



How to finance your Digital Transformation: The EY approach

25 May 2022

Part 1

EY & the Digital Transformation of
Organizations



The better the question. The better the answer.
The better the world works.

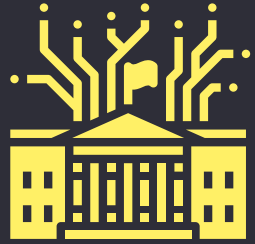


“
Digitisation does not equal transformation. If you digitise a company without fundamentally shifting its focus, ethos, structure and value proposition, all you are probably doing is speeding up its demise

Neil Gibb, “The Participation Revolution”

Digital is not just about any one technological advancement. It's about Cambrian explosions, collisions & convergence between sectors

Covid-19 has shown how late many organizations were on simplification, collaboration, automation, data analytics & management, but also how agile and innovative they can be with less resources when there is urgency to act



GOVTECH



EDTECH



REGTECH



Mobile



Data analytics



Advanced Robotics



Intelligent Automation



Blockchain



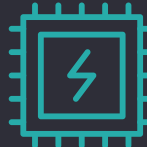
MEDTECH



Drones



Cloud Computing



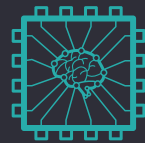
Processing Power



Solar & Storage



Quantum Computing



Cognitive Computing



Storage



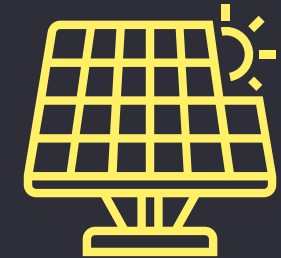
Autonomous vehicles



Bandwidth



Social & Gaming



CLEANTECH



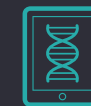
HD Imagery



Sensors



3D Printing



Genomics



New Materials



AGRITECH

Market Leader in Greece

“

EY has the knowledge, technology and creativity expected in a trusted business advisor, helping clients operate more efficiently, manage risk, foster growth and inspire confidence.

