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TOP DIGITAL TRANSFORMATION TRENDS

Digital transformation is a process of using digital technologies to fundamentally change how businesses operate and deliver value to customers. As digital technologies continue to evolve, they are getting closer to end customers and their potential is becoming more obvious.

Telco operators such as SWAN have identified the demand and have done their best to diversify towards these new digital services, not only to substitute declines in revenue from commodity services such as internet connectivity or voice services, but also to widen their services portfolio to get closer to the customer.

CLOUD, VIRTUALIZATION AND CYBER SECURITY NOT JUST BUZZ WORDS

One of the key trends is cloud computing, which has been embraced by many businesses of various sizes and has become an essential part of everyday operations. It all started with Infrastructure as a Service (IaaS) which enables businesses to store, process, and access data and applications over the internet, reducing the need for on-premises infrastructure. Inflating and deflating computing resources according to the current needs and paying for what is really used is appealing to any financial director. Apart from saving money, cloud services bring better data and computing resources availability and enhanced security. In fact, as businesses become more reliant on digital technologies, cybersecurity is becoming a critical concern.

Digital transformation initiatives need to include robust security measures

to protect against data breaches and other threats. SWAN has an answer to that and provides security as a service (SECaaS) in one package with cloud services. Again, this brings substantial savings and allows customers to focus on their core business. The term cyber security covers many subcategories ranging from firewall, antivirus, antispam solutions through application control, web filtering or data leak protection, to sophisticated tools to mitigate DDoS attacks.

MANAGED IS ALWAYS BETTER

On top of the virtualized infrastructure layer, which is wrapped in a security zone protecting the customers' assets from the outside world, there are other building cloud blocks to be used. Platform as a Service (PaaS) provides a cloud-based platform for customers to develop, run, and manage applications without the complexity of building and maintaining the underlying infrastructure. PaaS typically includes operating systems, middleware, and other necessary services. It allows developers to focus on building applications and deploying them without worrying about infrastructure management. Database as a Service (DBaaS) gives customers a fully managed database service. Customers can create,

operate, and manage their databases without needing to install, configure, or maintain the underlying hardware and software.



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In summary, IaaS provides virtualized infrastructure, PaaS provides a cloud-based platform for developing and deploying applications, DBaaS provides a cloud-based database management system, and SECaaS provides a cloud-based security management. There is also a human aspect to all this. SWAN has a strategy to provide their services with highly qualified pre-sales engineers. They work with customers to understand their needs, provide technical advice, and help design solutions that meet the customer's

requirements. Once a solution is implemented, running services are maintained by experts united under the term Professional Services. It is critical that the service is reliable, efficient, and meets the customer's needs. Professional services help ensure that the service is implemented and maintained to the highest standards, resulting in a positive customer experience.

FUTURE IS NOW - IOT, AI AND MACHINE LEARNING

Another trend of digital transformation, which gets heavily addressed by operators, is Internet of Things (IoT). IoT involves connecting devices, sensors, and machines to the internet, enabling businesses to collect and analyze data in real-time to improve efficiency and reduce costs. What's more, customer data is sent to and analyzed within a highly secured and redundant cloud environment. A perfect example of complementary services from one supplier of one single solution where things fit together.

Other trends include Artificial Intelligence (AI) and Machine Learning (ML), both of which are transforming the way businesses operate by automating processes, improving decision-making, and enhancing customer experience. This goes hand

in hand with customer-centricity, a digital transformation which is increasingly focused on meeting the evolving needs and expectations of customers. This involves using digital technologies to personalize products and services and provide seamless and convenient customer experiences. A fine example of seamless user experience is an internet TV ecosystem which can be accessed through various devices, each of them with unique settings according to customer needs but managing one single content.

Overall, digital transformation trends are driven by the increasing availability of advanced digital technologies and the need for businesses to adapt to changing customer expectations and market conditions. A telco operator such as SWAN provides their customers with cloud services because they represent a logical extension to their product portfolio. Cloud services rely on high-speed, reliable connectivity to transfer data between the customer's devices and the cloud infrastructure. As a Telco operator, SWAN can leverage its existing telecommunications infrastructure, such as its robust network or data centers, to meet the expectations of even the most demanding customers.