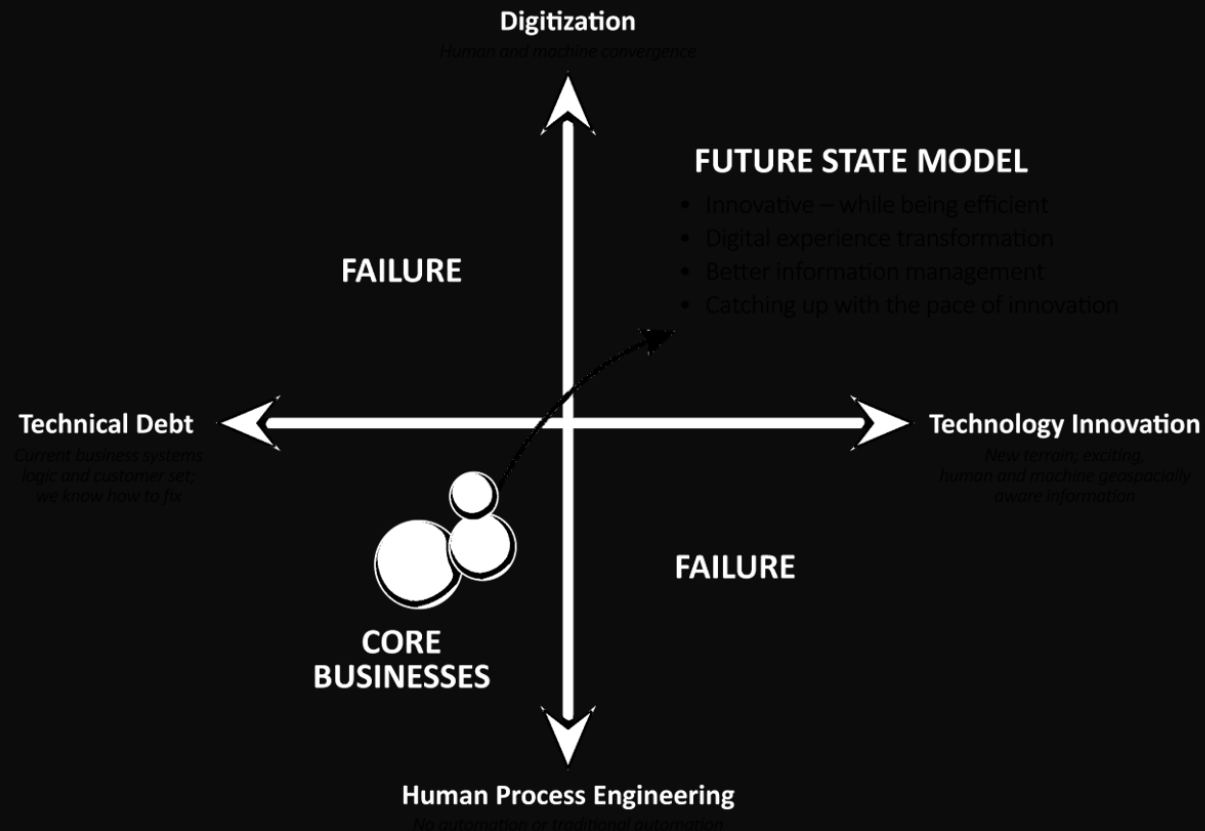
NOW IS THE TIME



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

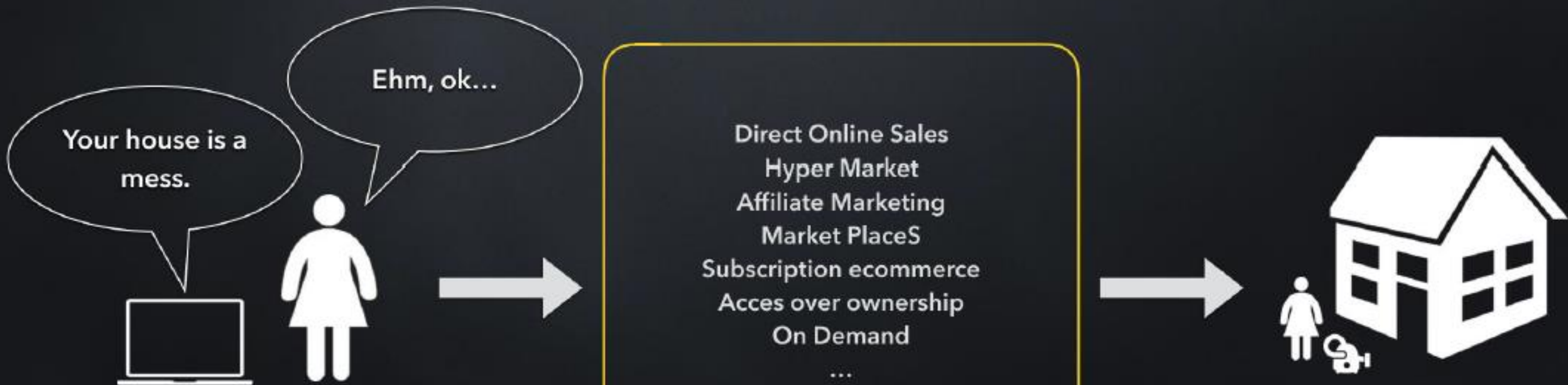


2010s

TAKING THE ORDER.



AUTOMATION DRIVEN



2020s

EVEN THE DECISION PHASE IS VIRTUALIZING...