► Consulting

- Strategy & Transactions
- Tax & Legal
- Assurance



#1

Market Leader in consulting services in Greece



~1,800

Professionals
In Greece



96

Years operating
In Greece



3

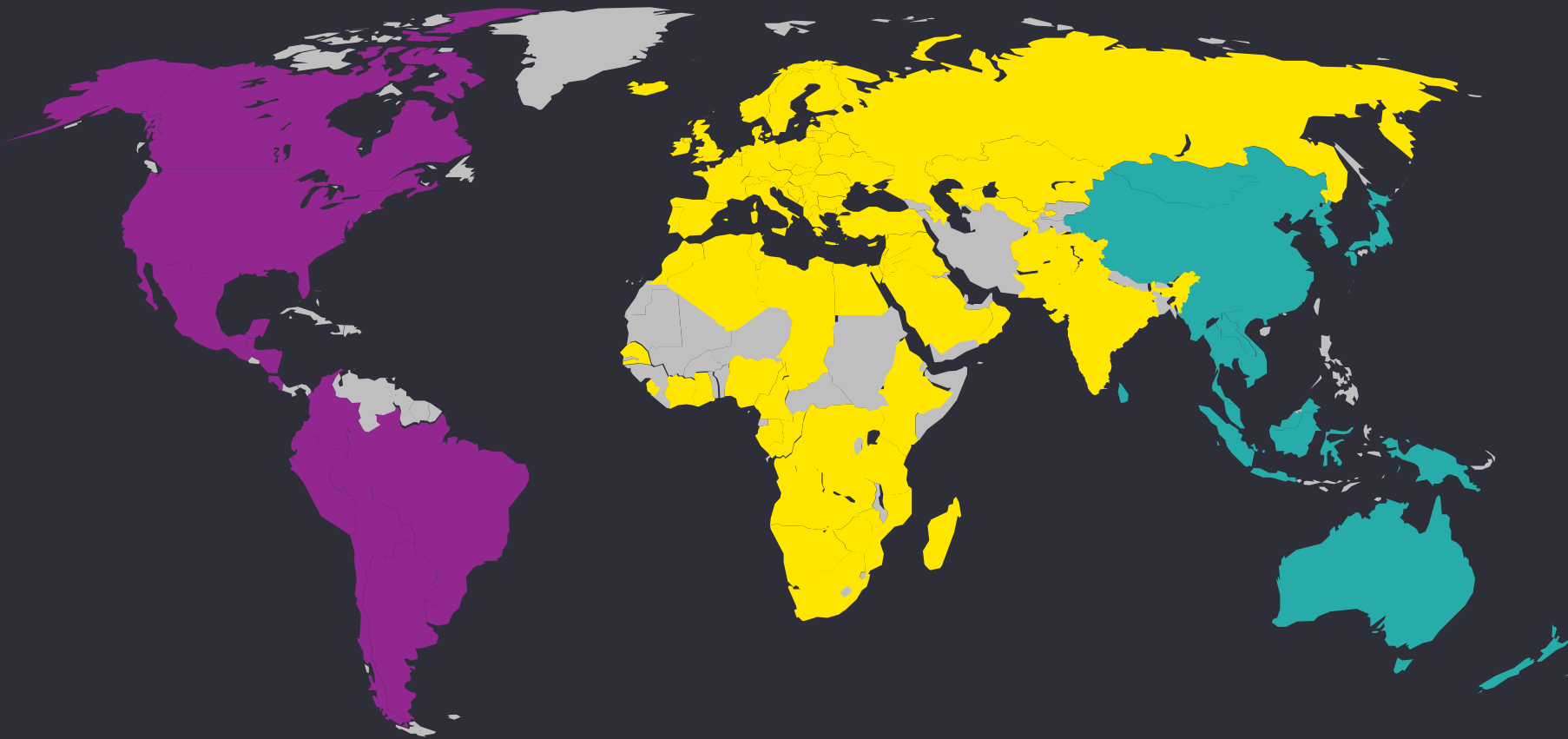
Offices
In Greece



A truly Global Firm



EY is now carbon negative



Americas

EMEIA

Asia-Pacific

330k +

Professionals
worldwide



150 +

Countries
worldwide



728

Offices
worldwide



\$40b

Global Revenues,
as of June 2021



Technology Consulting Services



Technology Service
Delivery



Cyber Security



Data &
Analytics



Digital &
Emerging
Technologies



Alliances



600 resources

Technology Transformation & Delivery

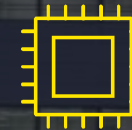
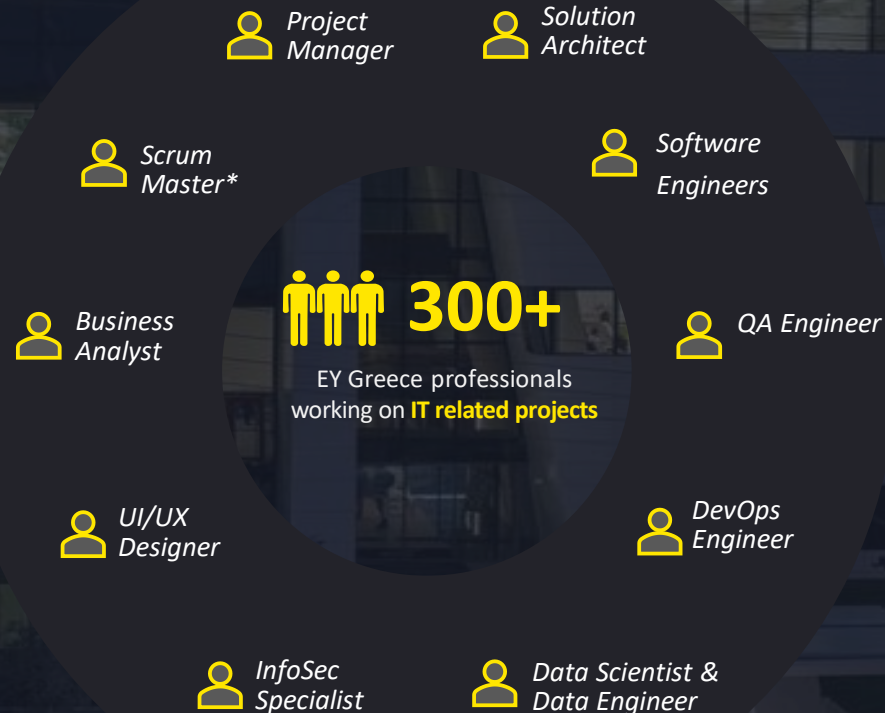
EY Athens Design Lab
EY Athens Cyber Lab
EY Athens Wavespace™



