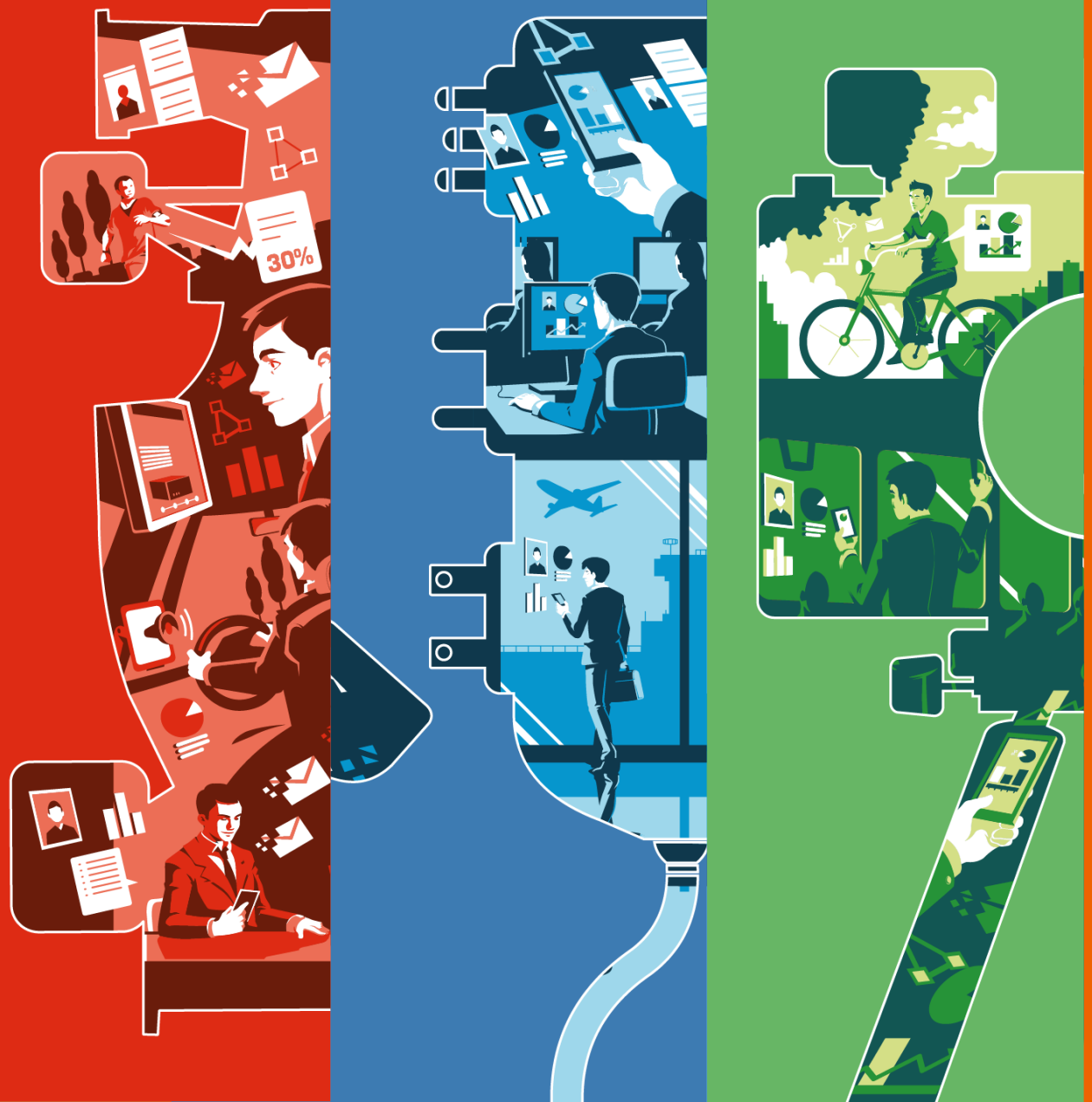


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Modena | 20 May 2016

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# Product sneak peeks

## Unvealing the features of tomorrow

Matteo Generali

Director of Product Management

C2

# What does cloud really mean?

Pre-cloud

Post-cloud

Type 0

Cloud enabling

