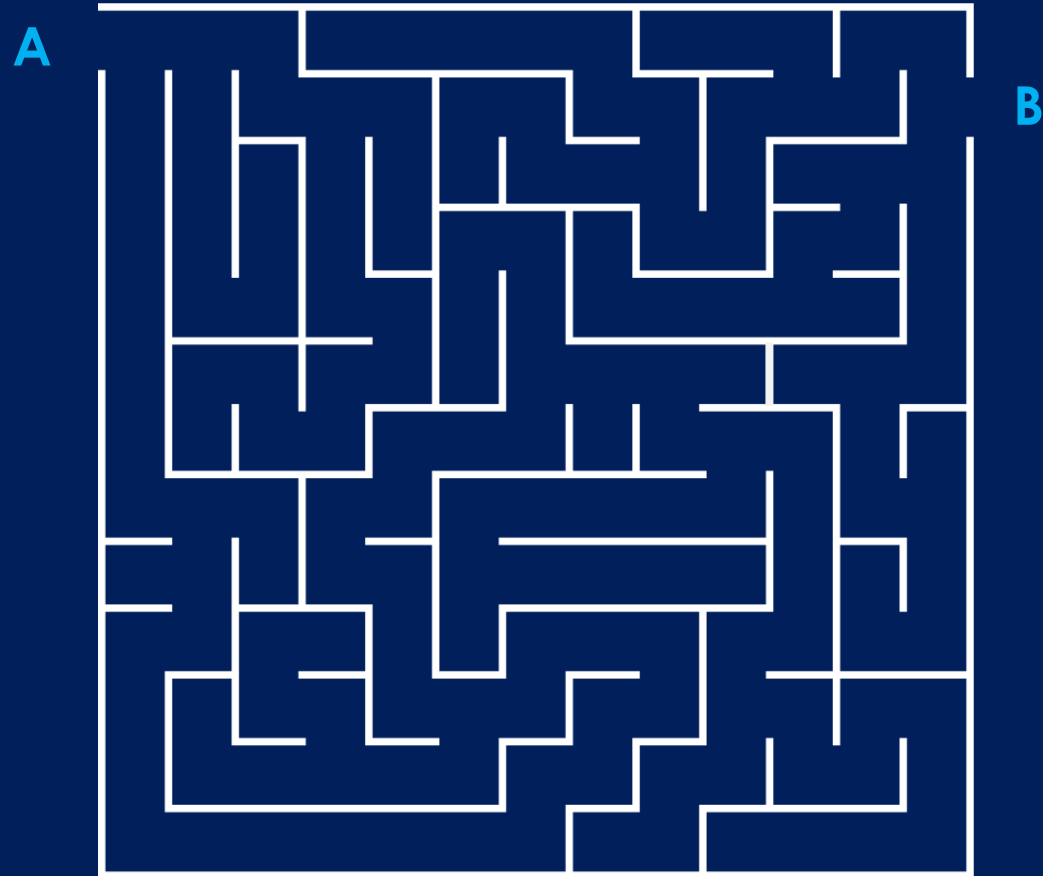


WIIT TAKES YOUR BUSINESS ABOVE THE CLOUDS

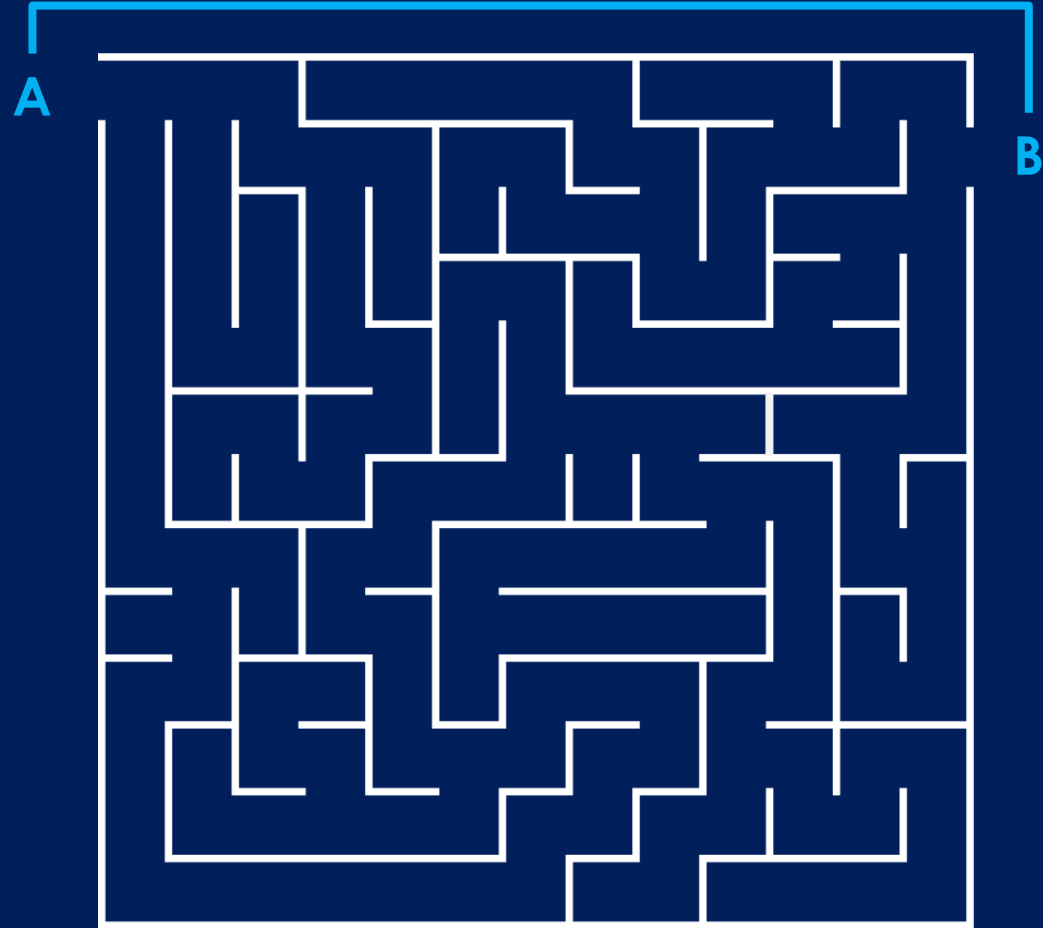
Partner Day – Esperienza vs Innovazione: la visione di WIIT

Milano, 11-05-2022

Solve the maze puzzle: link A and B



Solve the maze puzzle: link A and B



“

*Experience works...
...till it doesn't*

”

Wrong Decisions: What are the risks?



BEING SURPASSED

Someone who does it **faster** (and possibly **better**)



TECH/TRENDS MISMATCH

Someone who **understands the changes** and can fulfill new needs given by new conditions



COMPETENCIES MISMATCH

Someone who makes it differently or **thinks it differently**



SHRINK/END BUSINESS