Technology Strategy,
Architecture and
Execution



Trusted Cloud and
Legacy Modernization



Intelligence
Transformation
Platform (Enterprise
Solutions), Core
Banking Solutions, SAP



Digital Engineering,
Foundation and
Transformation

* EY Greece has 14+ certified / in the process of being certified Professional Scrum Masters or PMI-ACPs, plus 3 certified Professional Scrum Product Owners

Digital eXperience Delivery Services

Delivering business solutions through core Digital Experience platforms



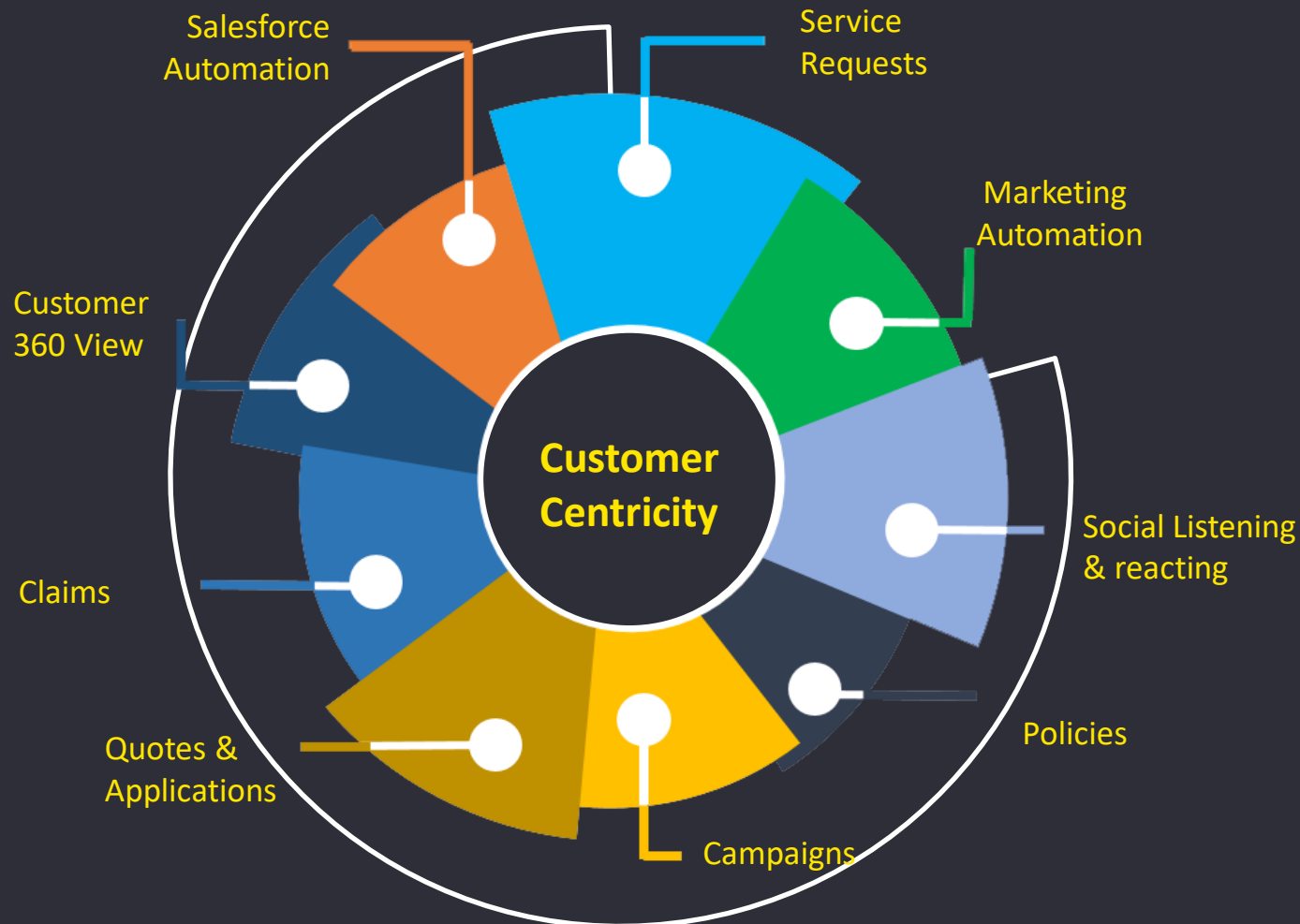
We have a business oriented approach, with strong technological competences. The combination of these two factors allows us to carry out Digital transformation projects with an adequate competence mix to support our clients in results-oriented, sustainable and scalable transformation processes.