**Technology for service delivery**

Type 1

Cloud inspired

**Standardization**
**Shared hardware**
**Single company**

Type 2

Cloud pure

**Efficiency**
**Agility**

Type 3

Cloud enhanced

**Platform for Innovation**

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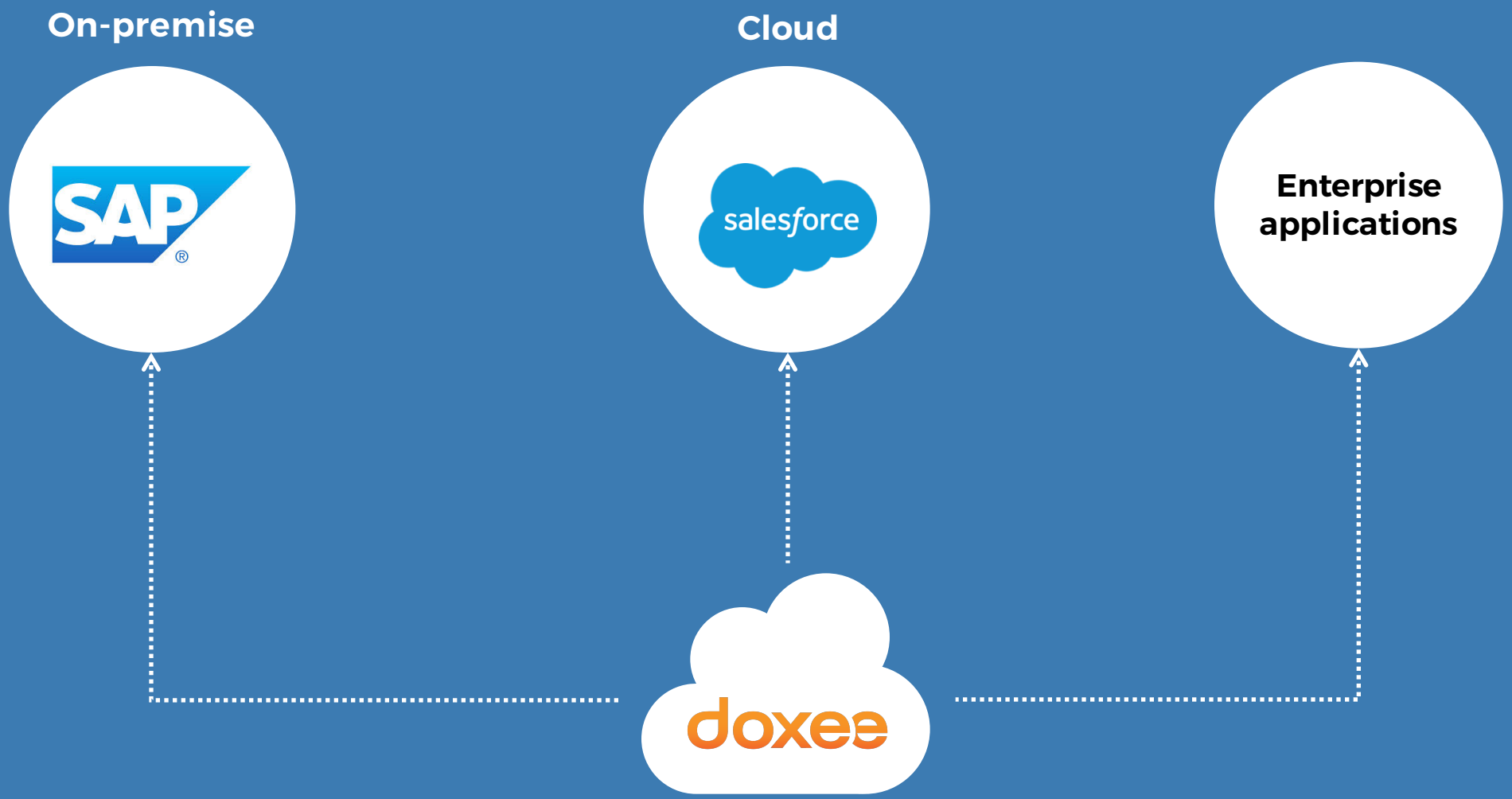
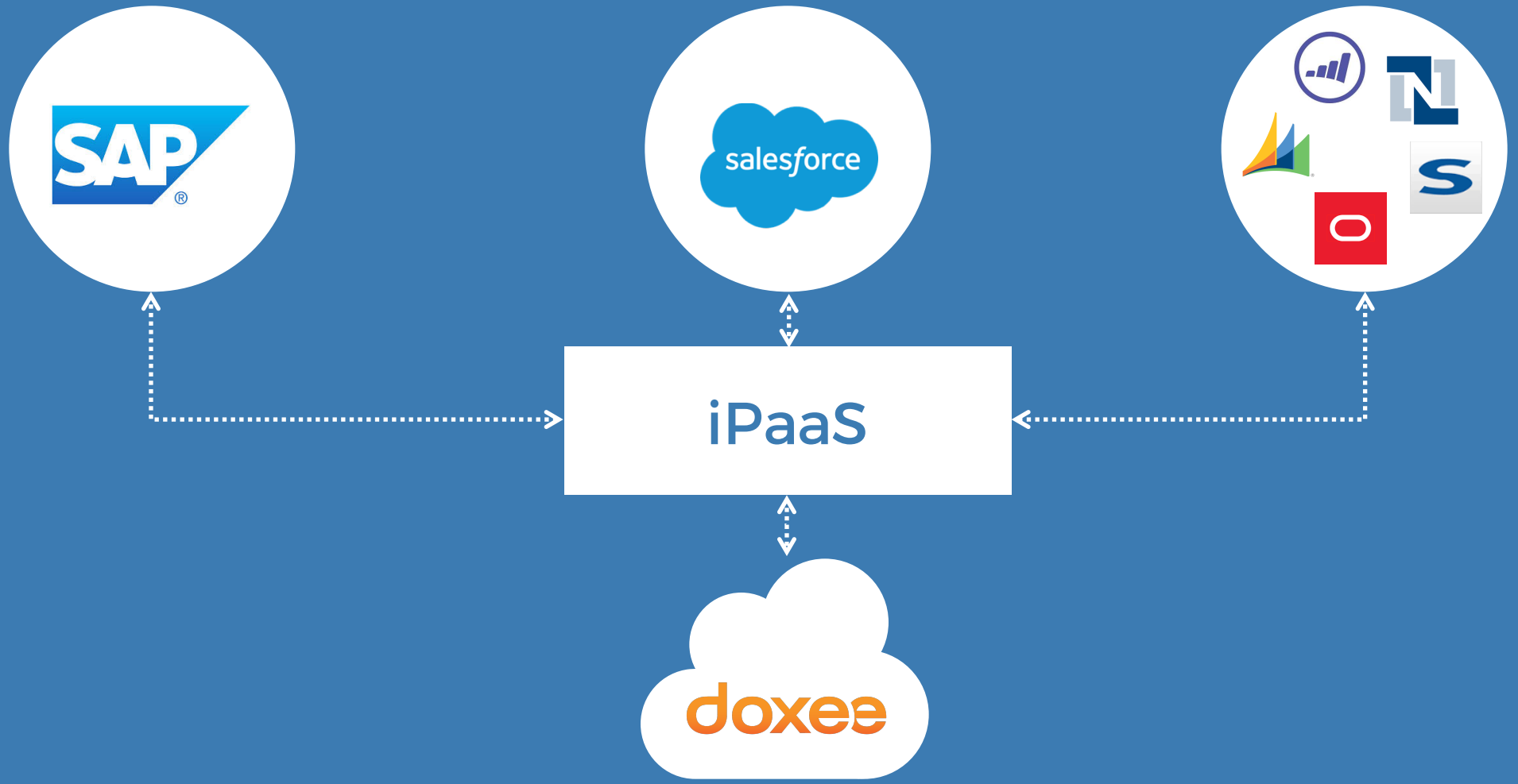
CLOUD C²X

