



Accelerating

~~Unlocking~~ Digital Potential

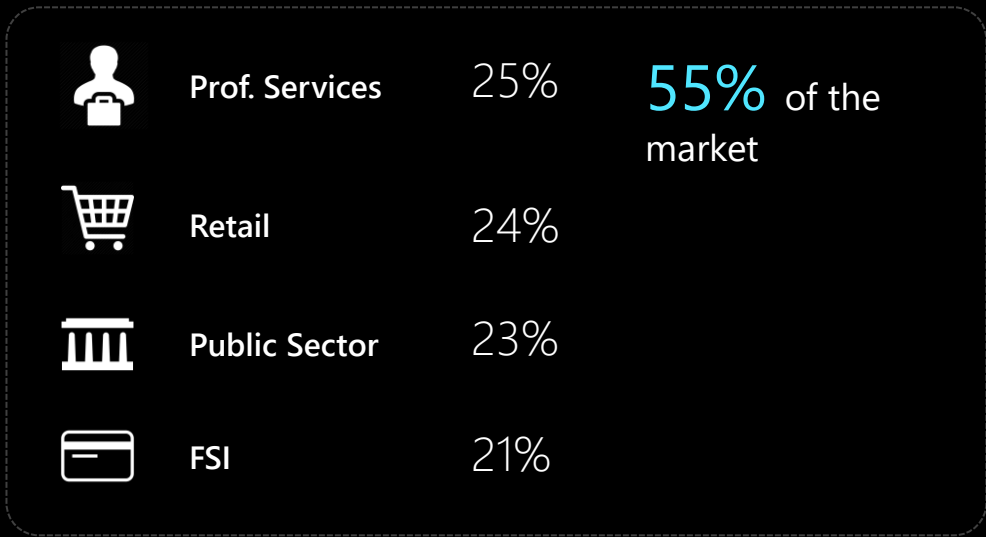
Bogdan Nițulescu

Corporate & SMB Sales Director

RO Cloud Market | Industry. Segment

Industry view FY22

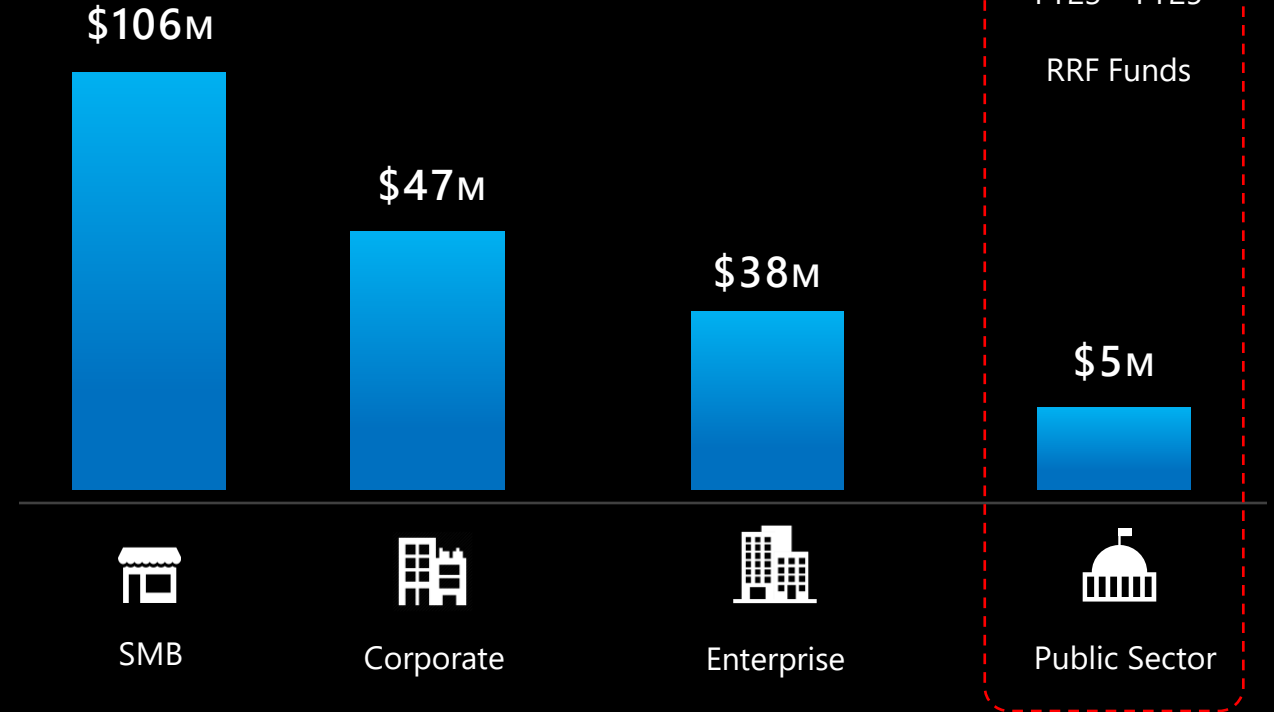
(% YoY Market Growth)