To be **forced** to change is different from **willing** to change



WE ALWAYS DID IT
THIS WAY

...and some Victims



VS NETFLIX



BEING SURPASSED

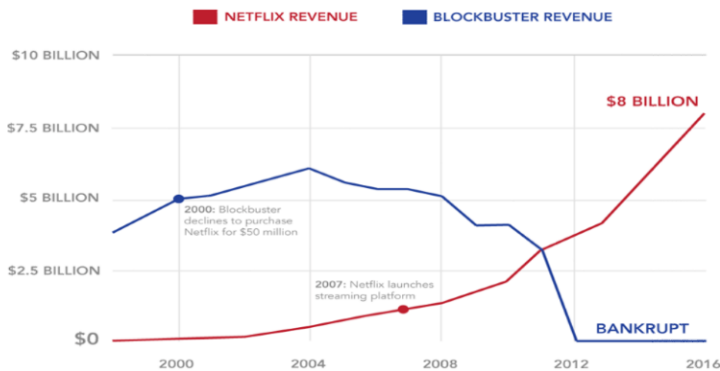


TECH/TRENDS MISMATCH



END BUSINESS

NETFLIX VS. BLOCKBUSTER (1998 - 2016)



Source: Disrupted or Disrupter: Which One Will You Be? (Cloud Technology Partners, 2017)



VS



BEING SURPASSED



TECH/TRENDS MISMATCH



COMPETENCIES MISMATCH



SHRINK BUSINESS

From the period 1980's-1990's Kodak encountered problems of market share, revenues, competitors and technological explosion which was rapidly threatening the survival of their business, due to lack of vision (rising digital cameras) and poor management skills.