AWARENESS



INTERNET

CONSIDERATION



INTERNET

DECISION



INTERNET

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



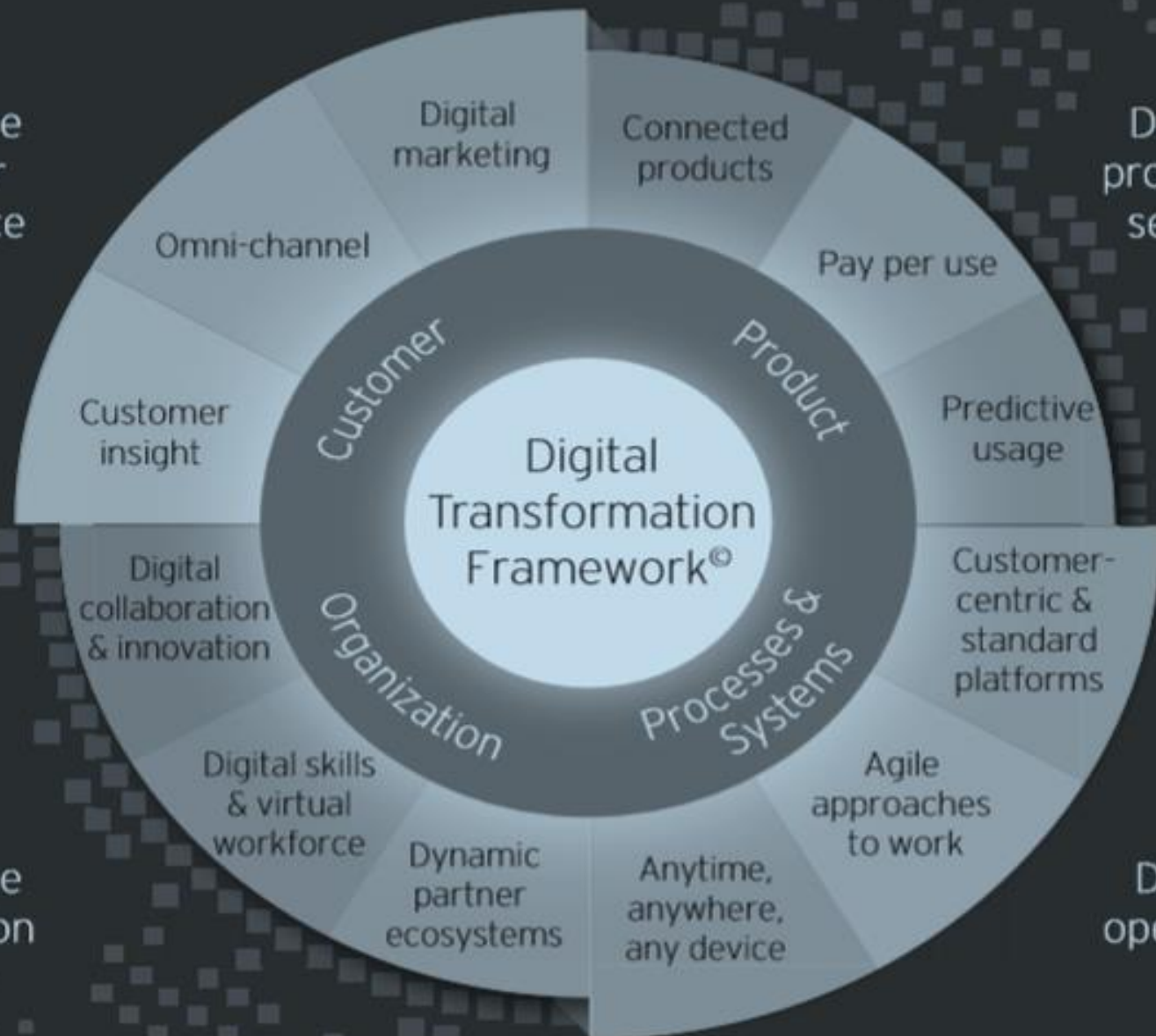
I SEE POTENTIAL CUSTOMERS

THEY ARE EVERYWHERE