Digital Solution Implementation and Integration capabilities supporting packaged software deployment and enabling broader transformation offerings:

- ▶ User Experience & prototyping
- ▶ Visual and Interaction design
- ▶ Creative Web Design
- ▶ Requirements Analysis
- ▶ Technical Solution Design
- ▶ Implementation & Integration
- ▶ End-User Training
- ▶ Use Cases (Testing Scenarios)
- ▶ System Integration Testing (SIT)
- ▶ User Acceptance Testing (UAT)
- ▶ Project Management

Domains of Expertise

A modern Customer Relationship Management application will enable your Organization to transform into a “customer-centric” organization, delivering personalized journeys and products for every customer across all channels, building strong trust relationships, and driving maximum customer satisfaction and loyalty.



Core CRM functions

- ▶ Customer 360 view
- ▶ Account & Contact Management
- ▶ Customer Interactions
- ▶ Address Book

Marketing

- ▶ Digital Marketing
- ▶ Customer journeys
- ▶ Segmentation & Targeting
- ▶ Execute personalized omni-channel campaigns
- ▶ Nurture and score leads
- ▶ Social listening & reacting
- ▶ Content Management

Sales

- ▶ Leads and Opportunities
- ▶ Sales Pipeline
- ▶ Calendar & Activity Management
- ▶ Territory Management
- ▶ Partner Management
- ▶ Mobile Sales
- ▶ Sales Performance Management

