



# Simplify your infrastructure for artificial intelligence (AI) and big data

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*Making data simple to manage, simple to access  
and simple for AI with an AI information architecture*

# PERFORMANCE AT A GLANCE

**200+**  
**TRANSFORMATION**  
WORKSHOPS **DELIVERED**

## TECHNOLOGY

- WORLD-CLASS SKILLS
- KEY VENDOR ALLIANCES
- FOCUS ON EXECUTION
- CUSTOMER CENTRIC

## SOLUTION AREAS

- CLOUD STRATEGY
- BUSINESS WORKFLOWS
- ANALYTICS & BIG DATA
- CYBERSECURITY & RISK

**TRUSTED**  
**BY 90% OF**  
**ENTERPRISES**  
**IN GREECE**

**80+ CERTIFIED**  
**PROFESSIONALS**

**450+ CERTIFICATIONS**

**AUTHORIZED** AWS, AZURE &  
**GOOGLE CLOUD PARTNERS**

We are first and foremost driven by a deep-rooted engineering ethos that drives us to deliver the best possible solutions at any given time!

# AI Market

\$49B  
2020

\$63B  
2021

\$80B  
2022

\$98B  
2023

# Hybrid Cloud

90%

of enterprises by 2021 will build their IT strategies around a **MIX** of on-premises private clouds, public clouds and their existing platforms



# 80% of firms

Expect AI use cases to increase in number within the next two years



# 90% agree:

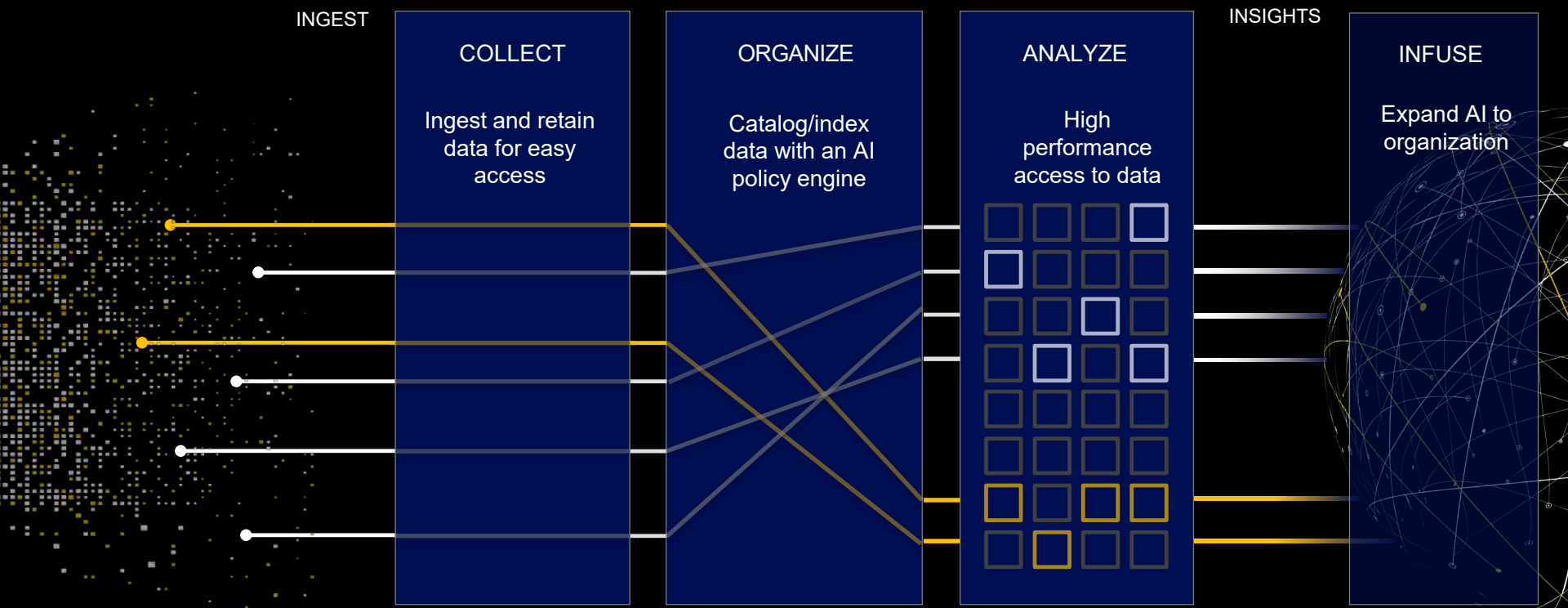
- Scaling AI leads to competitive differentiation
- Deploying AI is a struggle, most often because of data challenges

