



# UNLEASH COMPETITIVENESS WITH THE CLOUD CONTINUUM

## VIDEO TRANSCRIPT

Set your company up for success by looking at what cloud can do for you in a completely different way. As a series of connected technologies. Cloud can be used strategically in line with your business vision to put you in the right place at the right time. Recognizing Cloud as a launchpad for innovating and new ways of operating. A small group of companies is already seeing substantial gains. I think. For them, cloud isn't just a single static destination, a place to arrive, and it's a future operating model. They're viewing Cloud in a new light, understanding that it's actually a continuum of capabilities spanning from public to edge and everything in between. Making this continuum of integrated technologies work for them without silos is how they're transforming, how they interact with customers, partners and employees. How they make and market their products and services, how they build and operate their IT system, and how they're able to re-imagine the role of data and computing. Operating seamlessly across the continuum. Continuum competitors are creating the future they choose. Explore how you can make the most of cloud and be ever ready. Every opportunity.

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