

Quando l'Architettura IT risponde in modo veloce, sicuro e scalabile.

Due casi a confronto: Trenord e Cattolica

The Digital Revolution

The world is now **omnichannel** and **digital transformation** is radically changing the landscape of today's business.



Anytime, anywhere commerce



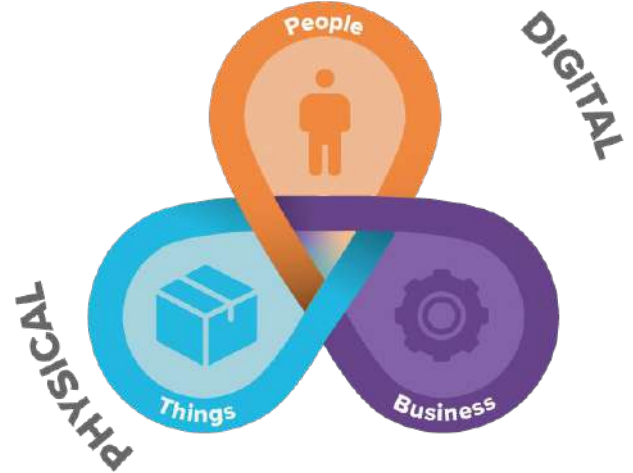
New **digital business models**



Customers participate in the **value-creation process**



Connected Applications to empower business

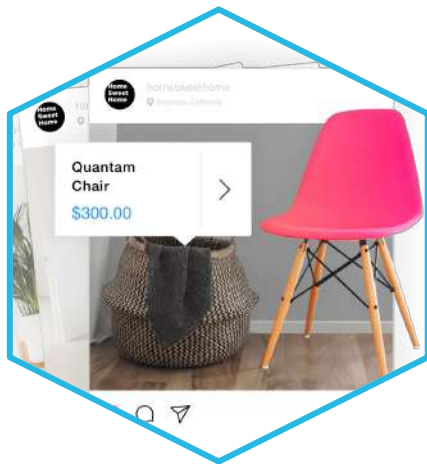


Anytime, anywhere commerce

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Digital enables **new relationship and intimacy with users** nourishing touch-points proliferation leading to the Omnicanality of “anytime, anywhere commerce”.



Omnichannel Retail
Multiple Touchpoints



Ticket Dematerialization
Digitalized Buying Process



Bankassurance
Selling through Partners

New digital business models

Technology-integrated objects foster the switch **from a product to a service, from once to recurrent** stimulating new offering and model



Sharing Economy
From Purchase to Usage



Subscription Economy
From Once to Recurrent



After sales experience
From a product to a service

Consumerization of Applications

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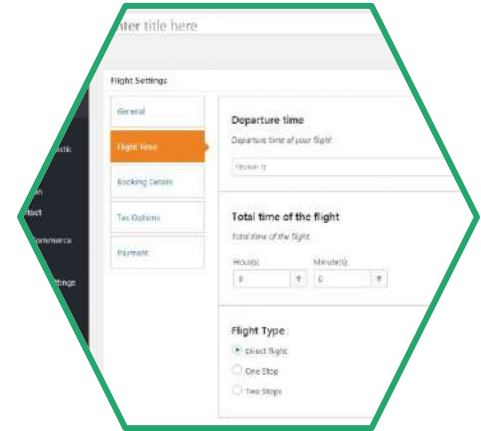
User of this fast pace digital era loves to **Self-service your Brand/Offer**, bringing them into the value creation process driving intimacy and efficiency



Do-it-yourself
User into the Value Chain



Portfolio self-allocation
Self-profiling



Booking Configuration
Product Self-Configuration

Connected Applications

When competition is moving from a product to a service being able to **convey information** to implement **partnerships** becomes a key competitive advantage.