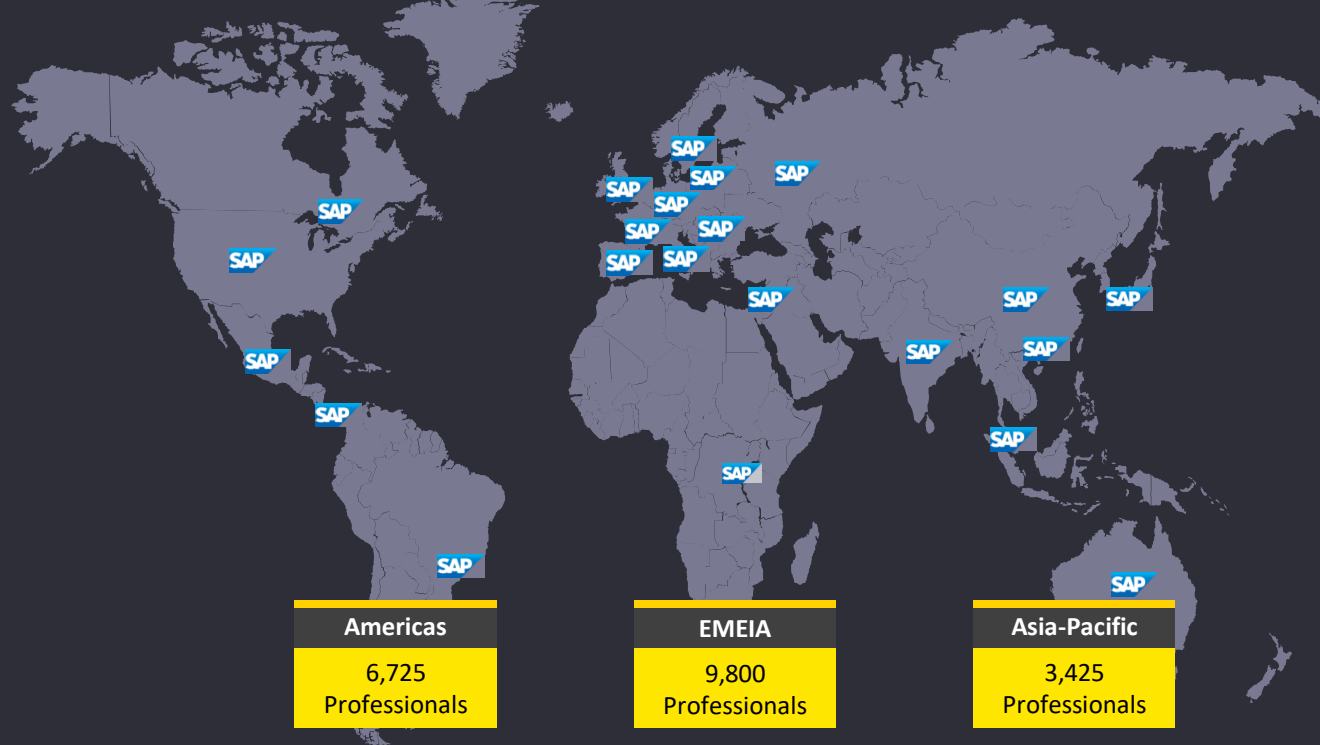
Service

- ▶ Omni-Channel experience
- ▶ Service Requests Management
- ▶ Web self-Service
- ▶ Knowledge Base
- ▶ Complaint Management
- ▶ Virtual Agents (Chatbots)

Loyalty

- ▶ Loyalty Programs & Promotions
- ▶ Customizable Rewards Management
- ▶ Referrals

150+ countries | 19,950+ professionals



EY momentum in the SAP ecosystem

#1 in Overall Growth

#1 in Cloud Growth (Americas)

#1 in Ariba (Americas)

#2 in S4 revenue

#3 in S4 Transformation

#3 in Cloud revenue

#3 in SuccessFactors

#4 partner globally

Hybris Newcomer/C4 partner 2018

EY SAP Practice

Our Agile Business solutions, enabled by SAP, can help business functions work in a much more agile way allowing, for example, continuous planning or a near real time close at fingertips.

50 SAP
Consultants
of which
22 Certified

**SAP Partner
Excellence
Award 2019 for
best contributor**

We assist clients with transforming their financial systems and processes to the new SAP S/4 HANA ERP solution including performance management and analytics, integrated planning budgeting, forecasting and reporting and integration with their other line of business applications.

**Agile Business
– Risk & Compliance –
enabled by
SAP GRC**



We transform procurement and help companies discover and collaborate with a global network of partners. We reinvent and digitalize integrated planning and companies' supply chain to simplify lead-to-cash process, i.e., sell, deliver and close everywhere with business insight.

**Agile Business
– Customer –
enabled by
SAP C/4HANA**



We provide clients with a comprehensive human resources (HR) transformation offering that aligns people and business strategies, enabling them with SAP SuccessFactors.

**Agile Business
– Data Mgmt.
& Analytics –
enabled by
SAP BW/4HANA**



An end-to-end approach from data governance, data management to info insights for management decision support.
Enabled by SAP BW/4HANA, BI/BO, SAP Analytics Cloud (SAC), Data Services, and Master Data Governance.



**Agile Business
– Finance –
enabled by
SAP S/4HANA Finance,
Real Estate, BPC**

We provide clients with an agile and digitized risk management approach and extend the support to their organization far beyond the identification and mitigation of risk.



**Agile Business
– Supply Chain –
enabled by
SAP S/4HANA
Enterprise
Management, Ariba,
IBP, PPDS, EWM**

We focus on marketing and sales transformation, business impact analytics, organization management, cost reduction and strong business case development based on the strengths and weaknesses of companies and total cost of ownership (TCO) view.



**Agile Business
– People –
enabled by
SAP SuccessFactors**

Data, Analytics & AI Center of Excellence

Key Services we offer

Strategy & Architecture

We help our clients to **define, plan,**
and realize their Information
Management Strategy

Data Foundation & Integration

We help our clients to
perform Information Management
throughout the data lifecycle

Data Usage - Business Intelligence

We help our clients **realize the potential of data through effective reporting** enablement. Services range from discrete projects through to full implementation

Analytics

We help our clients **review and analyze their datasets** to **produce** actionable insights

Artificial Intelligence

Solutions for **Forecasting, NLP, Computer Vision, CyberSecurity, Strategic Planning** problems

Asset / Use-case building

- ▶ CCAP
- ▶ Network Optimization
- ▶ Change Insights
- ▶ Smart Assets
- ▶ Mobility Pathway
- ▶ Data Quality and Metadata tool

180+

professionals experienced
in Analytics, Business Intelligence and
Data Management

30+

countries globally in which
EY Greece has helped clients improve
performance with
Data & Analytics.

