



platform3I

GETTING OUT OF THE COMFORT ZONE

Around the globe, German engineering enjoys an excellent reputation. And in no other economy in the world are there so many small and medium-sized companies that are also among the world leaders in their field. But when it comes to digitalization, many are still lagging behind.

In a recent survey by Bitkom-Research, around half of SMEs in Germany described themselves as "digital laggards." platform3I wants to change this and turn managers and employees into innovators for their companies.

The Telekom TechBoost partner has developed an innovative concept for this: From its platform, the start-up sends daily future-oriented impetuses to company employees. These generate initial ideas on how processes or customer experiences can be improved. In this way, employees become fellow thinkers and leaders – swarm intelligence turns into a digital strategy consultant. In the future, this process will be automated with artificial intelligence. platform3I uses the Open Telekom Cloud as its technical basis.

AT A GLANCE

The Task: For its innovative concept, the Bonn-based start-up platform3I was looking for a reliable, flexibly adaptable cloud platform that would support the increased use of AI applications in the future. The sought-after public cloud provider was also to ensure the secure operation and GDPR-compliant processing of the customer data.

The Solution: With the Open Telekom Cloud platform3I has chosen a future-proof platform that scales with business development. Thanks to the open operating system OpenStack, the start-up can always fall back on the latest innovative tools developed by an international community.

The Benefits: The Open Telekom Cloud is highly scalable. Telekom's twin-core data center guarantees data security and data protection at the highest level. As a partner in Deutsche Telekom's TechBoost program, platform3I receives technical support and marketing assistance.



LIFE IS FOR SHARING.

THE CUSTOMER: PLATFORM3L

platform3l is a Bonn-based start-up that has made it its business to help German SMEs to find their way into the digital future. To this end, it has developed an innovative concept that turns employees into innovators and digital strategy consultants for their company. platform3l provides them with daily future-oriented impulses that could be interesting for their company and supports them in strategy development and the implementation of digital projects. The future-oriented impulses show how digital technologies have helped solve problems all over the world. The start-up filters this information according to industries, technologies and social trends and sends it as compact future-oriented impulses to the smartphones of employees in companies. These employees can evaluate the future-oriented impulses directly with emojis and note down their suitable idea in their smartphone. The swarm intelligence of the employees in the value chain becomes the digital strategy consultant of the company. If an idea has corresponding potential, the start-up helps its customers to implement it and identifies possible solution providers or experts.

THE CHALLENGE

It's little wonder that platform3l attaches such great importance to data protection. After all, highly sensitive customer data is processed and stored on their platform. Therefore, data protection and data security played a decisive role in their choice of a cloud solution. "To support the future viability of our products in the direction of Artificial Intelligence, we also needed a solution that we could manage efficiently. With tools that support workloads and cluster management and can perform tasks in parallel," says founder and CEO Gabriele Riedmann de Trinidad.

THE SOLUTION

platform3l obtains IT resources for its solution from the public cloud of Deutsche Telekom, the Open Telekom Cloud. The start-up can feel secure, because not only customers, but also legislators demand a high level of data protection ever since the European Union's General Data Protection Regulation (GDPR) came into force in May 2018.

The Trusted Cloud Data Protection Profile (TCDP) certifies that the Open Telekom Cloud is currently one of the few cloud offerings



Gabriele Riedmann de Trinidad – founder of platform3l

on the market to have a legally compliant privacy certification for defined cloud services. In addition, the data is stored in highly secure, multiple-certified Deutsche Telekom data centers in Germany (Saxony-Anhalt).

THE CUSTOMER BENEFITS

In addition to data protection and data security, platform3l benefits from the high scalability of the solution. "Not only can we manage the cloud efficiently, but storage capacities can also be booked – and automated – and released again quickly if required. This way we have costs under control, because the resources adapt to our business development," says Riedmann de Trinidad. platform3l also benefits from the fact that the Open Telekom Cloud is based on the open operating system OpenStack. It is based on worldwide leading standards, so that the vendor lock-in risk is reduced to a minimum and the start-up always benefits from innovative tools. "In addition, with the Open Telekom Cloud we now have the right technological basis to use artificial intelligence to make our own processes even more efficient in the future," says Riedmann de Trinidad.



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