Trenord integrated with Moovit
Data Monetization



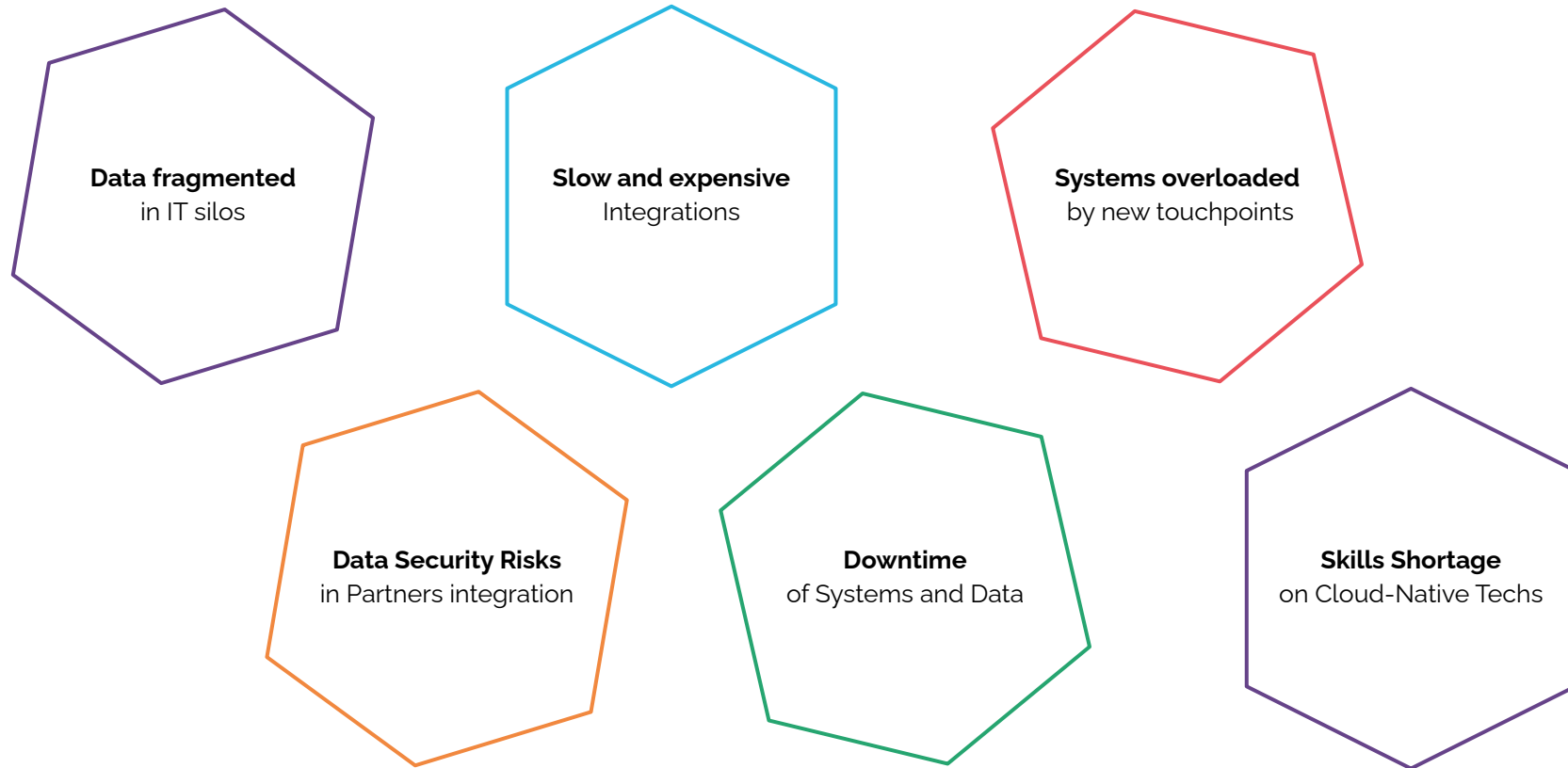
Google Maps
Geo-locate Services



Smartwatch
Service Mesh

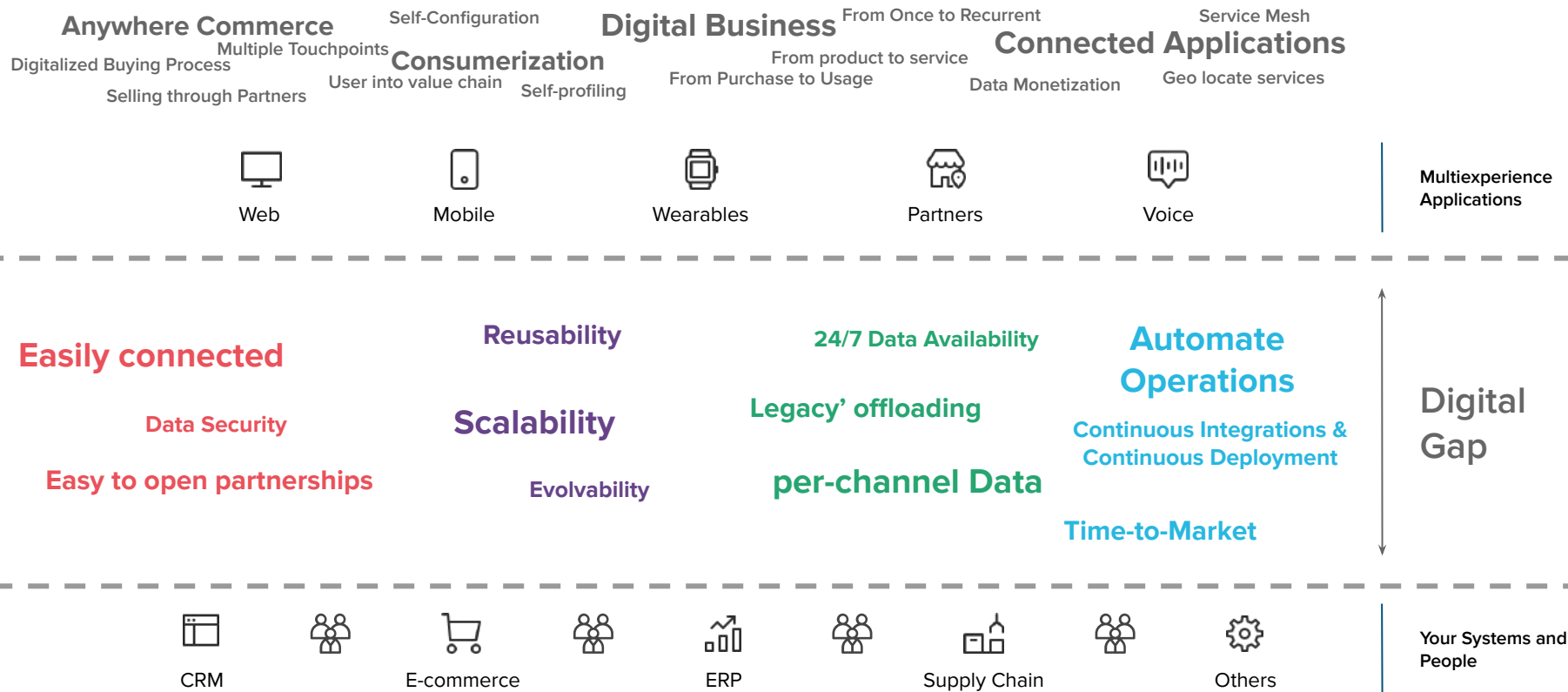
Companies carry heavy burdens

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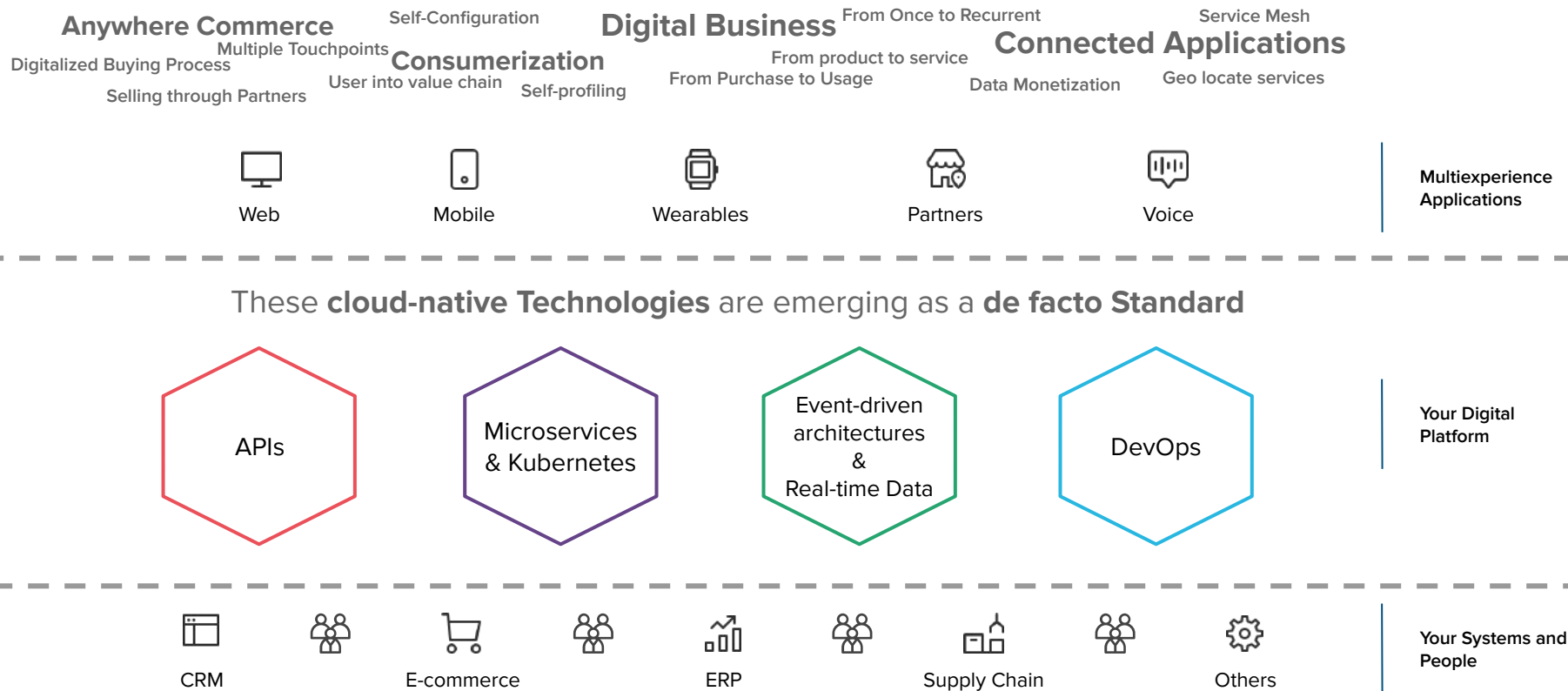
A Digital Gap to fill

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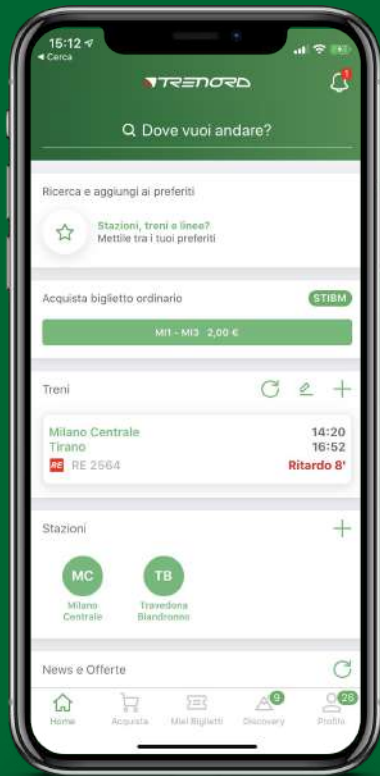
A Digital Gap to fill with Modern Technologies