VS



TECH/TRENDS MISMATCH



COMPETENCIES MISMATCH



SHRINK/END BUSINESS

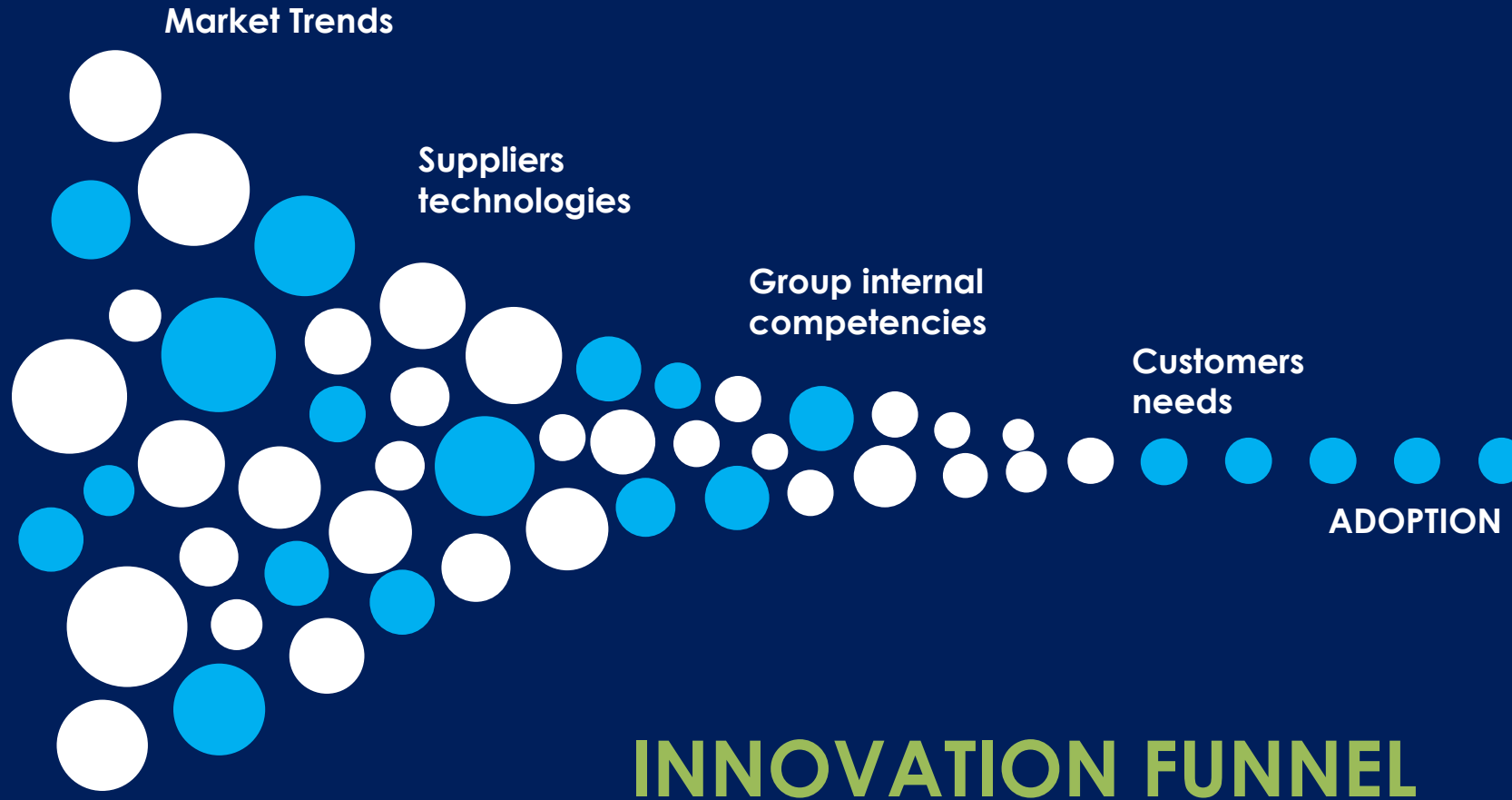
In 1963 MIVAR went from Radio to TVs. Key levers were price competitiveness, robustness of the products. They didn't see the rising digital era (LCDs flat TVs). End of production in 2000. From 2014 they tried to enter the furniture market with poor results.