Cognizant's Digital Transformation Framework[®]

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.

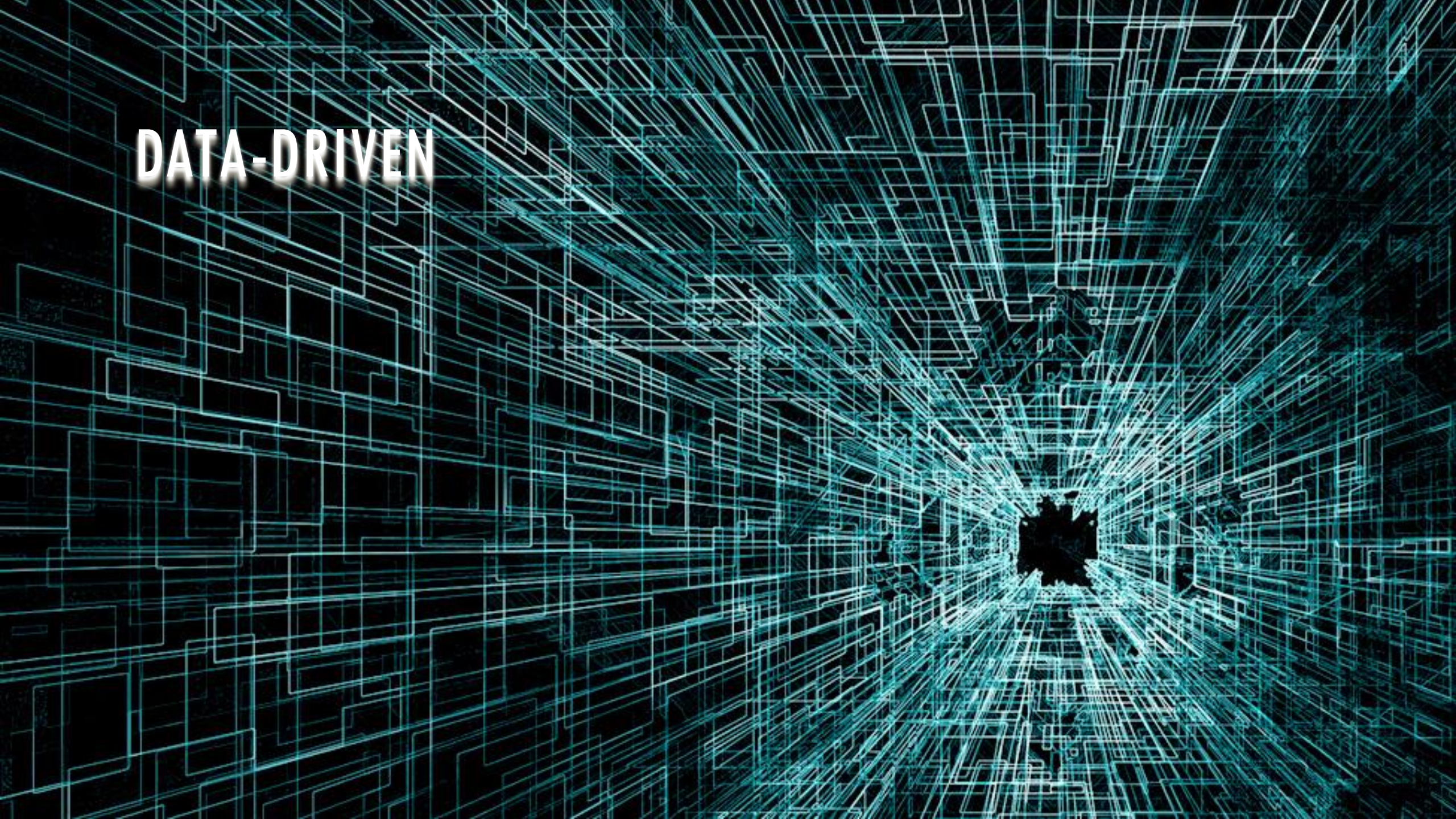
Mean mark from 1 (least important) to 5 (most important)