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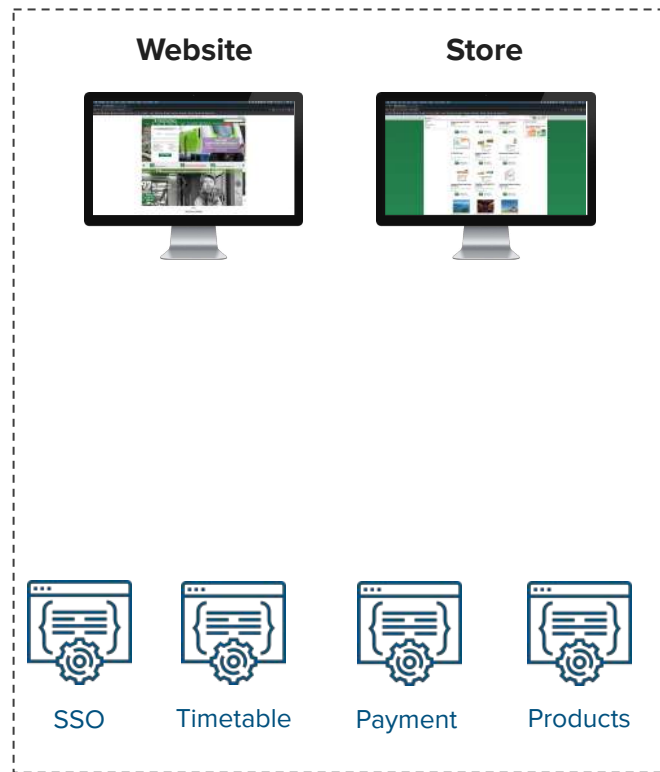