15+

PhDs



Types of Analytics

- Customer
- Commercial
- Operational
- Finance
- Risk
- People
- Cyber

Sectors served

- Banking
- Insurance
- Telco
- Energy
- Retail
- Consumer Products
- Oil & Gas
- Pharma

Artificial Intelligence



5 AI & NLP experts



5 AI Engineers

5 AI Analysts



Athens office

Our AI team



NLP

- Topic Modelling
- Summarization
- Question Answering
- Dialog Management
- Document Analytics

Computer Vision

- Traffic Monitoring
- Vehicle Tracking

► Forecasting

- Electric Energy Forecasting

► Cybersecurity & AI

- Regulation & Processes
- Threat Categorization (NLP)
- Threat Detection

► AI Strategy

- Greek AI Strategy (GPS)
- AI Project Management (GPS)

Our Areas of Expertise and Assets



► **AI Programming:** Python, Tensorflow, PyTorch, Keras, Sklearn, GenSim, OpenCV, CUDA, t-BERT

► **AI Architectures:** Seq2Seq, Siamese Networks, Transformers, CNN's, Ensemble

► **NLP Language Models/Embeddings:** BERT, RoBERTa, DistilBERT, USE, ELMO, Word2Vec, Glove.

► **Cloud Technologies:** Azure, Azure ML, IBM Watson Studio & Discovery

Our tools

Cybersecurity Services

50+

Professionals
in Greece



Performed engagements
in 20+ countries

EMEIA

Microsoft Cloud
Security Center
of Excellence



Leader in Forrester
Wave Global
Cybersecurity
Consulting Providers
Q4, 2021

Indicative Industries



Banking & Capital
Markets



Insurance



Power &
Utilities



Wealth & Asset
Management



Government & Public Sector



Consumer Products
& Retail

Oil & Gas



Health



Diversified Industrial
products



Transportation



EY Cybersecurity and business resilience capabilities



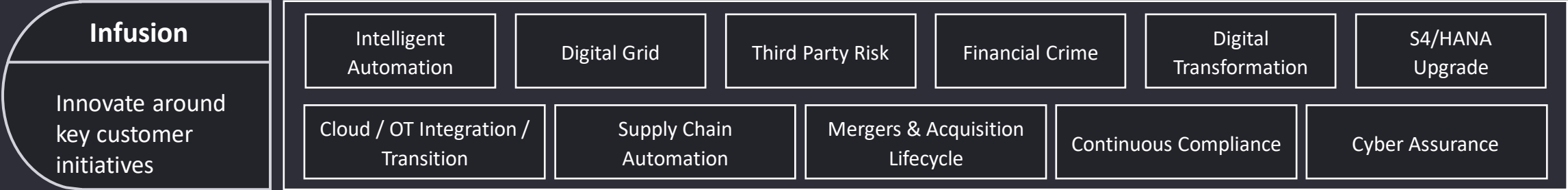
Strategy, Risk,
Compliance &
Resilience

Data Protection &
Privacy

Identity & Access
Management

Architecture,
Engineering &
Emerging Technology

NextGen Security
Operations &
Response



Cloud Services

Technology/Cloud Strategy ●

Deliver insights that matter on Azure at scale

- ▶ Cloud Migration
- ▶ Cloud Operating Model
- ▶ Cloud Strategy & Economics
- ▶ Cloud Infrastructure

Cybersecurity ●

Manage risk and innovate with confidence

- ▶ Security Simplification
- ▶ Modern Workplace Security
- ▶ Managed Services



Intelligent Cloud ●

Enhance the digital experience

- ▶ Cloud Development
- ▶ DevSecOps
- ▶ Cloud Integration
- ▶ Cloud Modernization

IoT & Intelligent Edge ●

Use advanced technology to drive growth

- ▶ Edge & IoT Strategy
- ▶ Accelerated Prototyping
- ▶ Vendor Management
- ▶ Solution Architecture
- ▶ Engineering & Development
- ▶ Solution Delivery

