



Accelerating

~~Unlocking~~ Digital Potential

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Marketing & Operations Director





1888

—

Karl Benz builds the first car,
but doesn't believe it's ready for the road.



1738. BUCHAREST. PLACE DU THÉÂTRE

Direct economic effects

Tire manufacturer



Mechanic



Auto assembly



Gas station attendant



Car wash



Taxi driver



Direct economic effects

Tire manufacturer



Mechanic



Auto assembly



Gas station attendant



Car wash



Taxi driver



Indirect economic effects

Consumer credit



Branding/advertising



Petroleum industry



Highway construction



Tourism



Roadside business

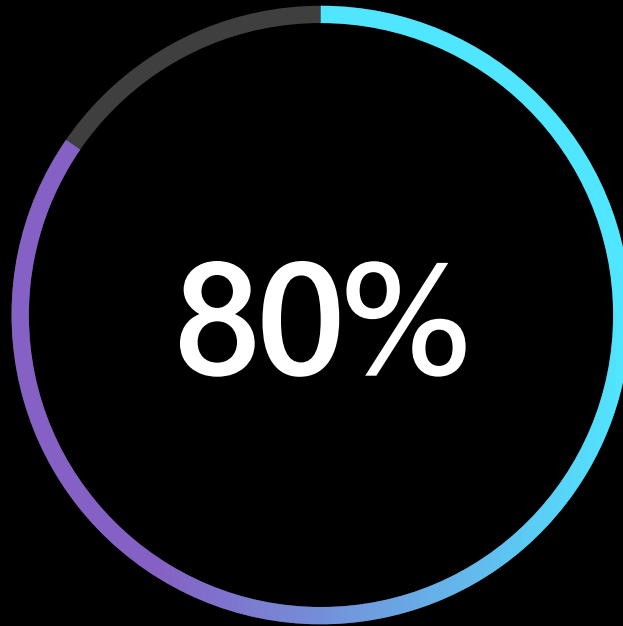




Digital transformation



Digital acceleration



of business leaders intend to increase
the pace of transformation

Source: BGC



**businesses changed or will change
go-to-market model**

Source: BGC

4 trends driving change



Every company will become a tech company



Global society will benefit from tech intensity



Lines between and within industries will blur



Corporate cultures will shift

**Businesses are
reinventing
themselves
for the Digital
Economy**

Leading change

Leading change

Six questions to accelerate the digital opportunity



How is the industry changing?



Are we making the most of our data?



How are we creating ongoing innovation?



What does future of work look like for us?



How are we protecting ourselves?



How do we move faster?

Patients seen via telehealth



Source: McKinsey & Company

Industry

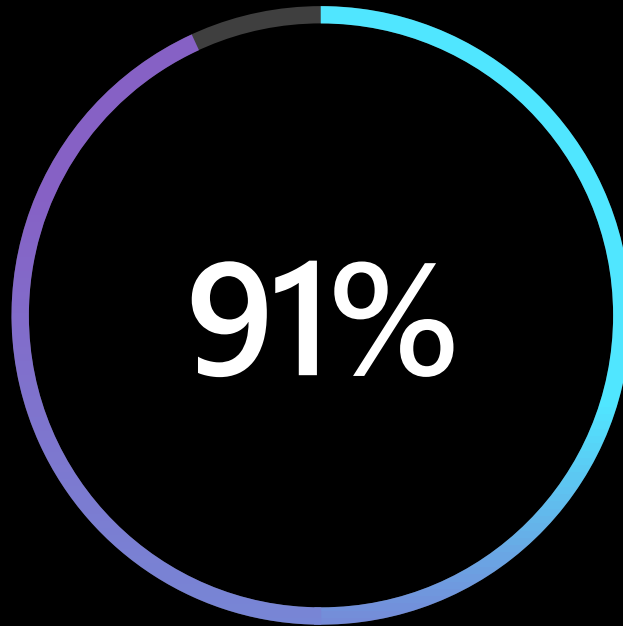
Data

Innovation

Future of work

Security

Speed



**of industrial companies are
investing in digital factories**

Source: PwC

Industry

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Looking **beyond**
tomorrow...