A success Case



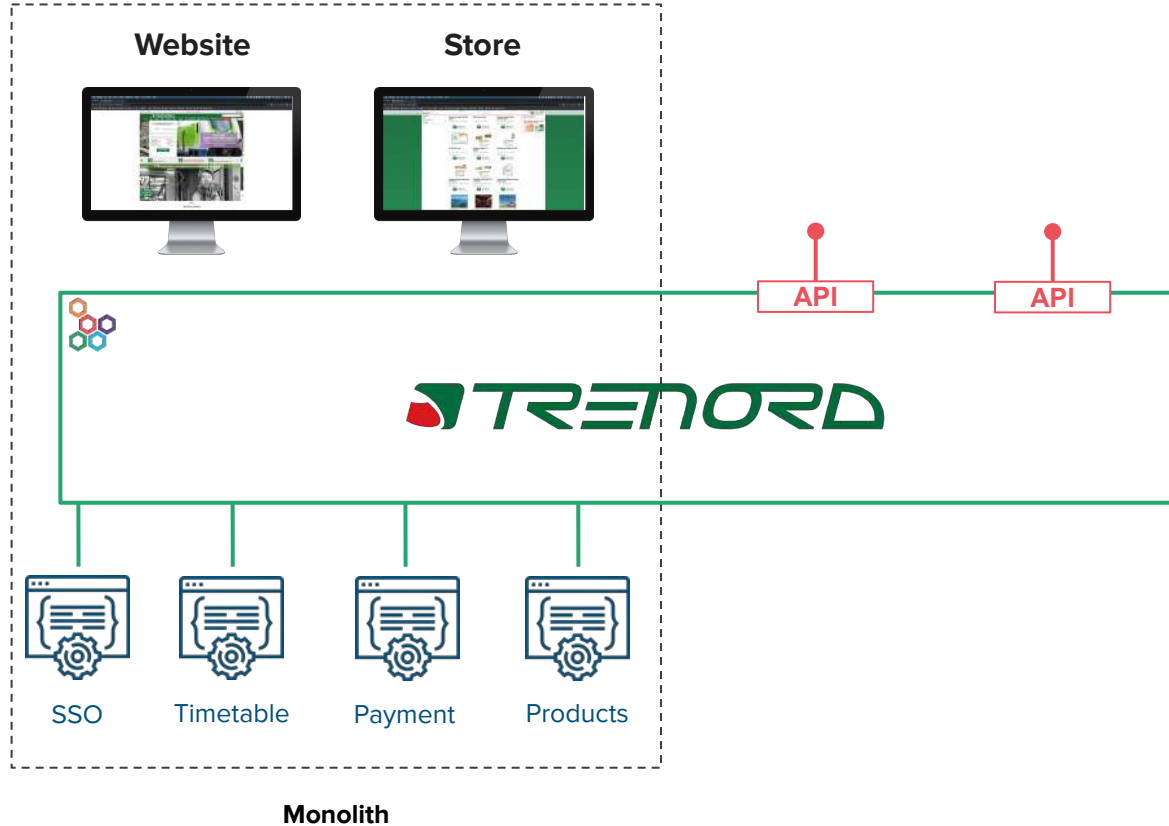
A new project: the new mobile App

Starting from a traditional IT architecture

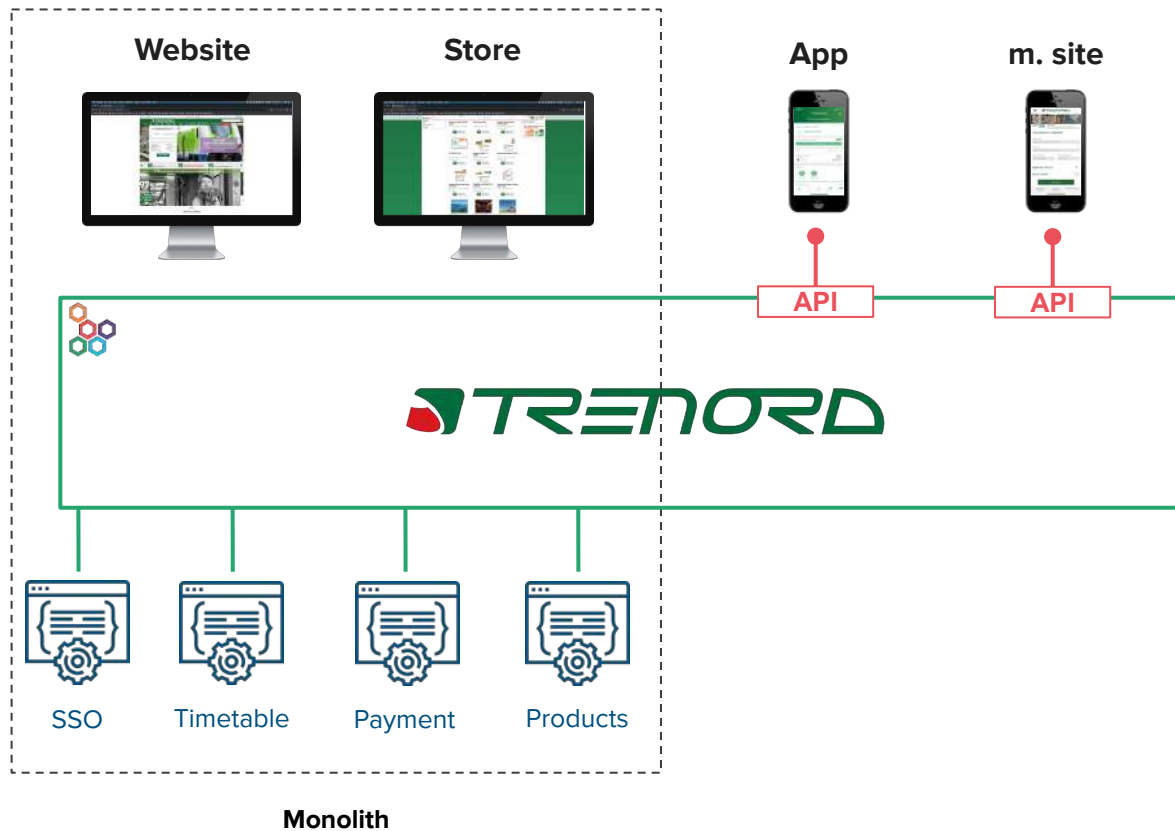


Monolith

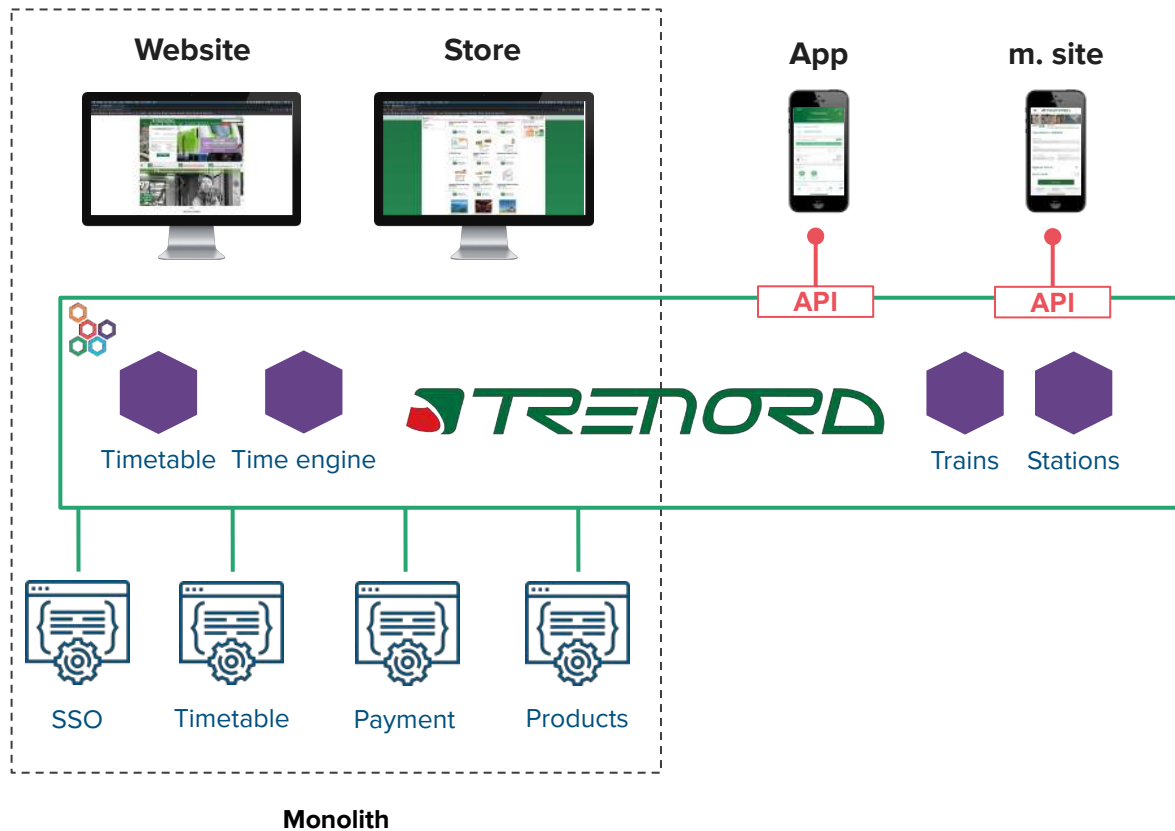
The first step for an omnichannel platform