Part 2

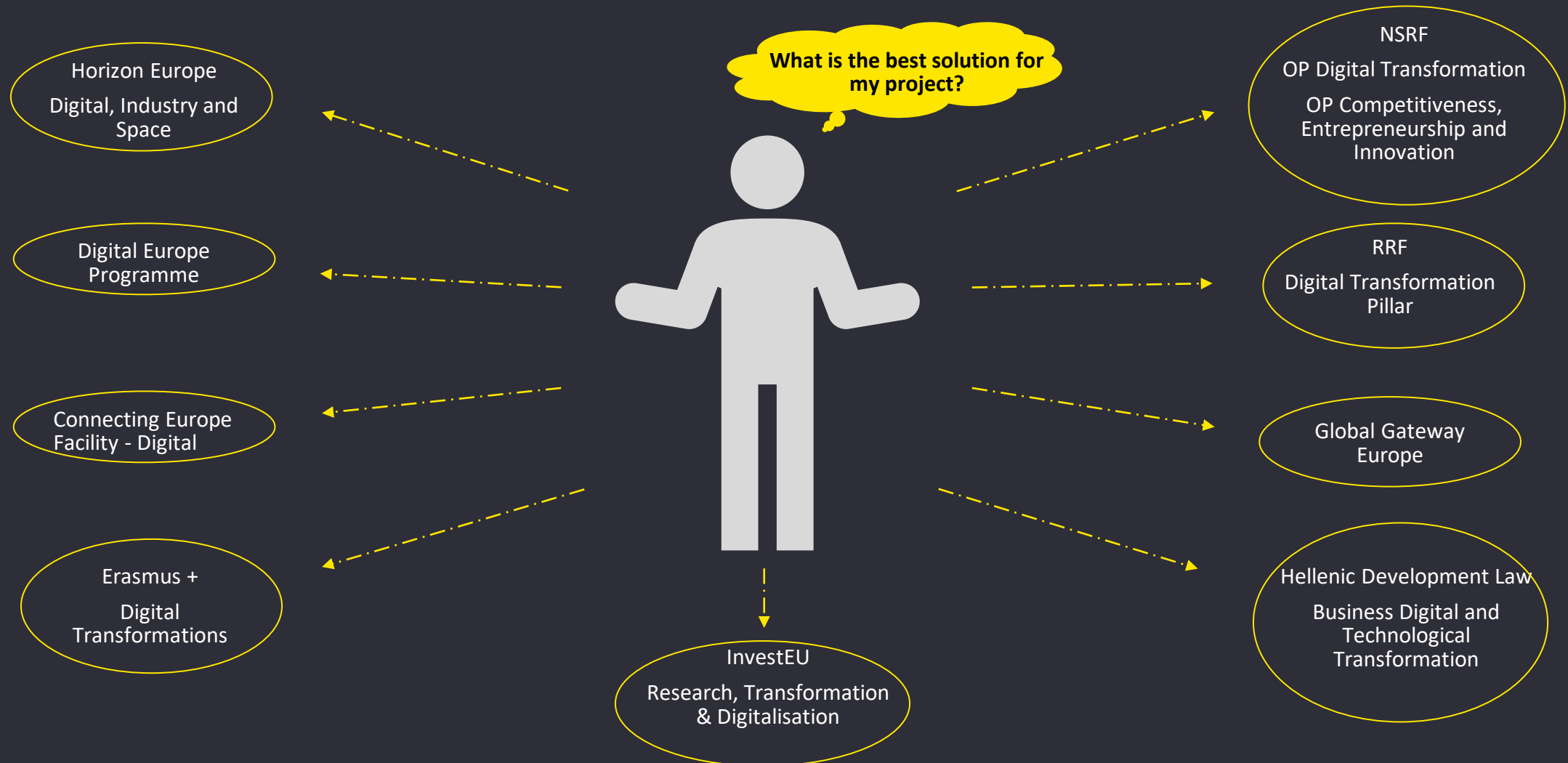
Financing projects in the ICT sector: The **EY**
holistic approach



The better the question. The better the answer.
The better the world works.

Grants and incentives to finance projects in the ICT sector

Nowadays, public and private entities in the ICT sector have at their disposal a large number of available funding and financing options (grants and incentives), supporting their future investment actions





Thank you

