

#### INVISIBLE INFOSTRUCTURE

- LORD OF THE CLOUDS
  MY INDUSTRY, MY CLOUD
  OPS, AI DID IT AGAIN
- SIMPLY THE EDGE
- SILENCE OF THE SERVERS





# LORD OF THE CLOUDS

Cloud adoption moves far beyond the middle-earth realm of cloud migration, now also driven by sustainability, distribution, sovereignty, 'FinOps', and multi-cloud forces – all for that precious, better business flow.





#### MY INDUSTRY, MY CLOUD

Industry-specific clouds – focusing on data and solutions for a particular industry, domain or even region – deliver speed, focus, and compliance, while trimming legacy.





# OPS, AI DID IT AGAIN

AI renders IT operations fluid, proactive, and resilient, improving efficiency, sustainability, and reliability while it learns – on its way to a handsfree, 'NoOps' autonomy.





#### SIMPLY THE EDGE

Intelligent devices, at the 'edge' of central IT and close to operations and OT, add a powerful dimension to the existing IT infrastructure.





# SILENCE OF THE SERVERS

Building highly automated, self-optimizing IT infrastructure platforms that are so entwined with business operations, they are no longer distinctly noticeable.