Trenord became mobile



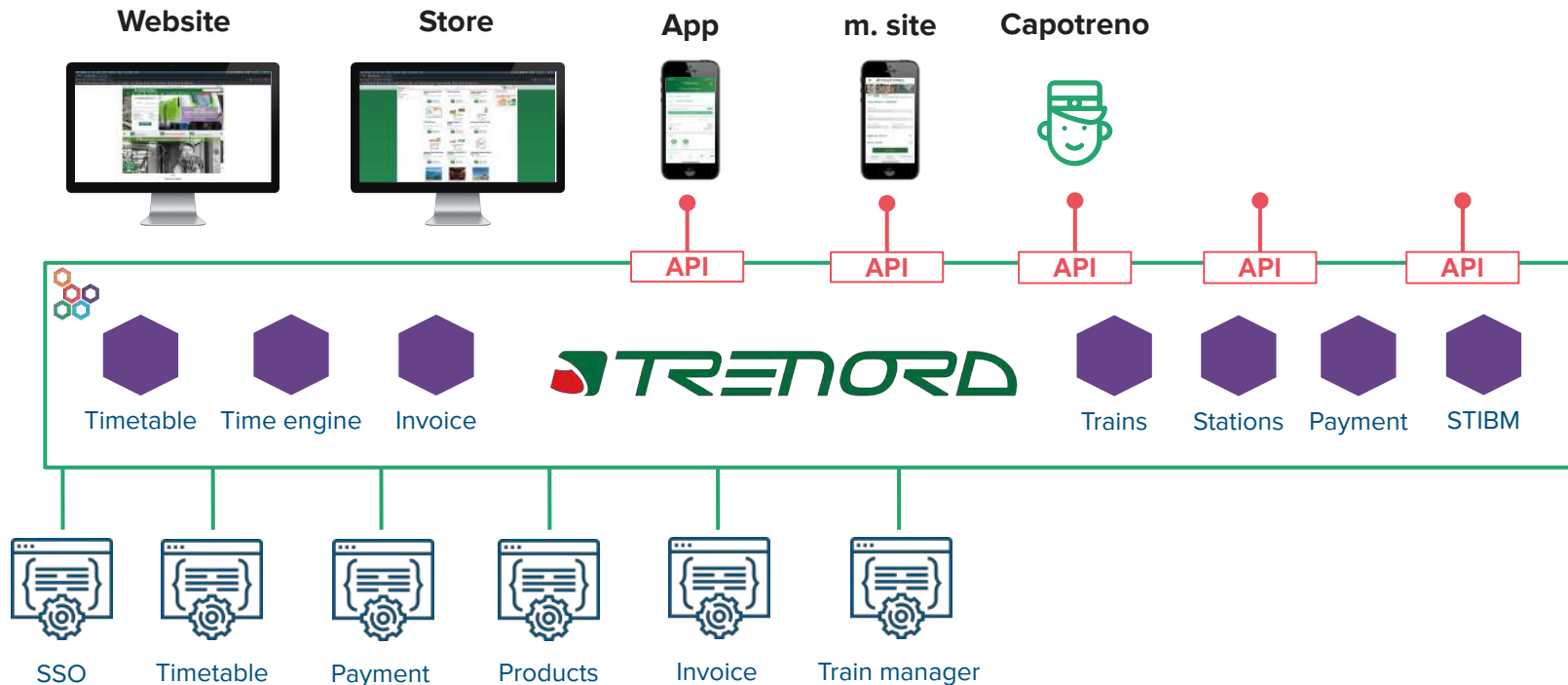
Trenord became evolutionary



Trenord became evolutionary

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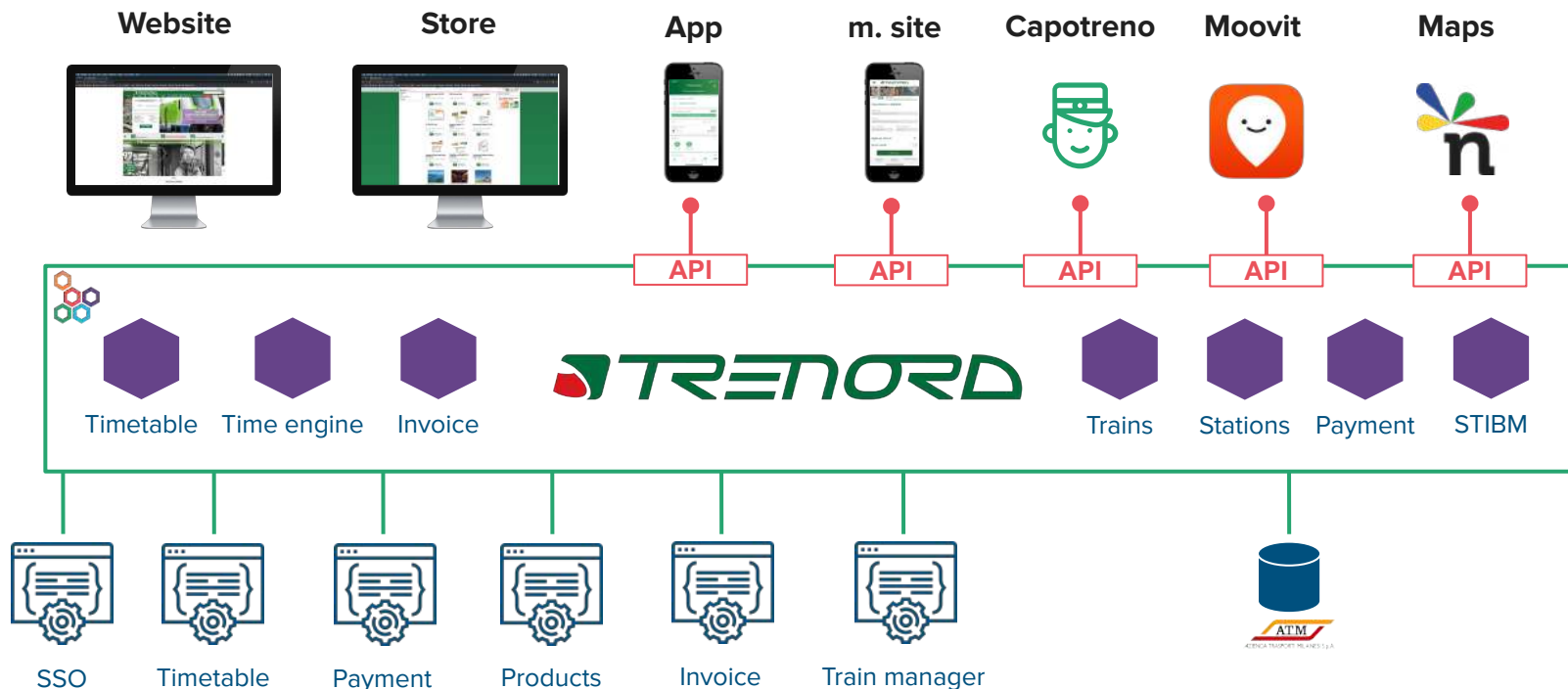
The screenshot displays the Trenord API Portal interface. At the top, there's a header with the Trenord logo and navigation icons. Below the header, there are filters for 'All Categories', 'Filter by tags', and 'Filter by methods'. The main content area is divided into two sections: 'Centricity Services' and 'Train'. The 'Centricity Services' section lists four endpoints: GET /breakingnews/valid, GET /internalnews/valid, POST /newslogger, and GET /usernews. The 'Train' section shows a GET endpoint for /train/{id} with a description 'Finds the train by id'. Below the endpoint list, there's a detailed view for the GET /train/{id} endpoint, including a 'Try it' button, a 'DESCRIPTION' field (currently empty), and 'PATH PARAMS'. At the bottom of this view, there are buttons for 'Collapse', 'Edit JSON', and 'Object Properties'. On the right side, there's a 'Tags' sidebar with a list of service categories: Directric Services, Arviti Services, Bachache Services (selected), Centricity Services, Train, M53, Haffas, backoffice-controller, card-controller, carnet-store-controller, discovery-controller, ticket-store-controller, order-controller, pass-store-controller, payment-controller, store-health-controller, wallet-controller, User, Malpensa, Geography, Contactless, OOR, Iata code, STBM, Trip, Catalogue, and App Version Book.

All the **APIs** are **documented** and ready for sharing with external partners.

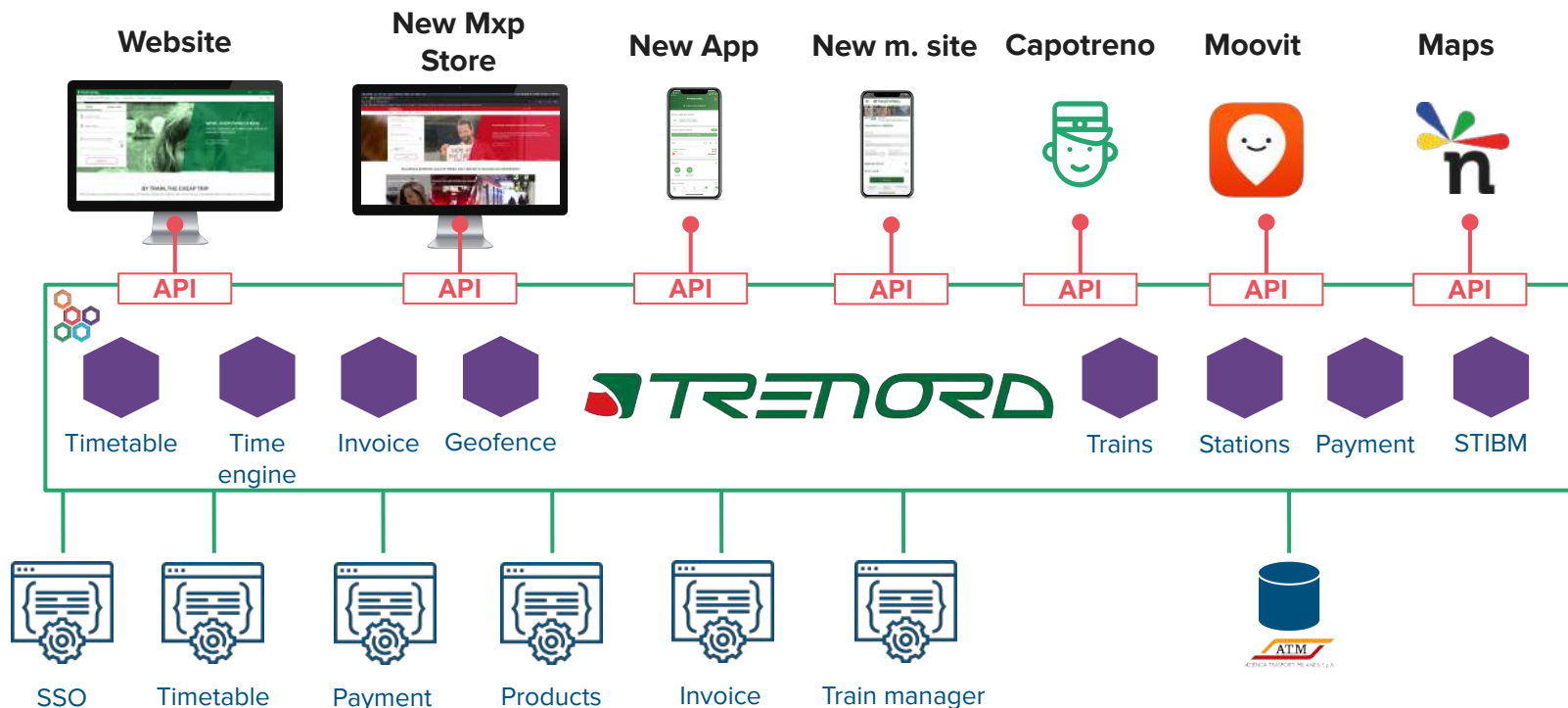
Trenord became interconnected

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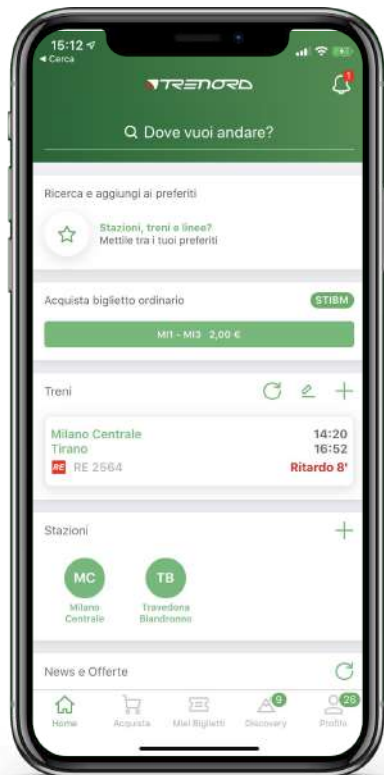
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Trenord started innovating faster