REGINA MARIA
Private Healthcare Network



Industry

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50B

connected devices
by 2030

175ZB

total amount of data
by 2025

Industry

Data

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Unlock the power of data
to drive ongoing
excellence



SAMEDAY
#theopenway



www.sameday.ro

TRANSIT



Industry

Data

Innovation

Future of work

Security

Speed



\$95M

**investments in RO startups in H1 2021
4x vs. 2020 and 2x vs. 2019**

Industry

Data

Innovation

Future of work

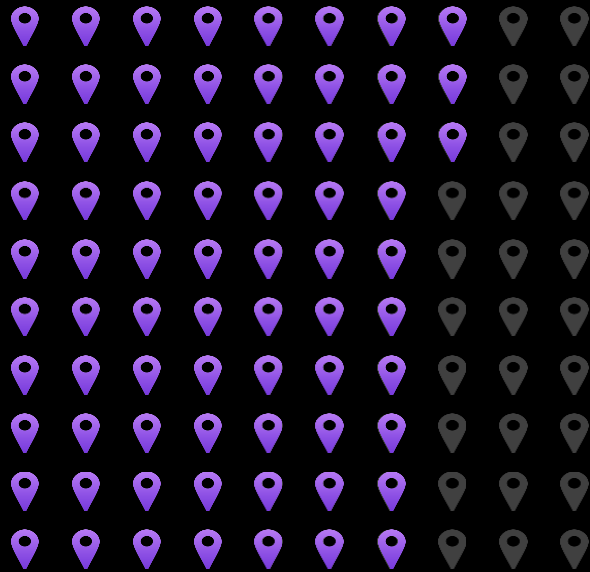
Security

Speed

9 out of 10 banks use
FintechOS solutions to
provide hyper-personalized
customer experience and
accelerate Digital
Transformation

 fintechOS





73%

want flexible remote options to stay



67%

want more in-person work or collaboration post pandemic

Industry

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Innovation

Future of work

Security

Speed



Shift to Hybrid
Work



" The cloud unlocked a true hybrid work model where employees have the freedom to switch between devices and locations without any disruptions to their work or security. "

- Gabriel Mihai Scarlat: IT Manager

Industry

Data

Innovation

Future of work

Security

Speed

Cost of cybercrime

2019

\$1T

2020

in cybercrime costs

\$1T

Industry

Data

Innovation

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Security as a
mindset

UiPath



Leading RPA company, UiPath as a complex environment that blends, on-premises and multi-cloud infrastructure with a mobile and global workforce.

UiPath uses Azure Sentinel and a full array of connected Microsoft Security solutions to enable E2E Security

