



ACCENTURE & ORACLE. WE WELCOME YOU TO THE DATASPHERE. DIGITAL TRANSFORMATION AT TELCO WINDTRE. VIDEO TRANSCRIPT

Andrea Cesarini (Oracle Business Group Lead Europe, Accenture):

The journey for the Telco to move from being just a service provider to a digital industry orchestrator is something that requires an evolutionary approach that balances the digital intensity of the transformation with the business continuity.

Here we have Pierre Obeid from WindTre that will tell us about the journey we have been doing together.

Pierre Obeid (CIO, WindTre):

Absolutely, Andrea. It's about an evolutionary pass,

rather than a revolutionary one. So this is why in terms of steps we have to take, you have to insure that your continuity of business is preserved. And that's in collaboration with Oracle & Accenture we took the steps of looking at first fixing the basics, using best-of-breed products aiming for best of Suite in the long term.

So the products that are not currently at the right level of maturity but will allow us to achieve our strategic objectives were earmarked. We picked complimentary solutions to what we have today in order to be able to move the business towards the digital service provider ecosystem so that we can integrate new partners,



new players and extend our reach in terms of digital play and that requires the implementation of certain modules that are not traditionally available in legacy systems like for example the ability to configure products centrally, using a central product catalogue, using for example Omni-channel, and in this case we were using for example the CX from Oracle with CX Sales, CX Commerce, CX CPQ in order to achieve that. And with this implementation, we are decoupling also the service logic of the architecture so that we enable certain capabilities we can expose and these capabilities will be able to make them available to third parties to consume for third parties to build more core services on top or re-use them ourselves in order to develop new products and services, obviously digital.

Andrea Cesarini: Thanks a lot, Pierre for partnering with us in this critical journey.

Pierre Obeid: Pleasure. Thank you, Andrea, for the support. [Friendly handshake]. I'm looking forward to the completion of the journey together.

Titles:

Datasphere.

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