# Data Management Challenges for AI and Hybrid Cloud

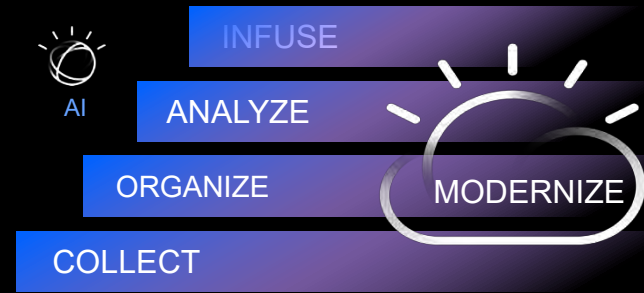
- Data ingest and preparation cycle are too time consuming
- Silos of infrastructure for various analytics use cases
- Multiple copies of same data without a single source of truth
- Need to securely manage and protect data provenance for repeatability
- Need for global accessibility (hybrid cloud) and collaboration



# There is no AI without an IA (information architecture)



# Comprehensive Storage Solutions for the AI Journey



## Collect



Process at edge  
IBM ESS 3000



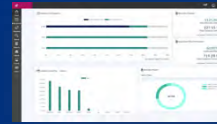
File capacity  
IBM ESS 5000



Object capacity  
IBM COS



## Organize



AI policy engine and  
Storage Catalog



## Analyze



IBM ESS 3000



# Gartner Magic Quadrant: IBM leadership for 5 consecutive years



## Gartner: MQ for Distributed File Systems and Object Storage, September 2020\*

“IBM COS and Spectrum Scale customers cite reliability, performance, and superior scalability as key reasons for choosing the products.”

“IBM Spectrum Scale remains a top choice for High Performance Compute use cases because of its parallel file system performance.”

“Use cases for IBM Spectrum Scale include scientific and commercial HPC, big data analytics, AI, backup, and active archiving”

\* Gartner “Magic Quadrant for Distributed File Systems and Object Storage” by Julia Palmer, Raj Bala, Chandra Mukhyala September 2020



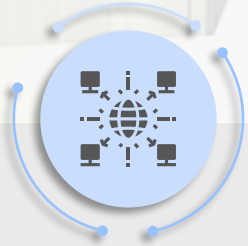
# Performance and IBM Partnership

- **Performance** is a Platinum Business Partner that brings IBM technology together in the areas of Hardware, Software and Services
- Technical expertise and knowledge in core technological areas
- Extensive common clientele including NBG, Eurobank, Piraeus Bank, Bank of Greece, SIA s.p.a., FORTHNET, Vodafone, Public Power Corporation, HEDNO...
- “Most Innovative Client Experience on Z-Systems” award in IBM Think 2017 in Las Vegas for the “Database Consolidation Project” in Eurobank hosted in Linux Red Hat on IBM z-System



# Business Event Monitoring, Exploration and Analysis Platform

**delivering business value...**



## Campaigns

Real Time Campaign  
Monitoring and Analysis



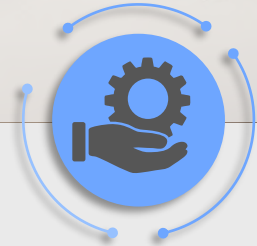
## Order Placement

Order Capture Flows  
Performance metrics and  
User Experience Analysis



## Order Fulfillment

End to end tracking and  
exploration of order  
fulfillment processes



## Support

End to end tracking and  
exploration of fault to repair  
processes

Thank you!