CREATING POSSIBILITIES

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

— *Mac Anderson* —

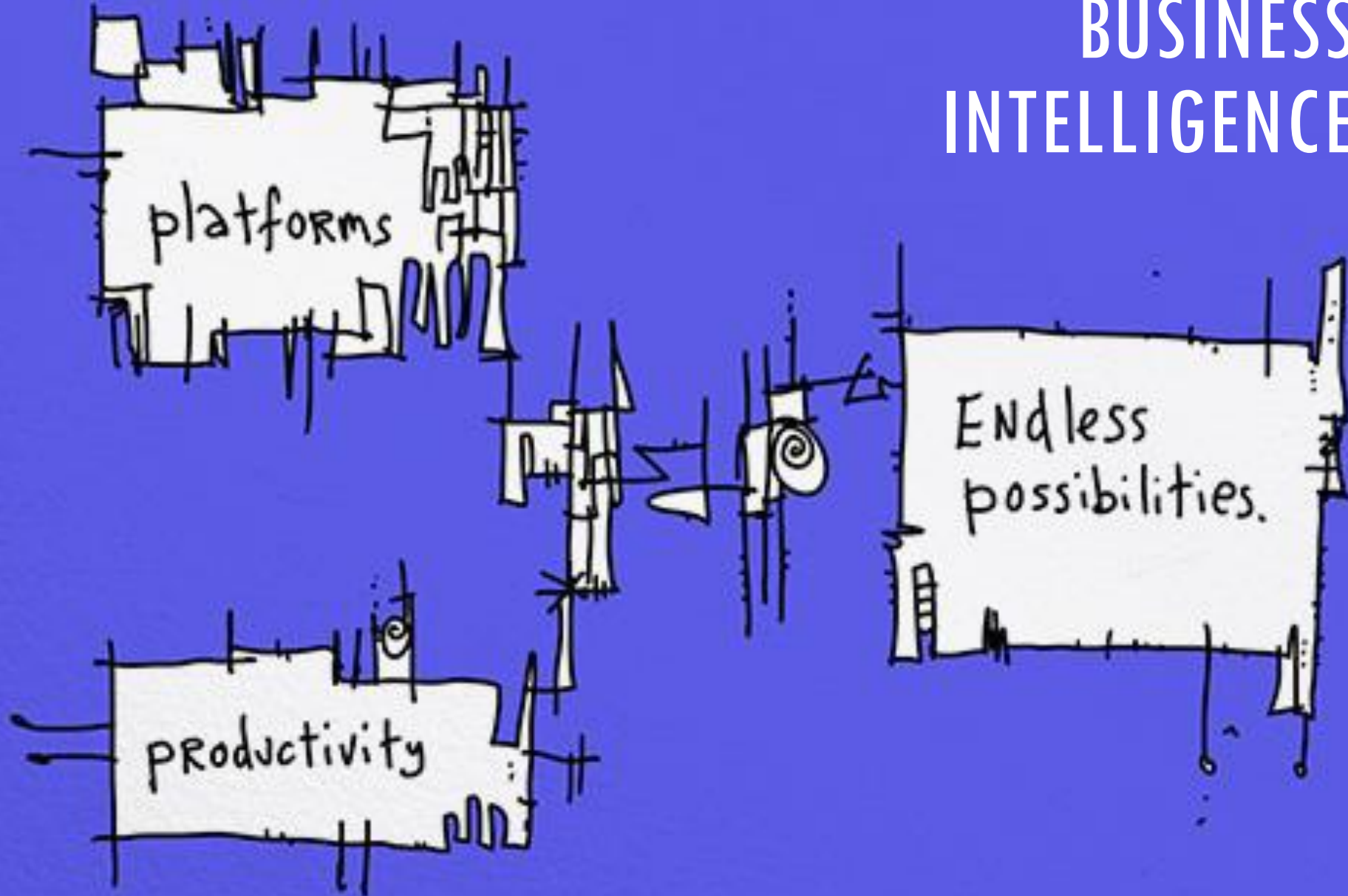
DATA-DRIVEN



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

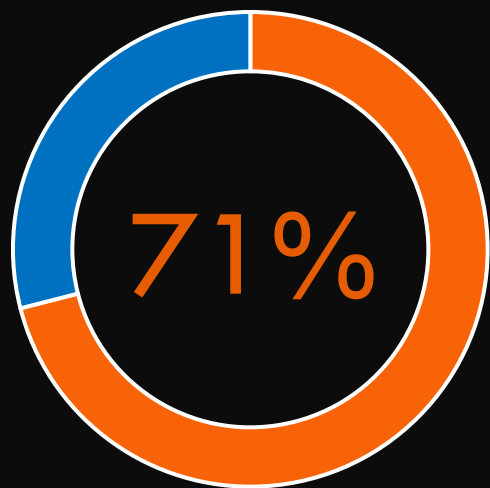
- Financial
- Accounting
- Commercial

SECURITY

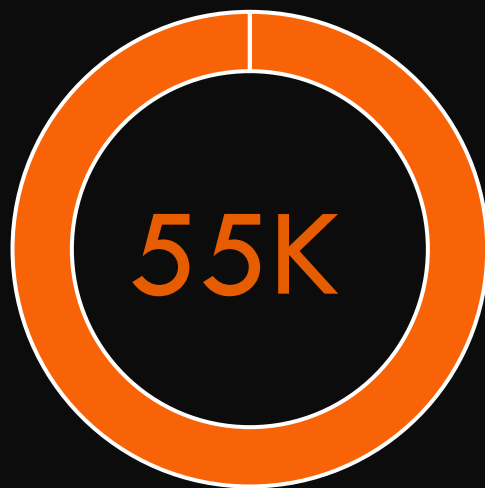