An Omnichannel platform



>100k users
User using the app
every day

> 4k req/s
Data and APIs
requests

>2M €
Tickets and passes
sold per month

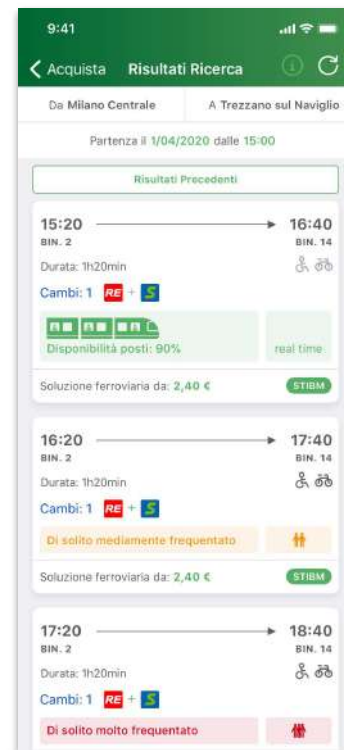
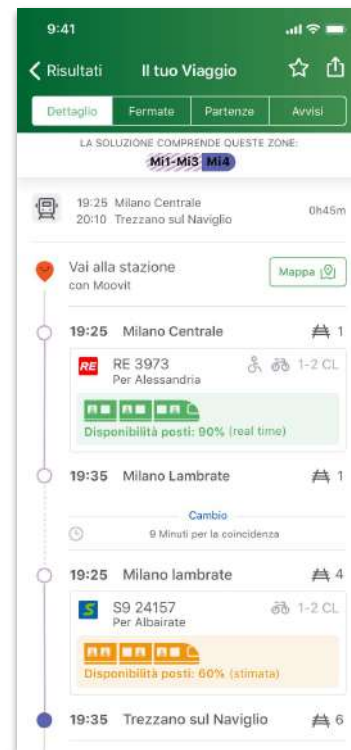
>100 APIs
APIs exposed for
Channels and
Partners

Trenord Real Time available seats



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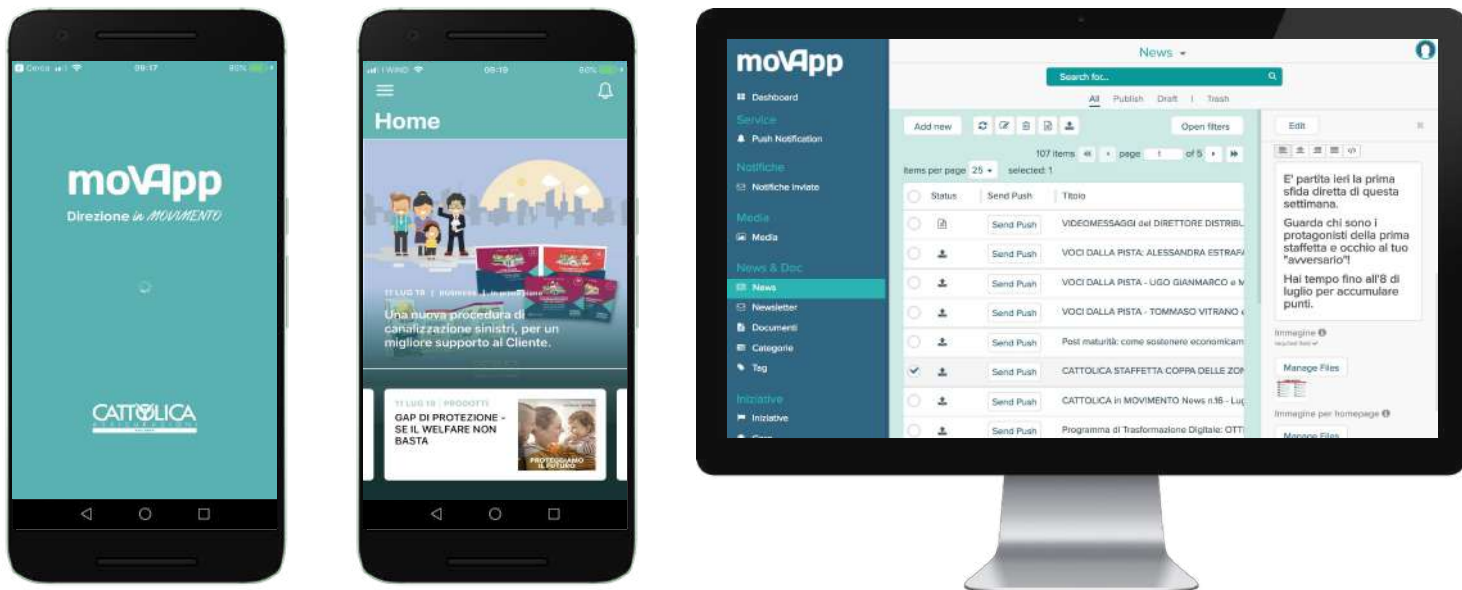




A success Case

First: start small

The Company needs to **develop an internal app** to communicate with Agencies: MovApp



Let's do it in a modern way!

MovApp



Legacy Systems



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Sistema di Login

Modern Apps are Data Driven

MovApp



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Sistema di Login

Modern Apps are Evolutionary

MovApp

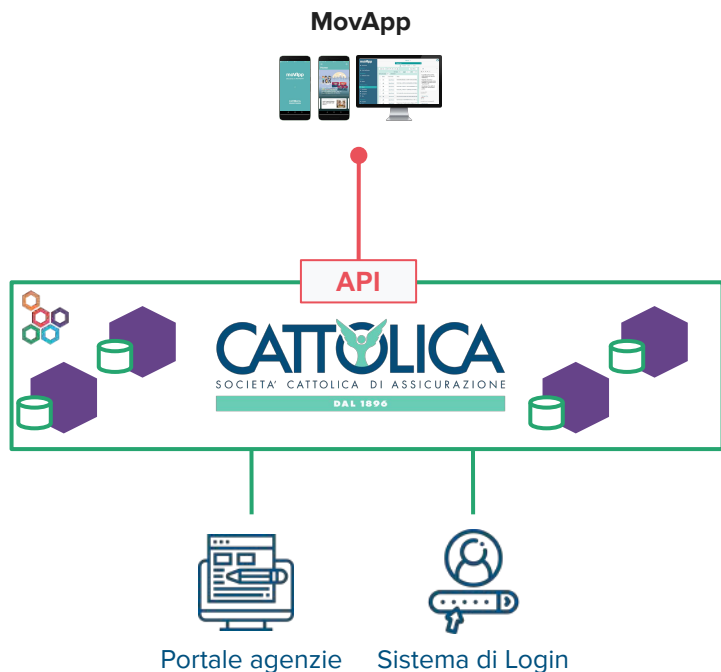


Portale agenzie



Sistema di Login

Modern Apps are **Interconnected**



Modern Apps are **for real**

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Time-to-market: **1 month**

MovApp



API



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Sistema di Login

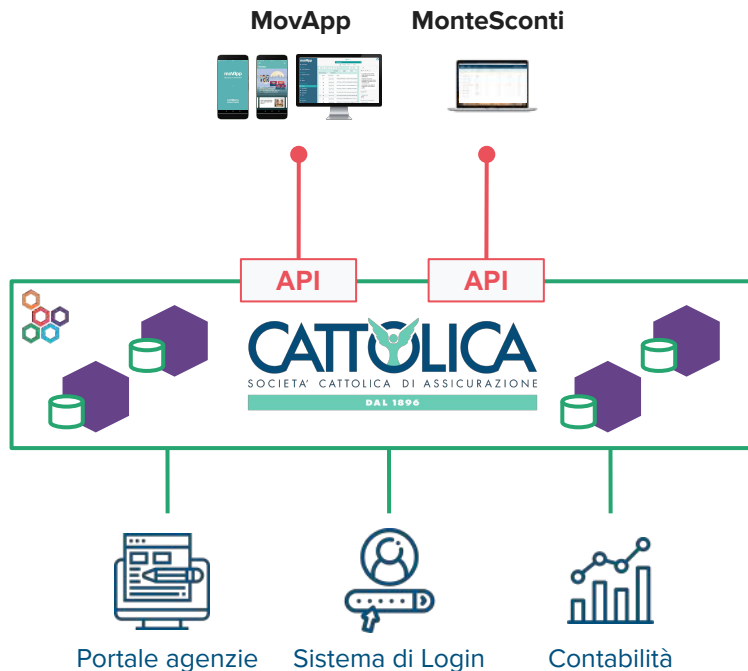
The Digital Platform **grows incrementally...**