INNOVATION DRIVES BUSINESS GROWTH

Greater organizational **complexity** and fluctuating macroeconomic trends, combined with **lower barriers** to entry for smaller competitors, make **sustaining growth** increasingly challenging

WIIT Innovation: What is the Process



WIIT intercepts the **main trends and technological innovations** and, when these have reached the due maturity on the reference markets (adoption rate at least 20%), it tries to introduce them on the Italian market, **together with its suppliers, building tailor-made services for its customers.**

WIIT Innovation: Key Levers

AUTOMATION



Reduce human **effort and error**
Increase efficiency of services
Increase company «**tech appeal**»



Some NEW Services:



Cloud4Europe
Openstack



Kubernetes for
Critical Apps



Digital Platform

BUSINESS FOCUS



Solve a **customer's business need**
Differentiate offering from competitors
 Speak with **business owners**



Some NEW Services:



Cybersecurity –
OT for
Manufacturing

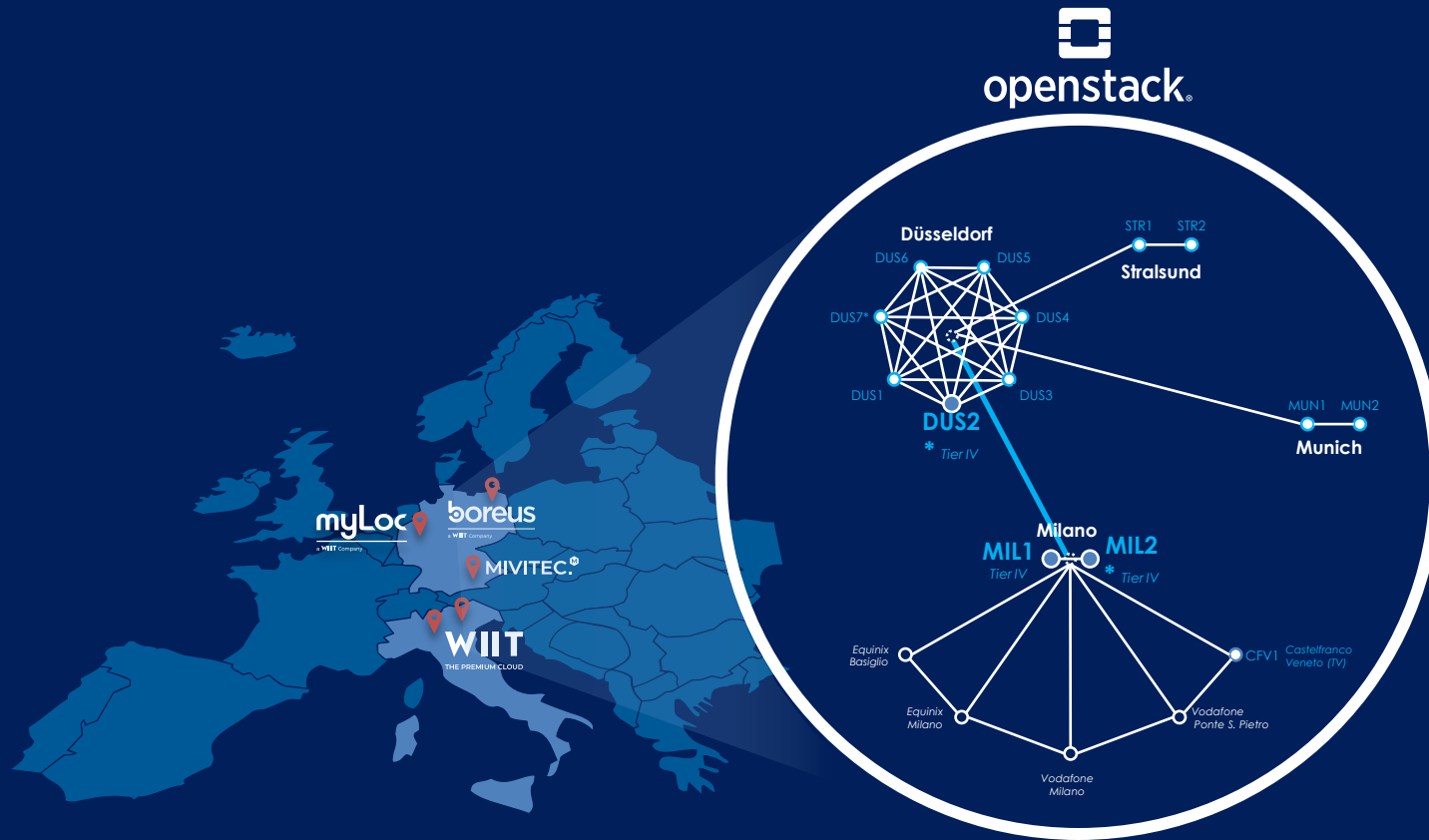


Cybersecurity –
Threat
Intelligence for
Legal



Digital Process
(Finance, HR,
Claim)