Industry

Data

Innovation

Future of work

Security

Speed



Tech Adoption

Best Practices

Digital Skills

Partners

Industry

Data

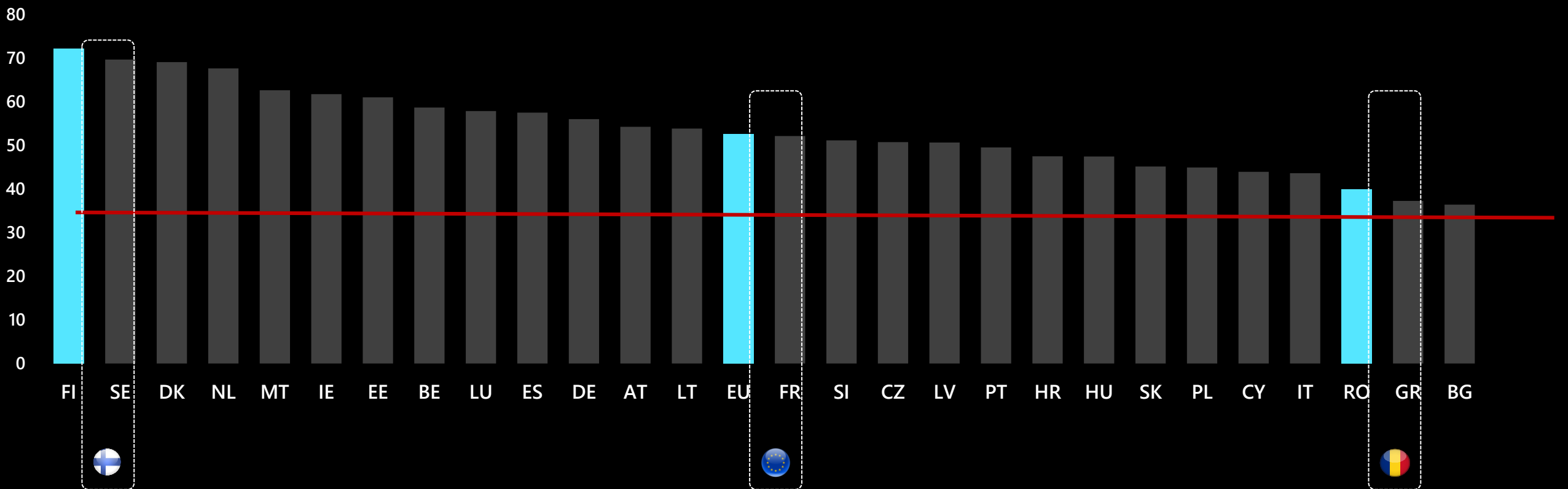
Innovation

Future of work

Security

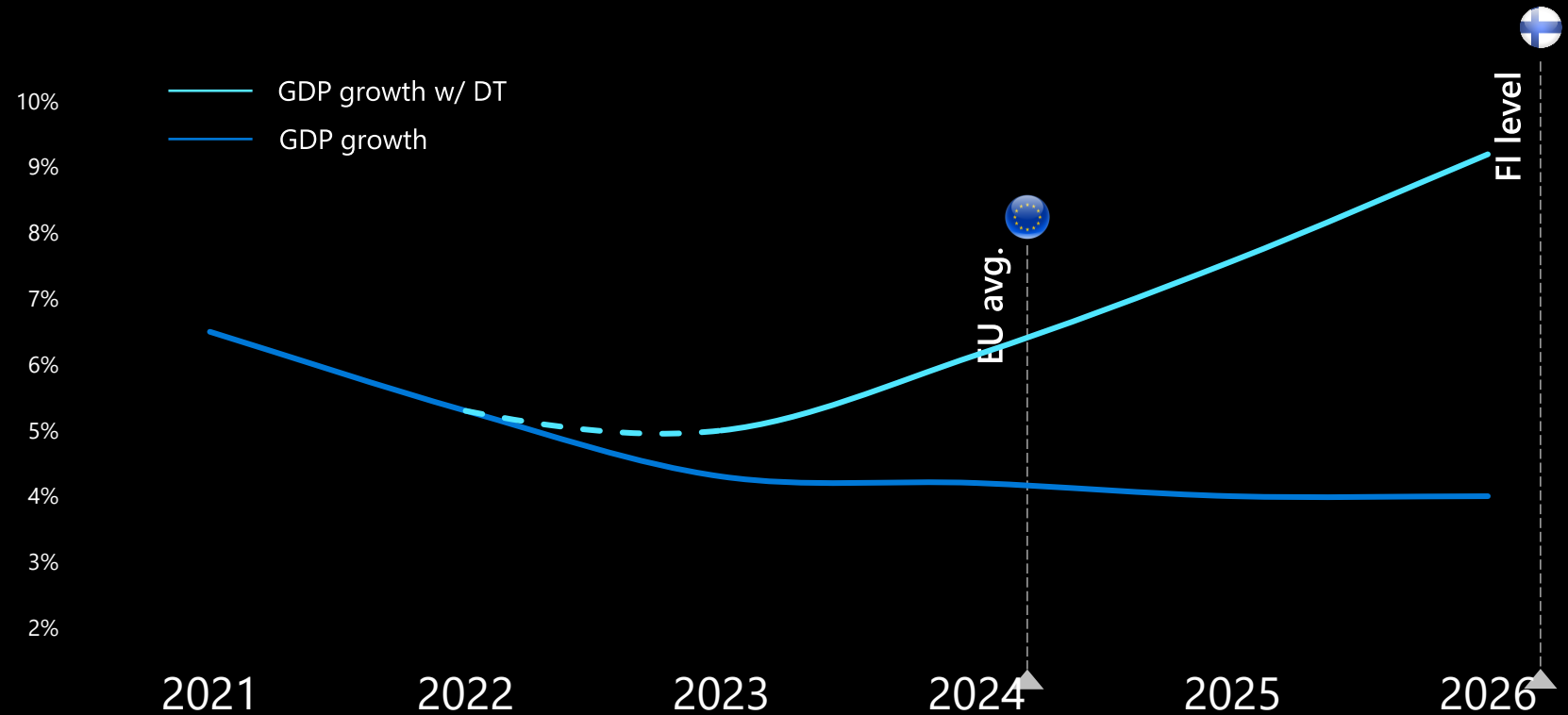
Speed

Ranking of EU 27 Member States under DESI



A 10% increase in DESI score is associated with 0.65% higher GDP

Source: Deloitte | Digitalization an opportunity for EU





Together,

We will advance Romania as a digital hotspot and help ensure an **inclusive economic recovery** for every person and community.