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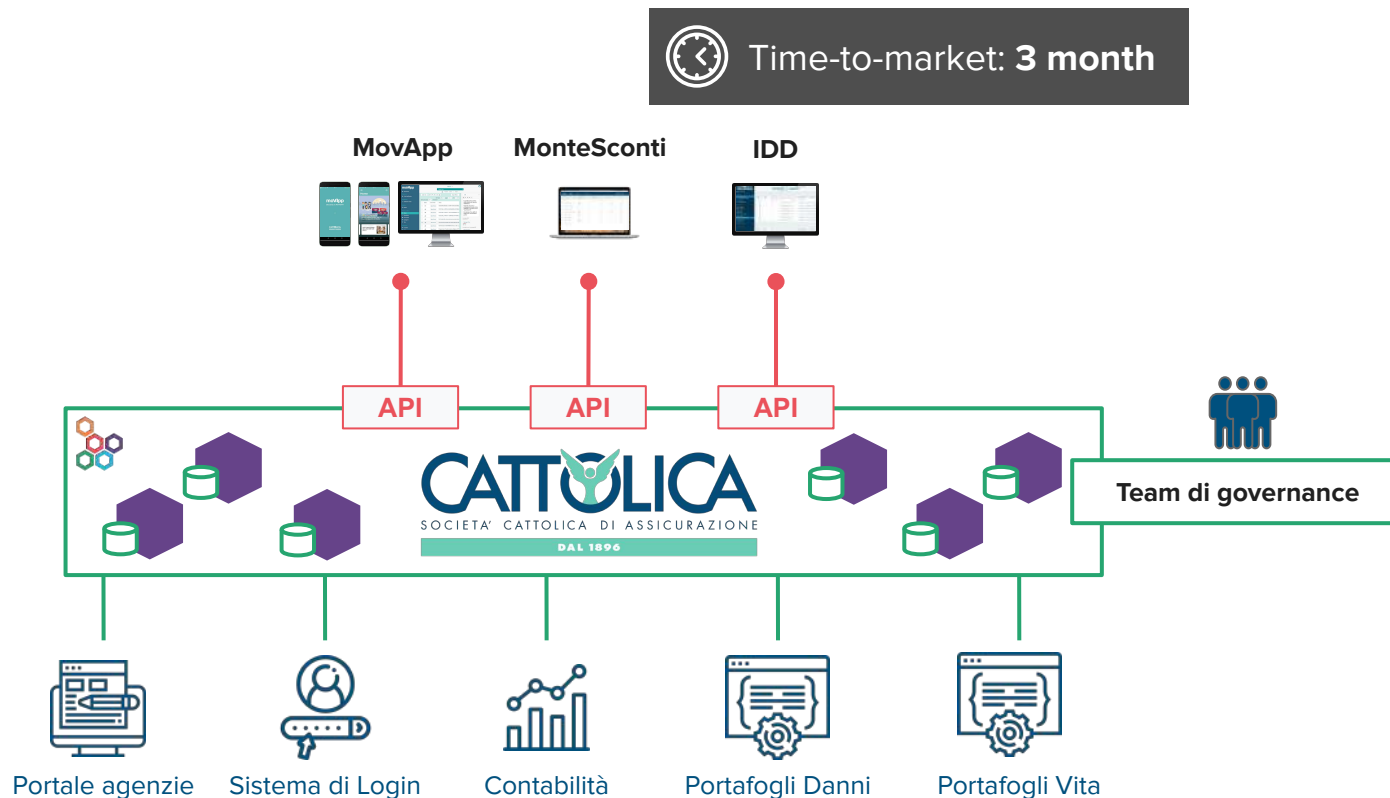
Time-to-market: **2 month**



The Digital Platform grows incrementally...

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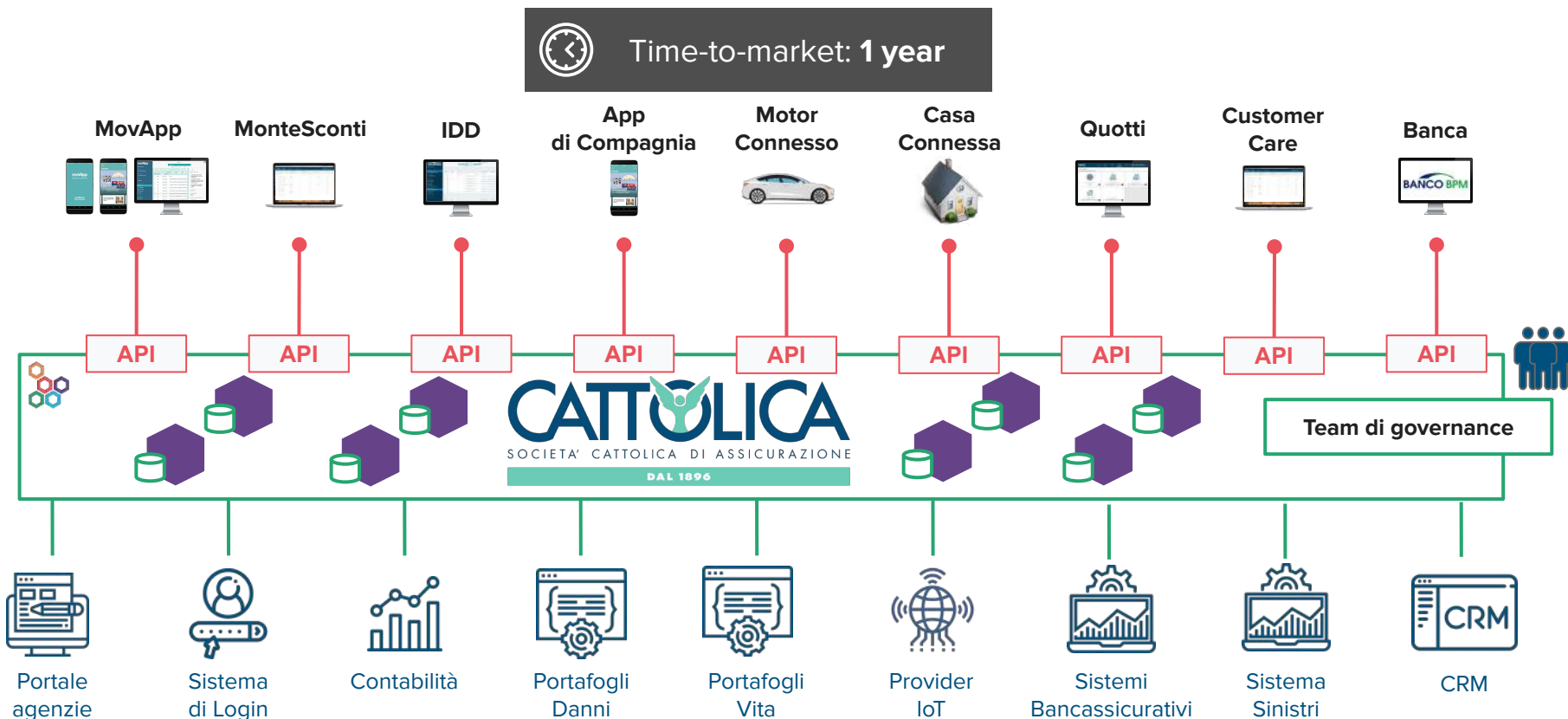
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...becoming more and more **richer and faster!**

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...becoming more and more **richer and faster!**

