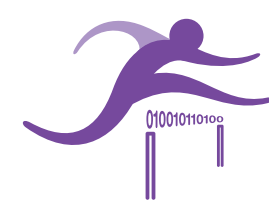
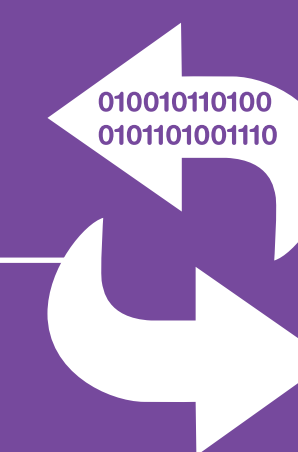
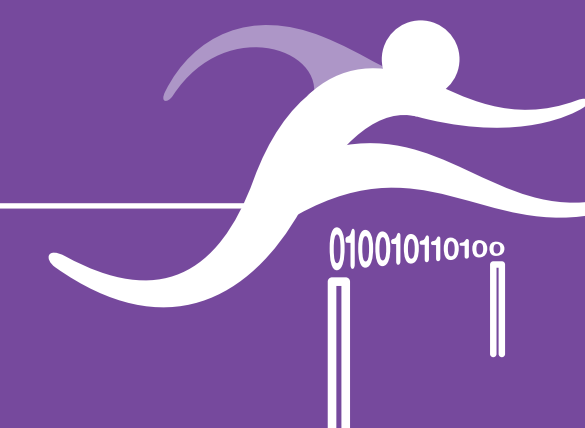
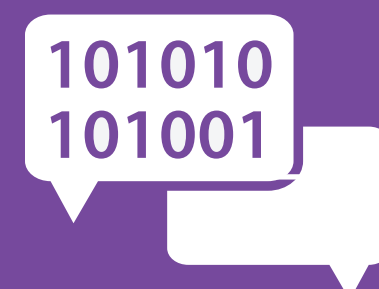


Design for Digital

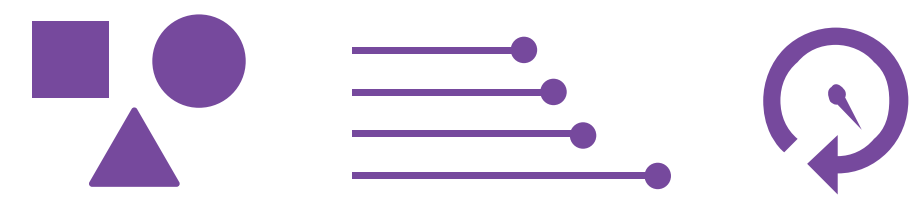


Simply Speed
Open for Business
Joined at the Hip
Trust Thrust
IQ Up, EQ Up
What's Our Story?
No Hands On Deck

Design for Digital

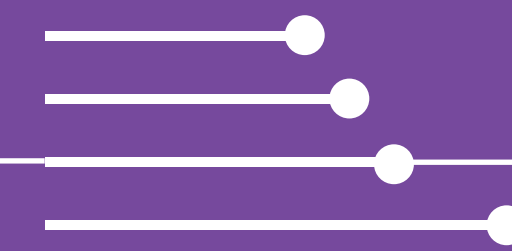
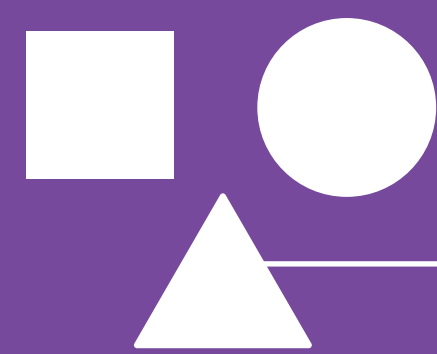


Simply Speed

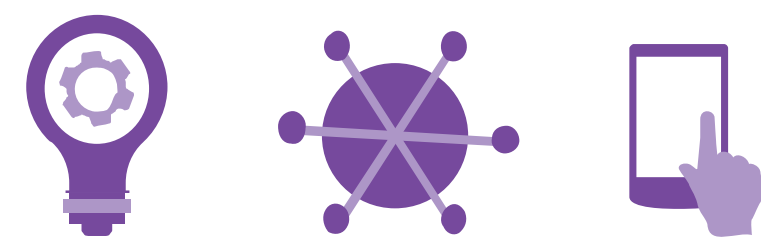


Once upon a time, in a cloud not far away there was a promise of freedom, standardization and simplicity. But in the real world it was more like the opposite; dealing with lock-ins, dependencies and heterogeneity. A Technology Business wants to be agile, fast and well-integrated, not bogged down in complexity. A simple mindset makes for speedy business. And just around the corner the three musketeers of automation, AI and user experience technology are waiting to assist. Be gone complexity. Hello simplicity.

Simply Speed

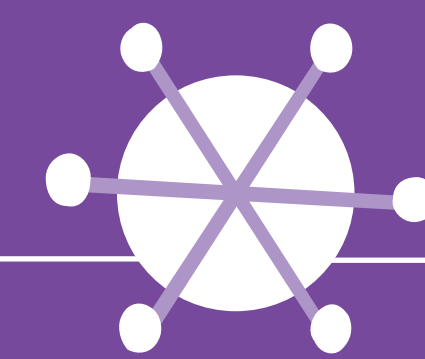


Open for Business



As we live in a connected world, business success thrives on the ability to be open. Open to new opportunities, collaborations and business models - as and when they arise, not only as planned. But, just like the disappointment of finding yourself in an area without a decent network connection, point solutions are simply no longer enough. A real Technology Business needs real platforms. The ones that provide stakeholders with all the technical capabilities, connectivity, datasets and APIs they could possibly wish for. But let's not stop there; offering more than what's on the wish list is a real trick to Technology Business mastery.