THREAT LANDSCAPE FOR SMALL BUSINESSES

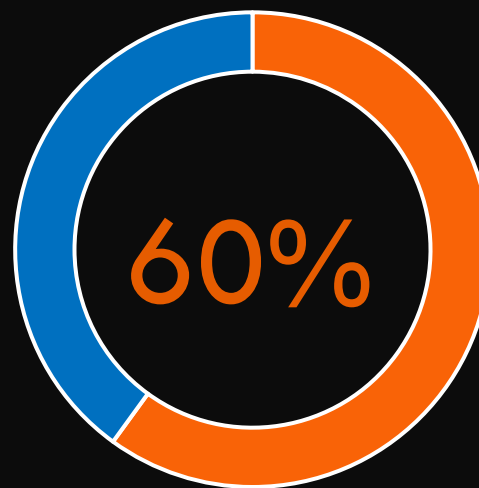
cyberattacks target
small businesses



Compromised
Devices by
ransomware every
month



small businesses
closing after a
cyberattack

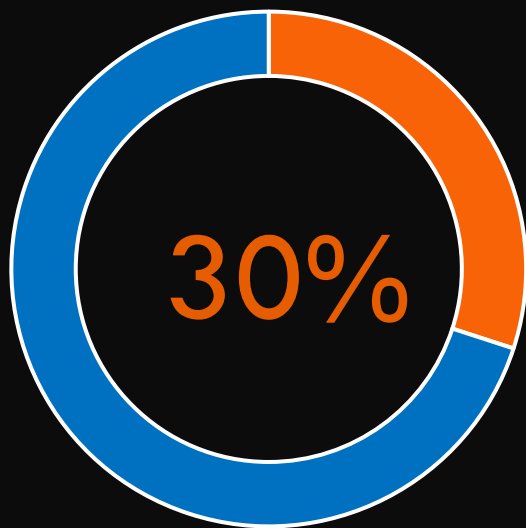


average cyber
attack remediation
cost

