

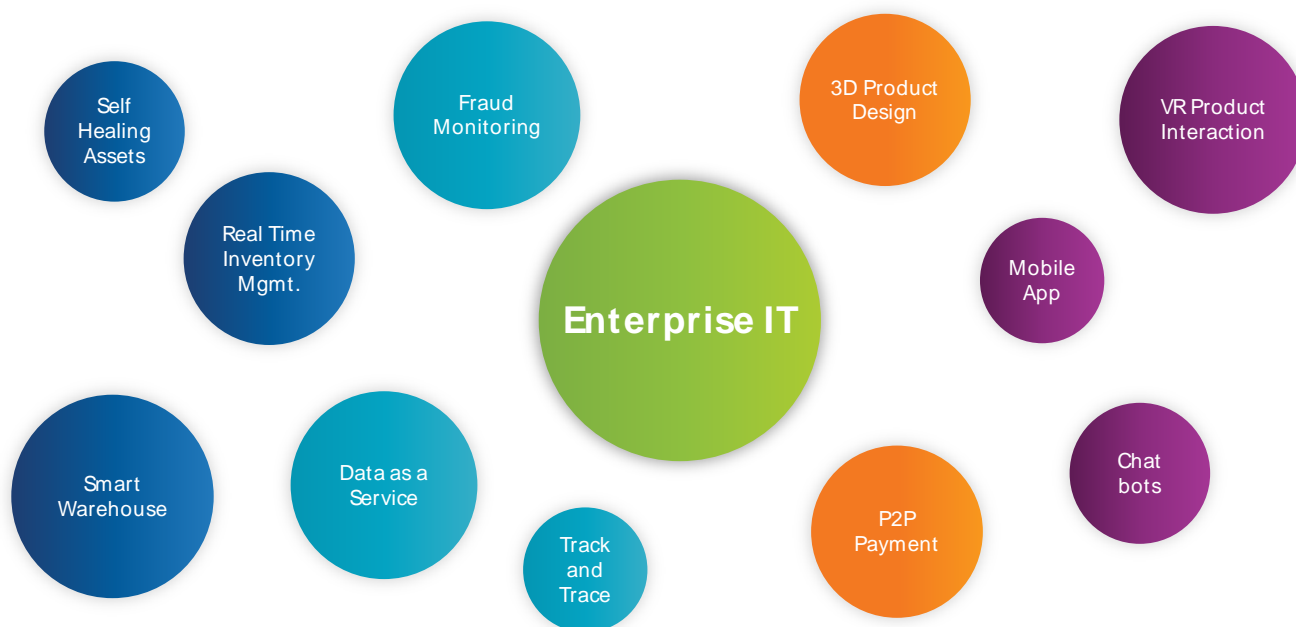
# CONTEÚDO DINÂMICO PME DIGITAL

## Blueprint da transformação digital - A Plataforma Digital

ID	DATA	TIPO DE DOCUMENTO	AUTOR
PMED.044	<DATA>	Informação	PME Digital
<b>KEYWORDS</b>			
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## CONTEÚDO

### Islands of Innovation

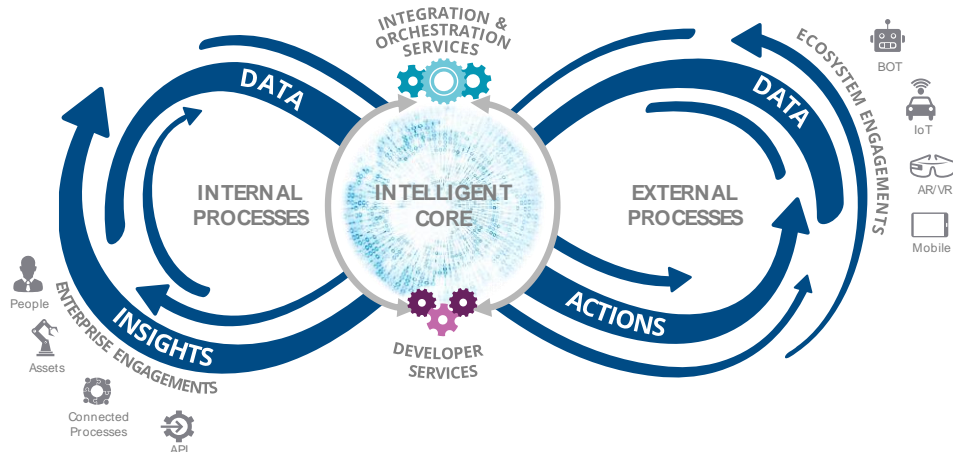


## The Digitally Determined Platform Strategies



Source: IDC Global DX Leaders Survey. Europe, Digitally Determined sample. n = 171. June, 2018

## The Key Elements of a Digital Platform



- 1** Cloud-based API strategies that **orchestrate** exchange of data across your ecosystem
- 2** Agile application architectures on PaaS using microservices and containers
- 3** New customer experience technologies that fully support customer and ecosystem-facing business models
- 4** An intelligent core based on data management, cognitive, artificial intelligence, and machine learning

Source: IDC, 2018

## The Digitally Determined Platform - Example

ING is investing in EUR800 million in digital transformation initiatives through to 2021 as part of its Think Forward programme. The primary focus is to move to a single integrated banking platform in the Netherlands and Belgium.

## Convergence will enable faster time-to-market and improve IT efficiency through re-usable components and smarter use of data

	<ul style="list-style-type: none"> <li>• Integrated single customer view and insights</li> <li>• Leveraging internal and external data, enabling new customer solutions</li> <li>• Meeting (regulatory) reporting requirements more easily</li> <li>• Providing foundation to move to globally scalable platform</li> </ul>	<p>95% of core data in standard terms</p>
	<ul style="list-style-type: none"> <li>• Common components for targeted personalised solutions</li> <li>• Scaling fast via global propositions and leveraging local capabilities and developments</li> <li>• Integrating easily with (global) third parties</li> </ul>	<p>80% of globally scalable components available across countries</p>
	<ul style="list-style-type: none"> <li>• One ING Private Cloud as foundation for agile and digital banking</li> <li>• Easy, efficient and instantly available infrastructure services</li> <li>• Enabling faster time-to-market for new services</li> <li>• Optimising IT infrastructure landscape and cost base</li> </ul>	<p>10x faster deployment time: from days to minutes</p>

## Restructuring of the IT (and Every) Industry

### Multicloud Integration/ Mgt Platforms



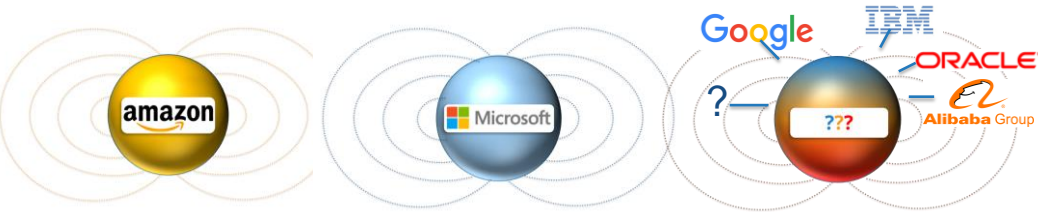
### Industry Platforms



### App-Centric Platforms



### Mega-Platforms



Infrastructure Providers

Network Service Providers

## Once Through the Challenges, You are Cleared to Digitally Transform