Cloud4Europe (also for) Openstack



* Under construction - DUS2 (Tier IV), DUS7, MIL2 (Tier IV)



Self service IaaS Small Customers



Self service IaaS Small Enterprise



Self service IaaS Enterprise already used to OpenStack



Managed Services for Clients with non-critical Services

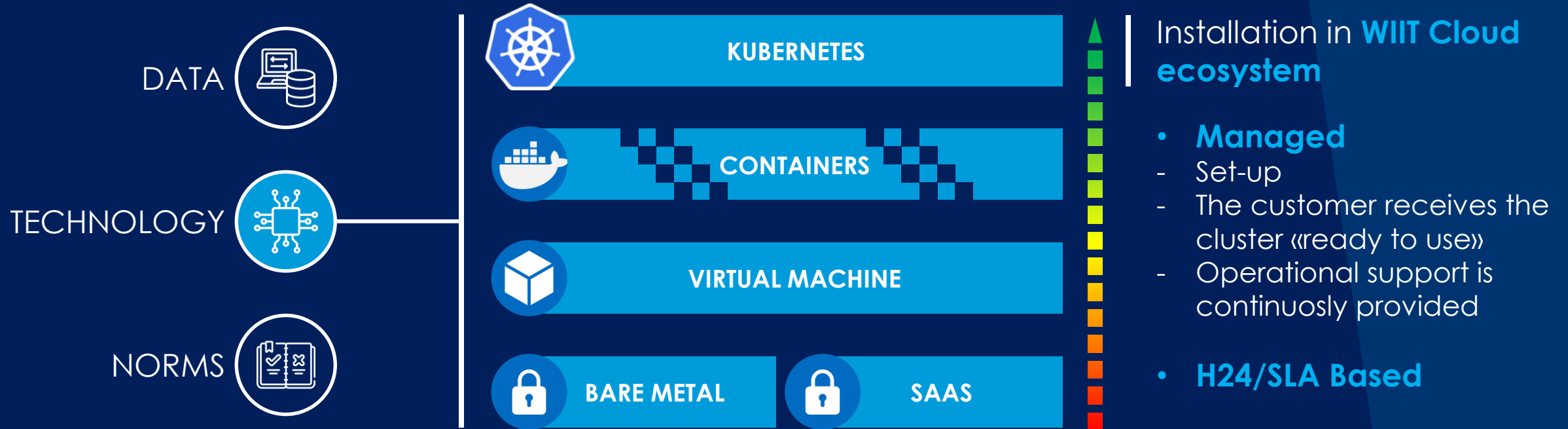


Self service IaaS Enterprise «OpenSource Lovers»