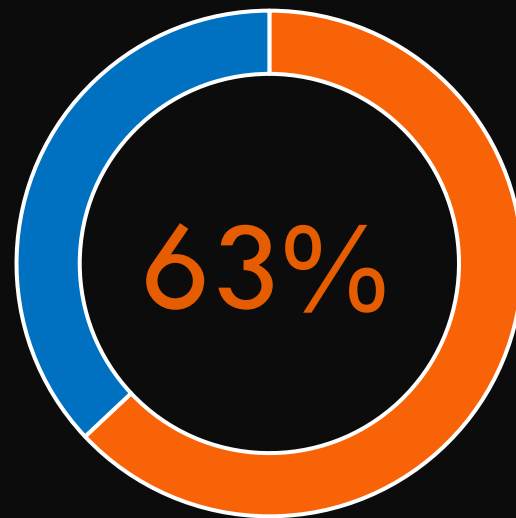


WHY ARE ATTACKS SO SUCCESSFUL?

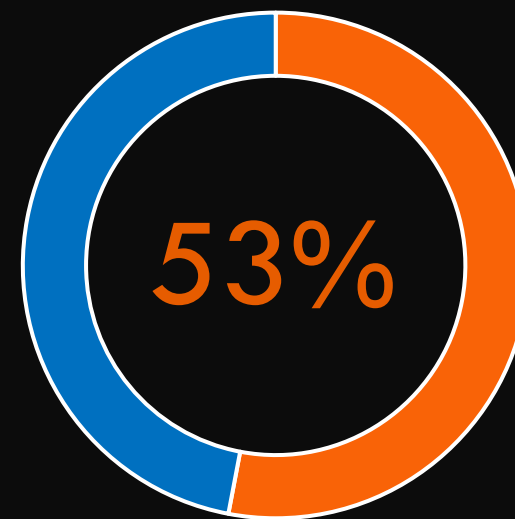
of users open emails from attackers, 10% click on attachments or links



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



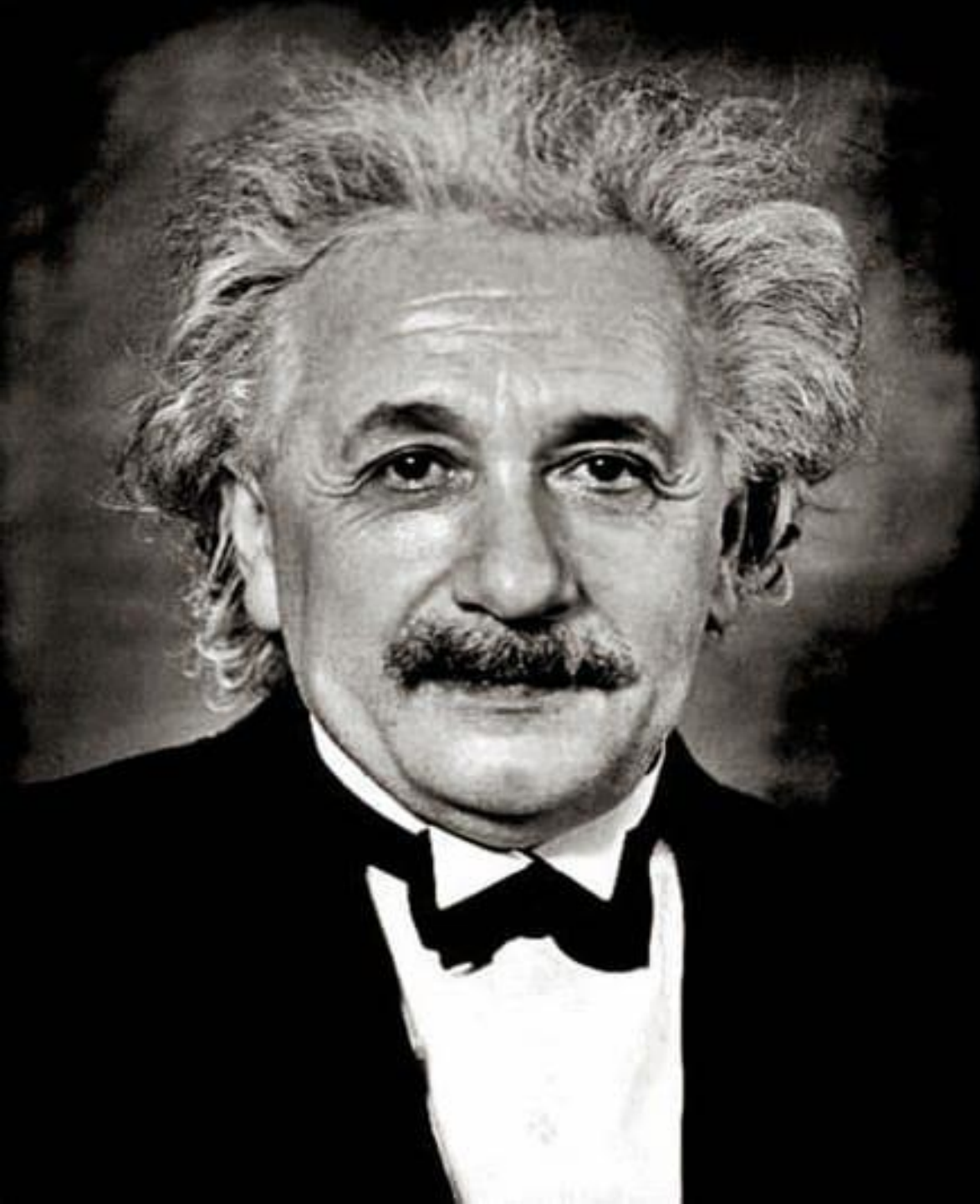
Get users **quick access** to data source updates