Healthcare 24%

Segment view FY22

(\$M Market Size)



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

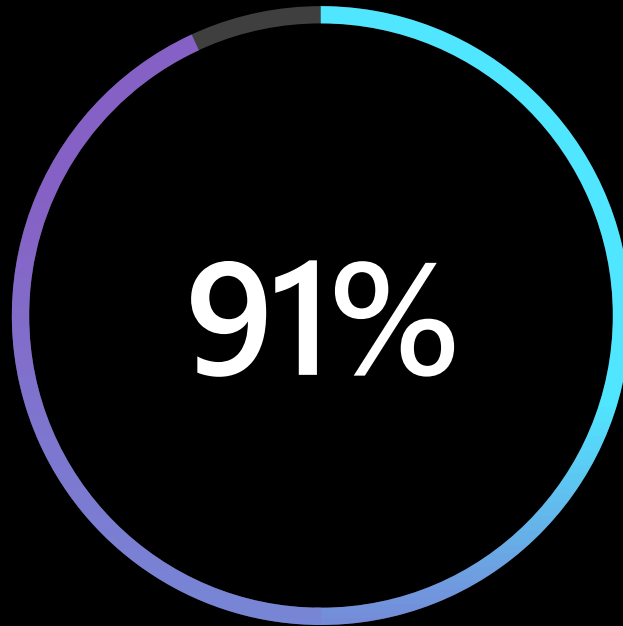
Data

Innovation

Future of work

Security

Speed



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

Source: PwC

Industry

Data

Innovation

Future of work

Security

Speed

50B

connected devices
by 2030

175ZB

total amount of data
by 2025

Industry

Data

Innovation

Future of work

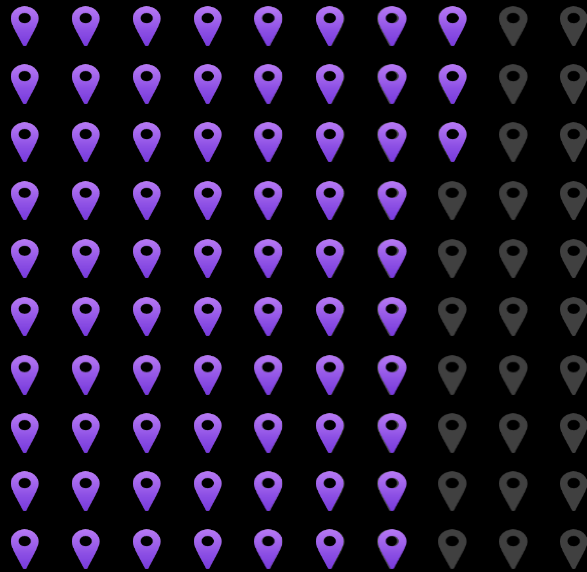
Security

Speed



\$130M

investments in RO startups in 2021
3x vs. 2020



73%

want flexible remote options to stay



67%

want more in-person work or collaboration post pandemic

Industry

Data