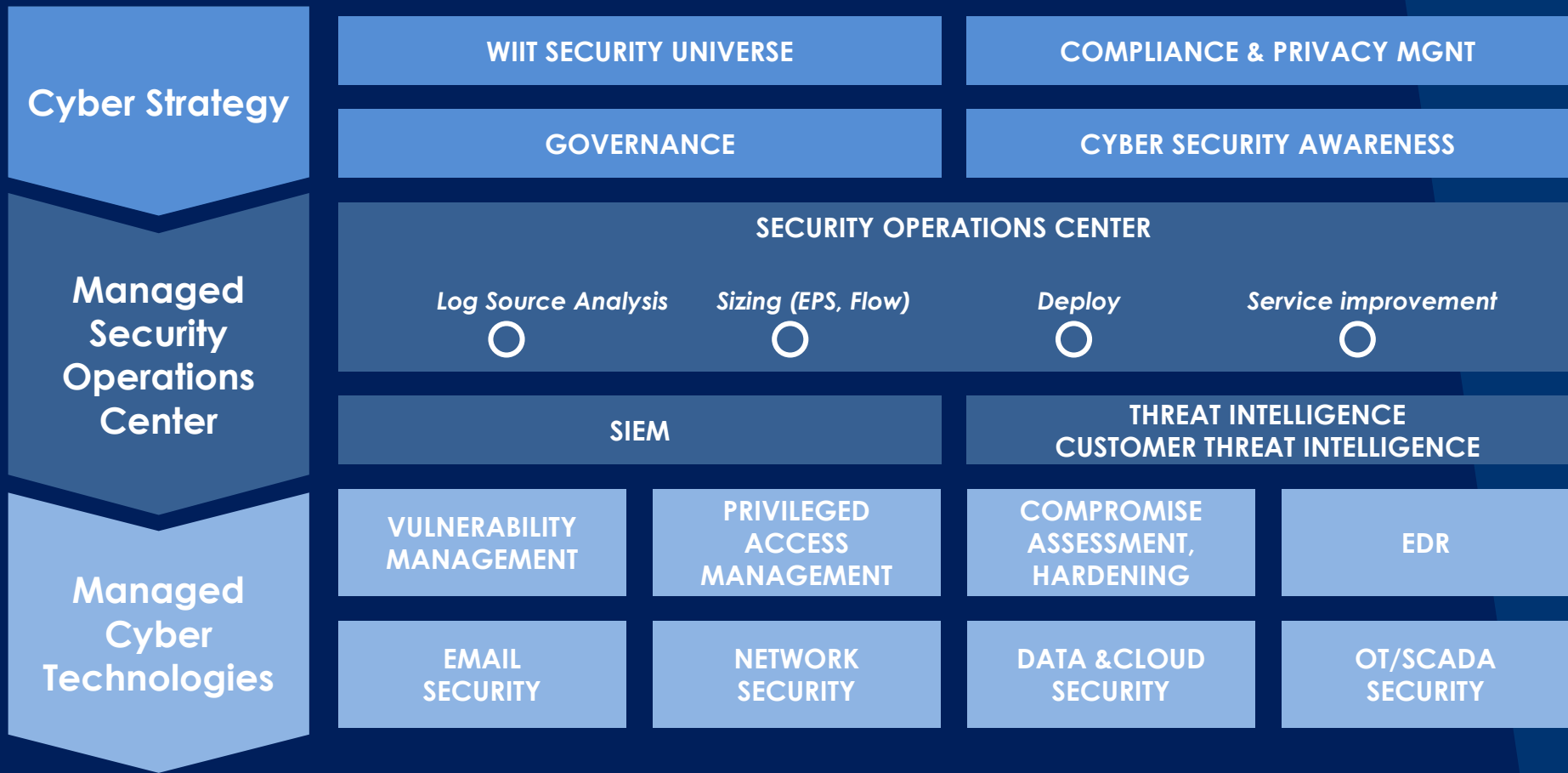
* Under construction - DUS2 (Tier IV), DUS7, MIL2 (Tier IV)

Kubernetes for Critical Apps: Orchestration and Modernization

Cloud portability depends on Data, Norms and Technology



CYBER SECURITY FOOTPRINT



Digital Footprint



CUSTOMER ENGAGEMENT PROCESSES

CRM/SALES | E-COMMERCE | SERVICE | MARKETING | LOGISTIC

OPERATIONAL SUPPORT PROCESSES

FINANCE | HR | PROCUREMENT | LEGAL

WIIT DIGITAL PLATFORM



**BUSINESS PROCESS
MANAGEMENT (BPM)**



**CONTENT
COMPLIANCE**



**ECM &
COLLABORATION**



**ROBOT PROCESS
AUTOMATION**

WIIT SECURITY PLATFORM

Inbound - WIIT MULTICHANNEL PLATFORM - Outbound



Compliance

Peppol – Blockchain
- Fattura Elettronica
- NSO



Paper

Capture – Delivery
& Recapito



Digital

Mail/FAX – SMS
- PEC - Portal –
IoT - Mobile
Devices



Application

ERP – SCM –
CRM
Web Portal -
ECommerce

What's Next: 5-years perspective of a service provider

BUSINESS FOCUS



SYS INT (CONSULTANT)



STAR



ZOMBIE



PRICE WAR

AUTOMATION



Service providers with a service portfolio **business oriented** and **highly automated**



Companies **highly specialized on business solution** but poor in automation



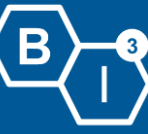
Cloud companies with **high standardized** and automated services



Players with a poor business orientation and automation are **doomed to disappear**

“*Innovation is the ability to
see change as an
opportunity*”

- Steve Jobs



WIIT TAKES YOUR BUSINESS ABOVE THE CLOUDS

davide.capozzi@wiit.cloud
wiit.cloud

WIIT
THE PREMIUM CLOUD