Open for Business



IQ Up EQ Up



It's no surprise that a key driver for Technology Business is data. But, data needs a purpose, its own raison d'être. Data should raise the bar of an organization's IQ measurably, leading to better business outcomes. In that pursuit, quality might well prime quantity. As humans, we know that IQ without a side of EQ is never enough. And so is it in business with customers and partners: emotional intelligence – the corporate EQ –will be at least equally relevant to success. After all, nobody puts data in the corner.

IQ Up EQ Up



Trust Thrust



Trust. The Technology Business must-have. Without trust there is no business. Technology Businesses must be trusted by customers, clients, employees, partners, networks and authorities alike. In summary, by everyone. Trust isn't gained overnight. Slow to earn, quick to lose, a lapse in cybersecurity or the careless use of data and boom, trust gone. Just like that. Now, with added pressure on corporate ethical and responsible behavior joining the equation, the stakes are even higher. Yet we know when leveraged, trust becomes an engine for business success, rather than a liability. Give it the respect it deserves.

Trust Thrust

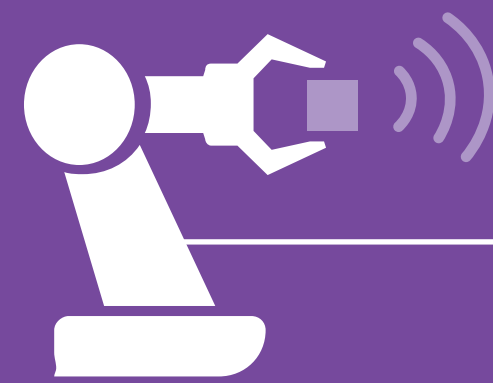


No Hands OnDeck

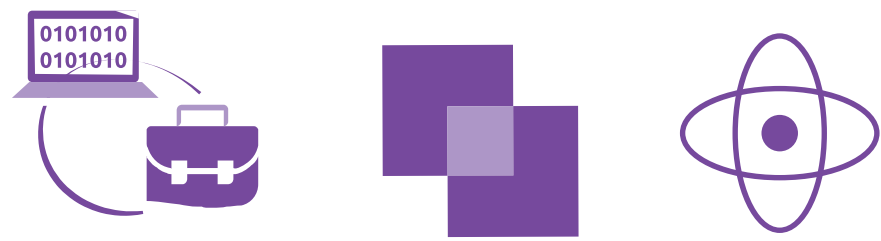


It wasn't that long ago when the prospect of a self-driving car seemed implausible. Yet much like the self-driving car, the ultimate version of many products, services or processes will become autonomous, sooner or later. Even if – like the self-driving car – it takes a bit longer than originally anticipated. But unlike the Black Pearl, there will be a time when 'all hands on deck' becomes a captain's nightmare. Hands off, it's time to learn about autonomy through not doing.

No Hands on Deck

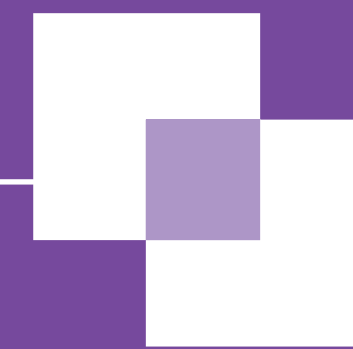
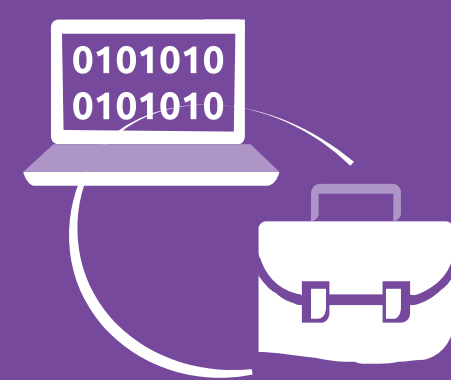


Joined at the hip



The words say it all. In a Technology Business, it no longer makes sense to distinguish between technology and business. They are interdependent, conjoined, inseparable. What's more, the difference between virtual and 'real' worlds is becoming blurry as they merge into a larger augmented reality – effortlessly, systematically and with no return ticket. Anything less is lost in translation. Technology. Business. Virtual. Real. Let's get them all joined at the hip.

Joined at the hip



What's our Story?



A long time ago, storytellers mesmerized every audience. Their faces wrinkled in deep crevasses as they smiled, with starlight sparkling from their eyes in kindness. Technology inherited the power of those storytellers. It plays a pivotal role in our lives, not just in business and administration. It conveys messages and motivates; it inspires change – all within the era of the diminishing attention span. But in Technology Business, we have come to expect more than the storyteller can offer; we want to be part of the story, to play an active role. The story evolves into a never-ending dialogue. “What’s your story?” becomes “What’s our Story?”. Now there’s a happy ever after.

What's our Story