Microsoft
Aniversăm
Inovația Digitală
în România





Industry

Data

Innovation

Future of work

Security

Speed

Amount
of new
data in next
3 years

2021-2024

Source: IDC, Worldwide Global DataSphere Forecast
2021-2025, US46410421, March 2021

Industry

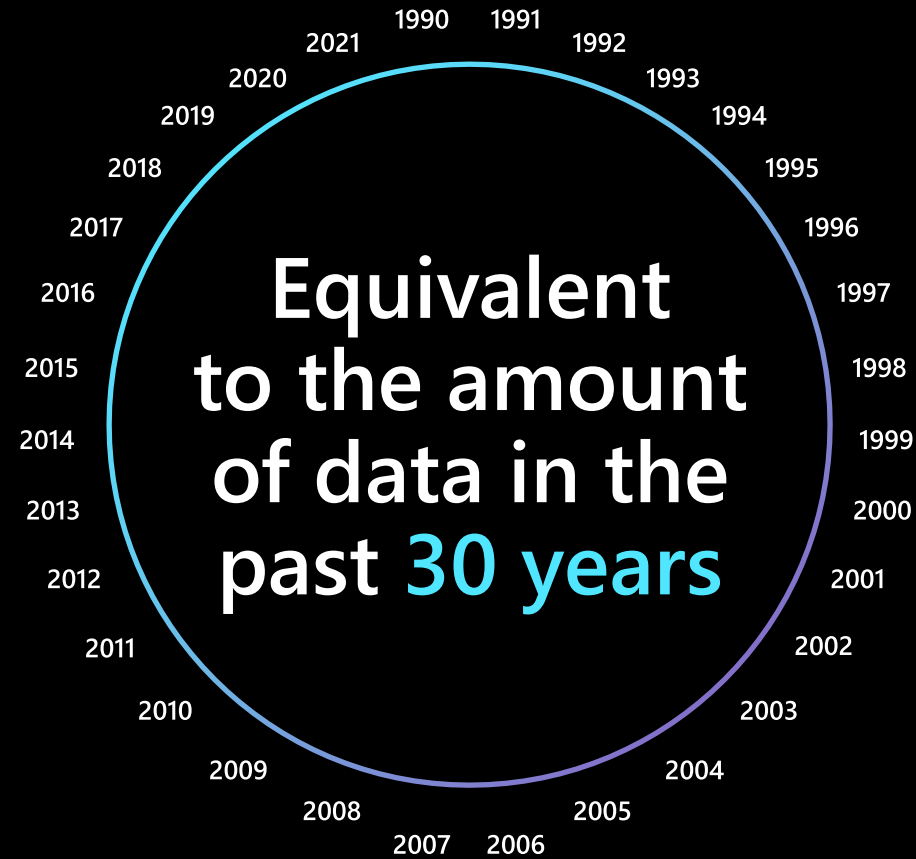
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Source: IDC, Worldwide Global DataSphere Forecast
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