# Integrating WITH the cloud



# Integrating IN the cloud



## Analytics

amazon web services™

Redshift

## Data warehouse

## Customer behavior

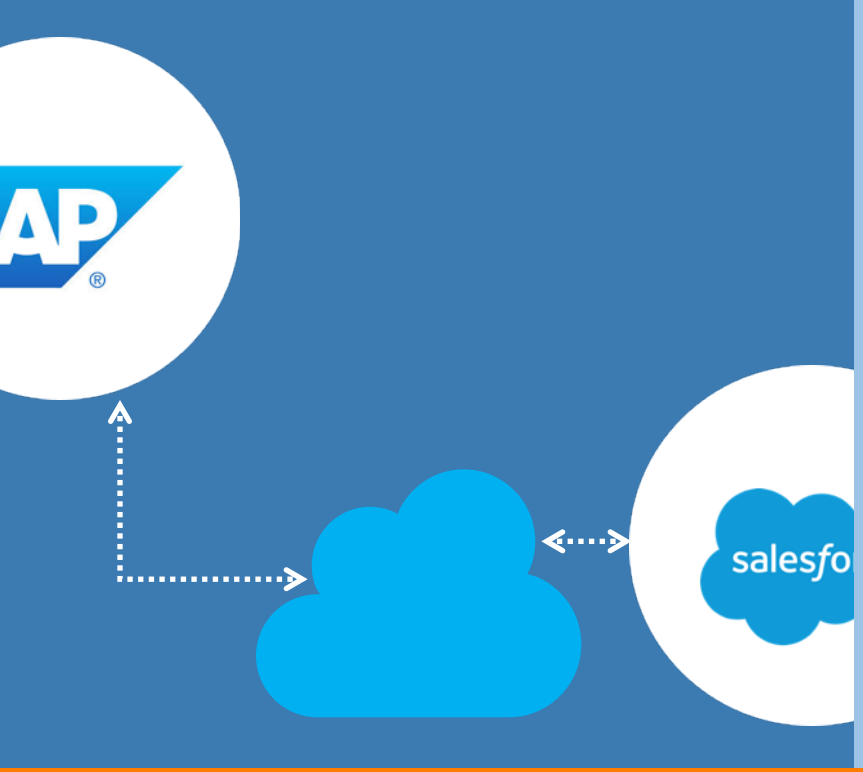
## CCM Business Intelligence

Hi!