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



Enhance Security



Ο κόσμος δεν θα καταστραφεί
από αυτούς που κάνουν το κακό,
αλλά από αυτούς που
παρακοιθούν χωρίς να
κάνουν τίποτα.

Albert Einstein

UPGR8 BUSINESS PACK



DIGITAL NEED

Μια πλήρη GDPR-Compliant λύση
παραγωγικότητας και υποδομής

Πάντα ενημερωμένη τεχνολογία
με οικονομικά αποδοτικό τρόπο
και χωρίς αρχικό κόστος



Έναν ειδικό που θα με βοηθήσει να
να λειτουργήσω και να είμαι ασφαλής
όσο μεγαλώνει η επιχείρησή μου

ΜΙΑ ΟΛΟΚΛΗΡΩΜΕΝΗ GDPR-COMPLIANT ΛΥΣΗ



- Hosted email με προηγμένες λειτουργίες ασφάλειας και **antispam**
- Έναν ισχυρό Cloud Server για την εκτέλεση των κρίσιμων επιχειρηματικών εφαρμογών (CRM, ERP)
- Επαγγελματικά Managed Services (Monitoring, Backup, OS Patching, AntiVirus)
- Team Collaboration για αύξηση της παραγωγικότητας και τη συνεργασία των υπαλλήλων

ΜΙΑ ΣΤΙΒΑΡΗ ΛΥΣΗ



- Με τιμολόγηση πακέτου η οποία εγγυάται τις πιο προσιτές τιμές
- Με την τελευταία, πάντα ενημερωμένη τεχνολογία
- Χωρίς δαπανηρή απόκτηση hardware και συντήρηση
- Με αποτελεσματική κλιμάκωση – αρχίζω χαμηλά και πληρώνω ανάλογα με την αύξηση των αναγκών μου

ΑΠΑΡΑΜΙΛΛΗ ΔΙΑΧΕΙΡΙΣΗ ΚΑΙ ΥΠΟΣΤΗΡΙΞΗ



- 24/7 Υποστήριξη
- IT Τεχνική Υποστήριξη
- Η υποδομή μου είναι ασφαλής, προστατευμένη από πολλαπλές απειλές, ενημερωμένη και πάντα τρέχει με κορυφαία απόδοση
- Cloud Server 24/7 Monitoring και Backup



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