

**Your Smart ICT Partner -**

Helping you scale up your digital transformation

# Digital Platform

**Business**



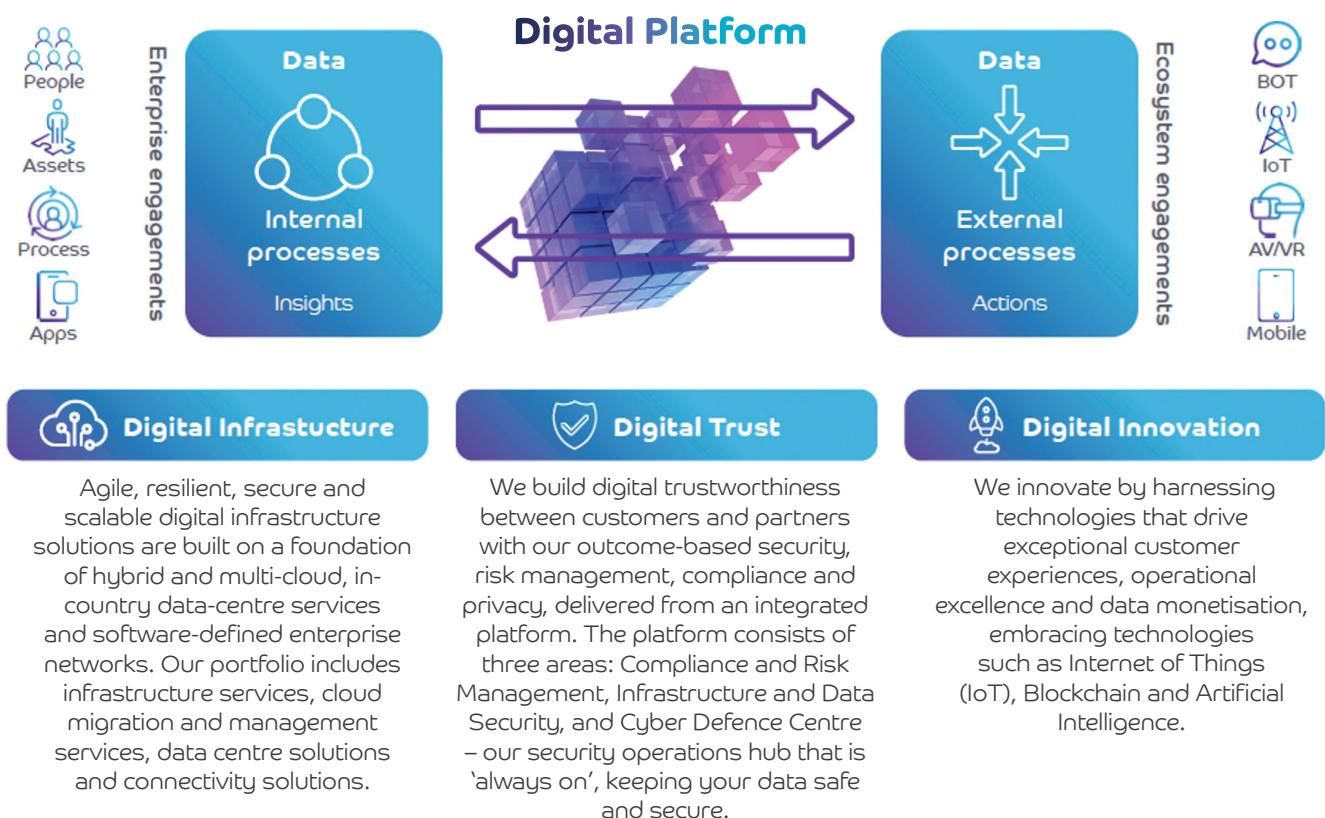
## Simplify and accelerate your digital transformation

Digital transformation is more than moving applications and data to the cloud. It is about enabling your organisation to securely adopt new technologies, integrate data and processes, and benefit from continuous transformation.

According to IDC, more than 64% of organisations across the UAE are already engaging in digital transformation projects. However, most say that their major challenge is integrating their core and external IT. Around 60% UAE CIOs have multiple digital technologies that are separate from their core IT platform, which creates silos of innovation and inhibits organisations from scaling up their digital transformation.