Are you talking to me?

Hi Giulio!

Yep,
that’s me!



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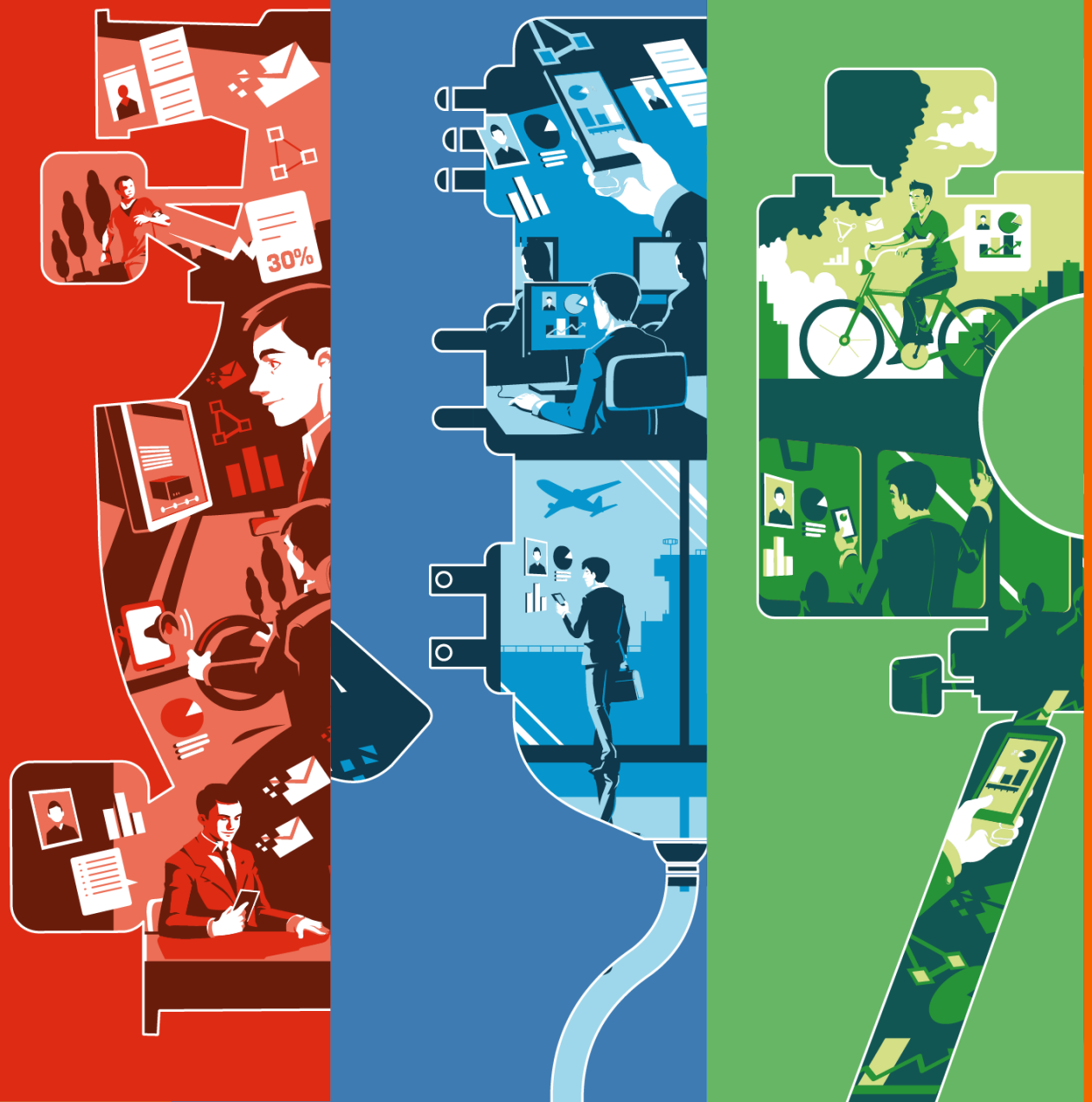
# On-premise, Cloud stack

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