

Activating your Digital Business

George Apostolakis

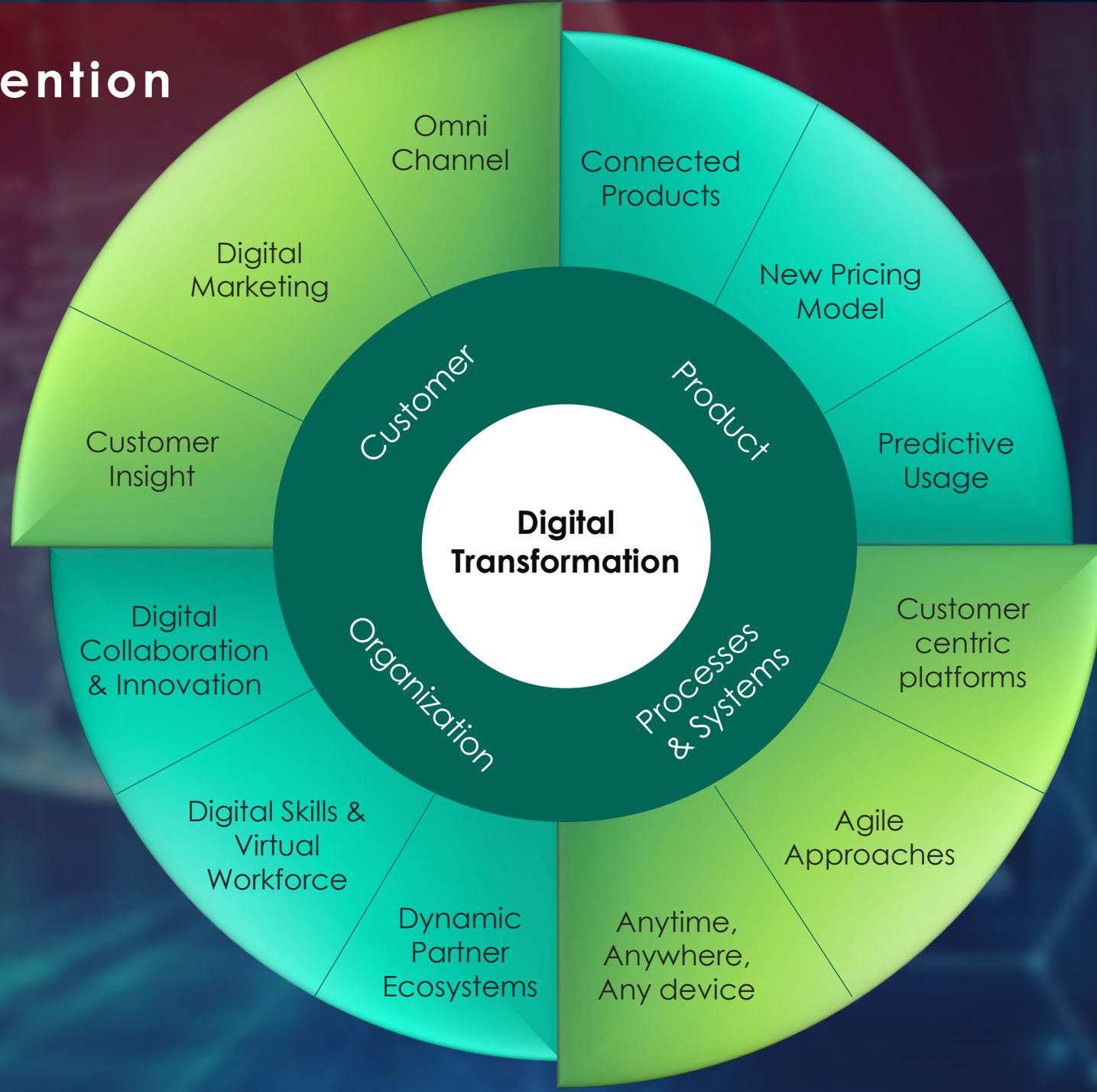
General Manager
Integrated Services & Solutions

Digital Reinvention

.....

Customers are clearly **the most important stakeholder** of any organization

Corporate cultures need to move toward a **digital mindset**



SingularLogic

We can no longer focus on just selling products; we need to **sell experience**

Advanced digital technology can **improve business operations** in several ways



We are moving through an era where everything will be digital and everything needs to connect



Access to data

Raw data assets should be leveraged and turn it from what seems to be a maintenance nightmare today into a competitive advantage



Seeing the bigger picture

When field data meets enterprise wisdom under the strategic integration umbrella, organizations will be able to transform customer experience through an entirely new breed of next-generation products and services



Need for technology

Connectivity and integration become increasingly important to the future of the enterprise; integration is transforming from backing up systems into making data accessible to the people who need it

Empower your Digital Transformation

SingularLogic

.....

“Through 2020, integration work will account for 50% of the time and cost of building a digital platform”

Massimo Pezzini - Gartner



Traditional (task-specific) integration toolkits are unable to address current IT level of complexity



Organizations need to consolidate all functionalities, ensuring the smooth integration of their multiple digital transformation initiatives



It's no longer enough just to understand the applications on a project-by-project basis; IT has to understand what the consumer of those applications needs

Integration is the Key

.....

Having an **integration layer** is absolutely critical, providing the **digital glue** that allows IT assets to be easily consumed, reused, recomposed and presented in different ways



Integrate at any Point

Integrate any combination of applications — public or proprietary, hosted on-premise, in the public cloud or in private clouds



Support varied integration patterns

Whether you have real-time, event-based or batch integration, ELT use cases, or even need to support asynchronous processes, your platform must support all your integration needs



Build simple to sophisticated integrations

Expose every service, process or asset as a managed API, enabling the repackaging of data and apps as reusable assets, overcoming the challenges associated with point-to-point integration

Singular Logic

Activating your Digital Business