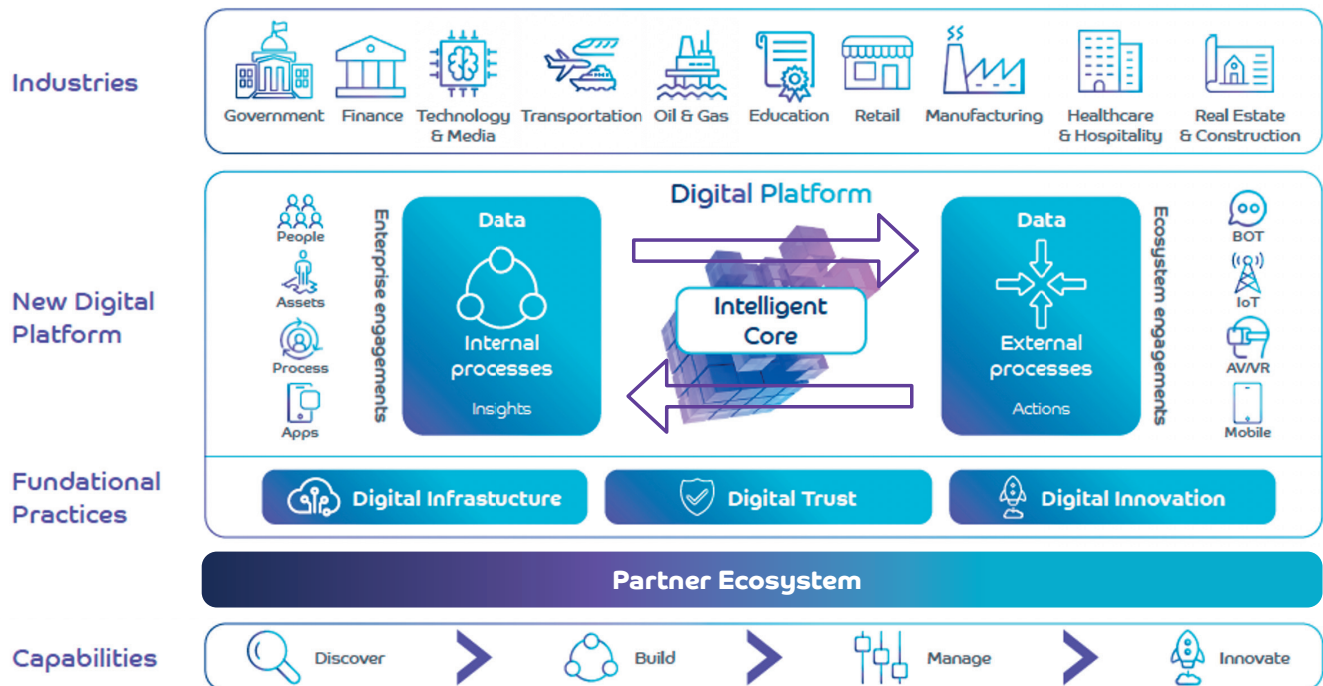
du helps organisations build digital platforms to seamlessly integrate and orchestrate data between your core and external IT. With an intelligent core, constantly enriches your data and creates actionable insights, analytics, artificial intelligence and data lakes.

**Digital Platform has three foundational pillars – Digital Infrastructure, Digital Trust and Digital Innovation.**



# Orchestrate. Integrate. Transform.

We remove the silos of innovation with our digital platform and intelligent core. We make orchestration and integration of data and insights between internal and external processes seamless, supported by three foundational pillars, an ecosystem of partners and a comprehensive capability framework.



## Benefits



### Simplify management

Simple management of your different digital environments through a single platform.



### Seamless experience

Benefit from seamless orchestration and integration between internal and external processes.



### Rapid scalability

Rapidly scale your digital infrastructure to match demand and accelerate your digital journey.



### Security and trust

Build trust with customers and partners with outcome-based security, risk management, compliance and privacy.



### Intelligent insights

Continually evolve throughout your digital journey with analytics, intelligence and insights designed to optimise performance.



### Move with agility

Move faster with technologies that drive exceptional customer experiences, operational excellence, and data monetisation.

## Why choose du?

### We're Your Trusted Advisors

We help you to discover, build and manage your digital journey, then continuously innovate to ensure your success every step of the way.

### Simplify and accelerate transformation

We remove the risk and complexity from digital transformation so that you can maximise your potential in the digital economy.

### An ecosystem of world-class Partners

We work with best-of-breed technology partners from across the globe to ensure you can rapidly scale your transformation.

### Global solutions delivered with local expertise

We deliver innovative solutions that are tailored to our local market to meet the needs of local organisations, customers and end users.

## Ready to accelerate your digital journey?

Speak to one of our experts and learn how we can help you to accelerate and scale-up your digital transformation journey.

Visit [du.ae](https://du.ae)