Innovation

Future of work

Security

Speed

Cost of cybercrime

2019

\$1T

\$600B

2020

in cybercrime costs

\$1T

Industry

Data

Innovation

Future of work

Security

Speed



Tech Adoption

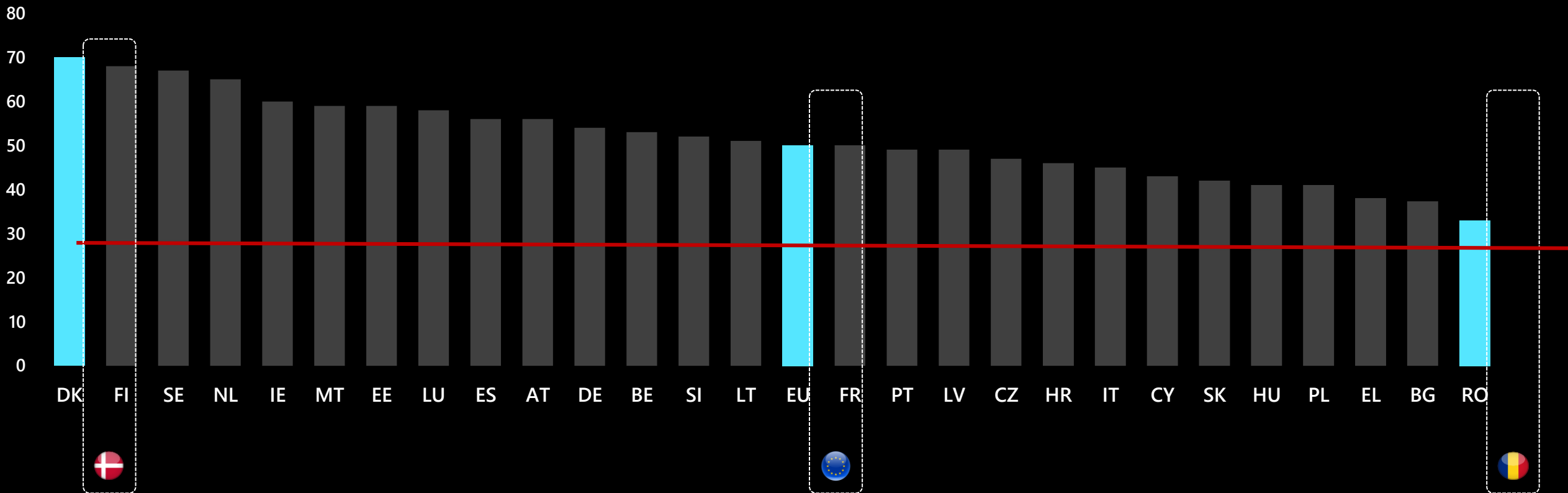
Best Practices

Digital Skills

Partners

Where Romania is now...

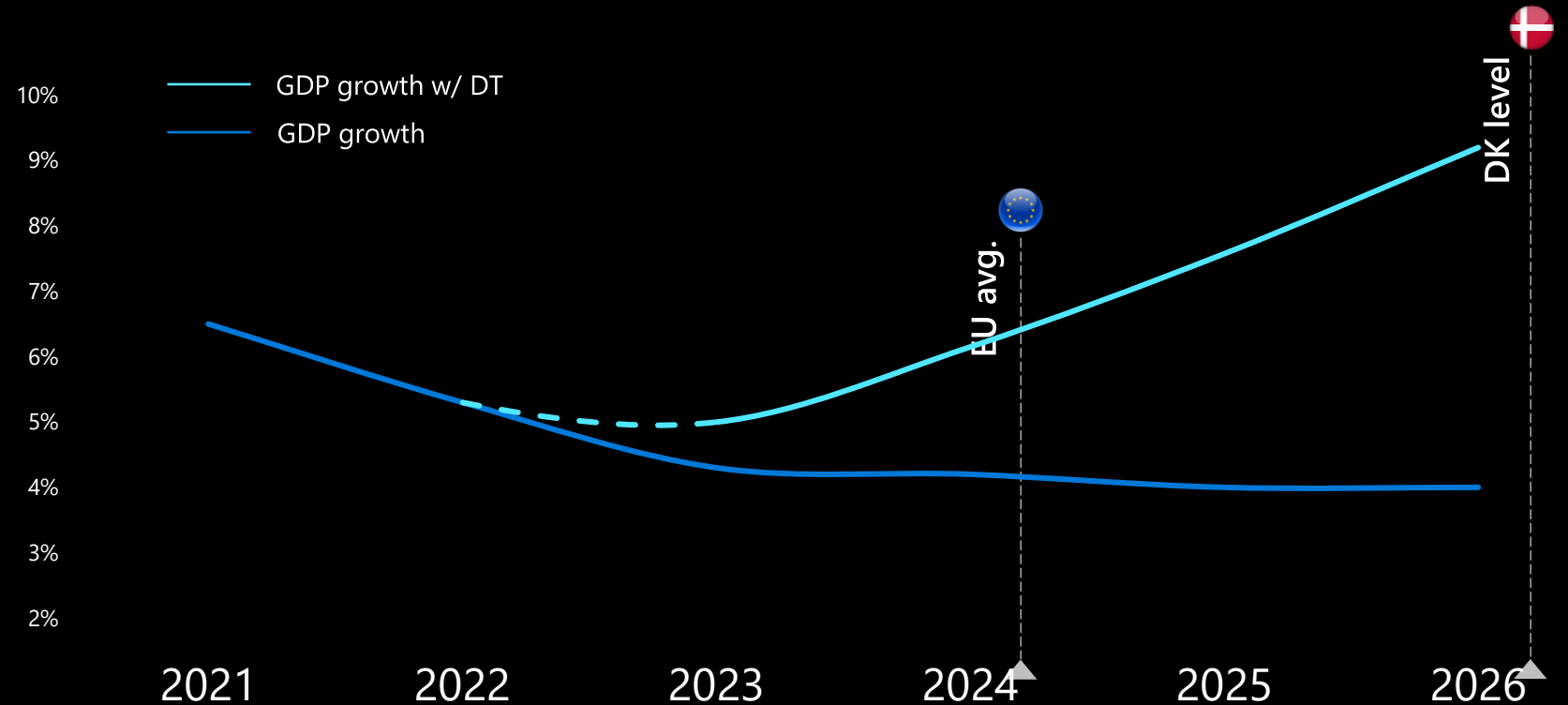
Ranking of EU 27 Member States under DESI



Unlocking the inside potential for a digital economy...

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

Source: Deloitte | Digitalization an opportunity for EU





We believe in what people make possible

Our mission is to empower every person
and every organization on the planet to
achieve more