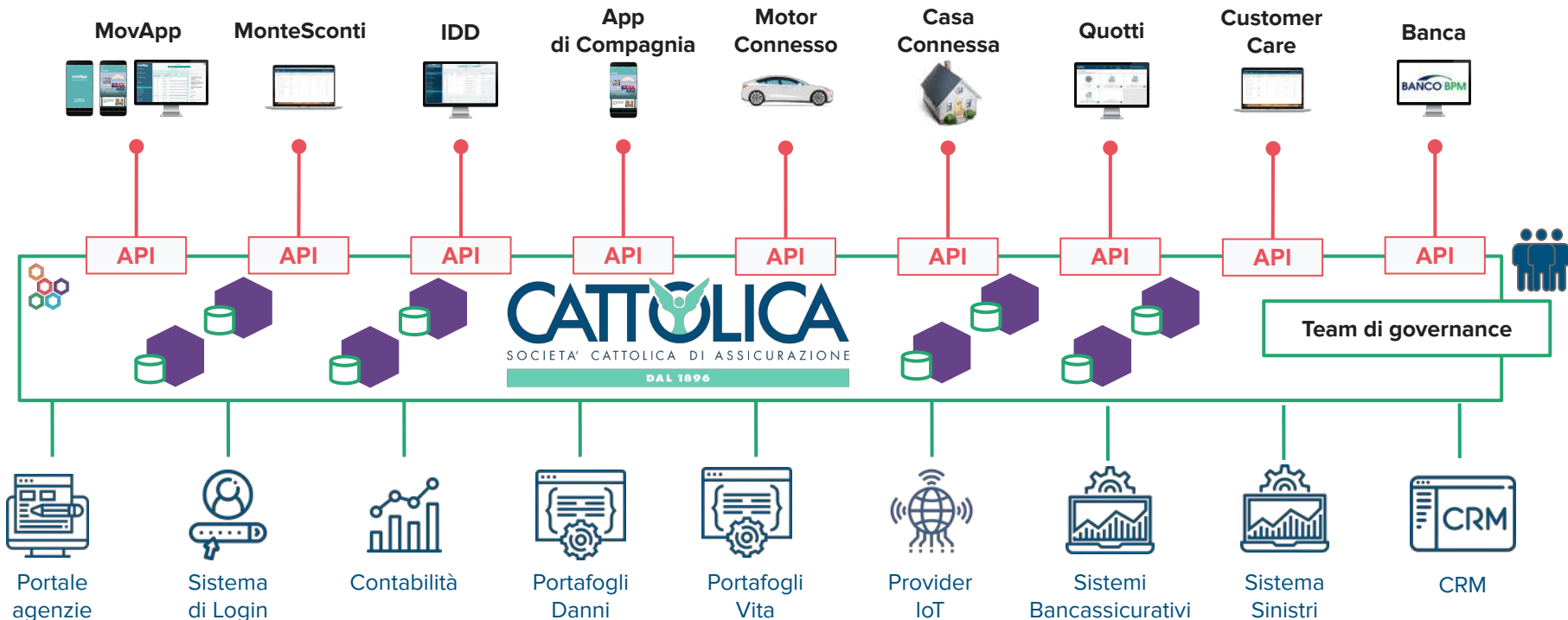
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One global platform

200+ developers

Partnership with banks



The freedom and speed paradox

Or, why rules matter!

The more your development teams are autonomous, **the faster they deliver.**

But decisional **freedom combined with speed creates great complexity** and fragmentation in your platform ecosystem.

This will quickly and **exponentially slow down your overall time to market.**



Manage your Digital Platform Ecosystem

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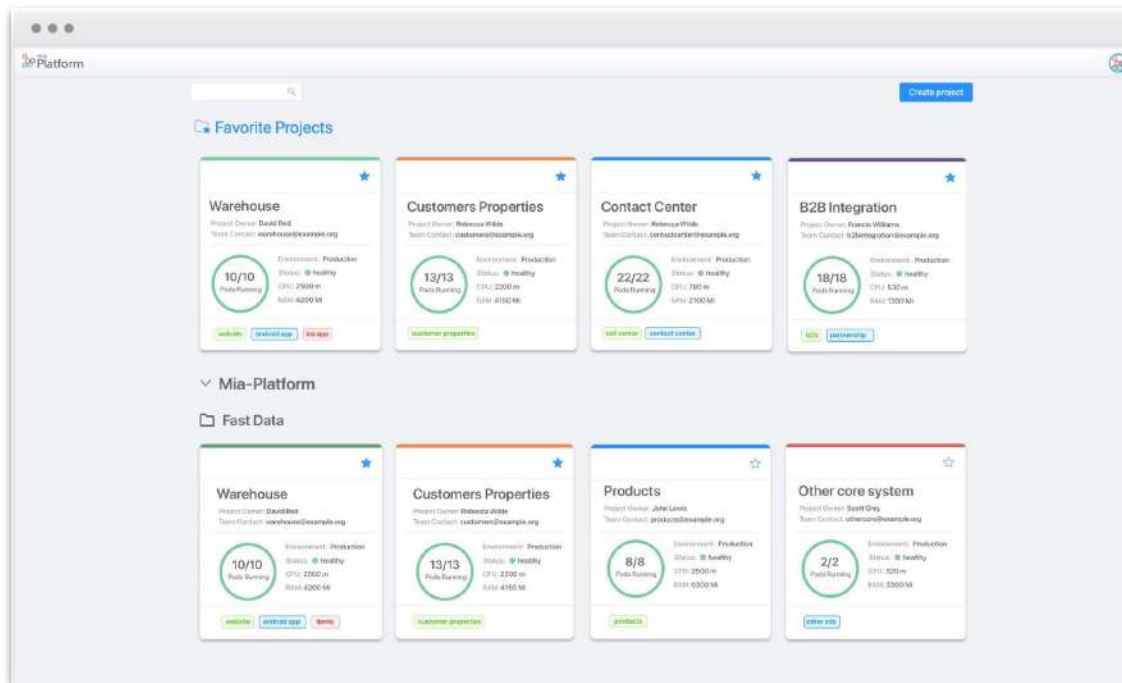
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Get a clear governance across different projects and teams

CIO



Full governance
on multiple
projects



Feature Teams



Simplify
development and
operations
processes

A unique tool to build your Digital Platform

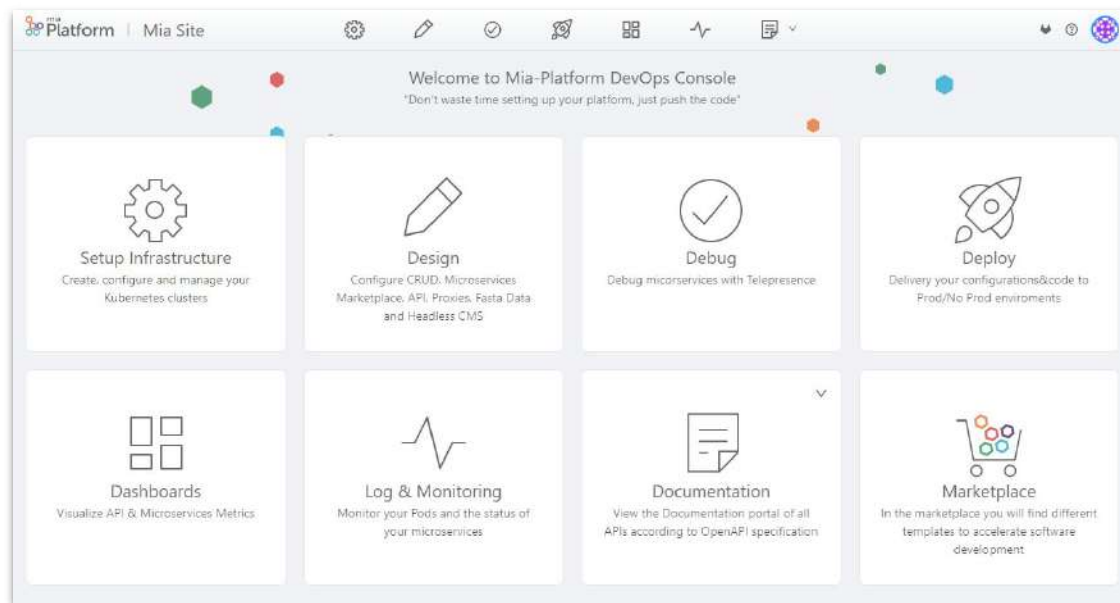
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Mia-Platform Console is the simplest way to develop modern applications based on APIs and Microservices

Manage and
operate your
infrastructure

Secure and
expose your
APIs



Design and
develop your
microservices

Control your
applications in
production

**Agile & DevOps
methods in one screen**

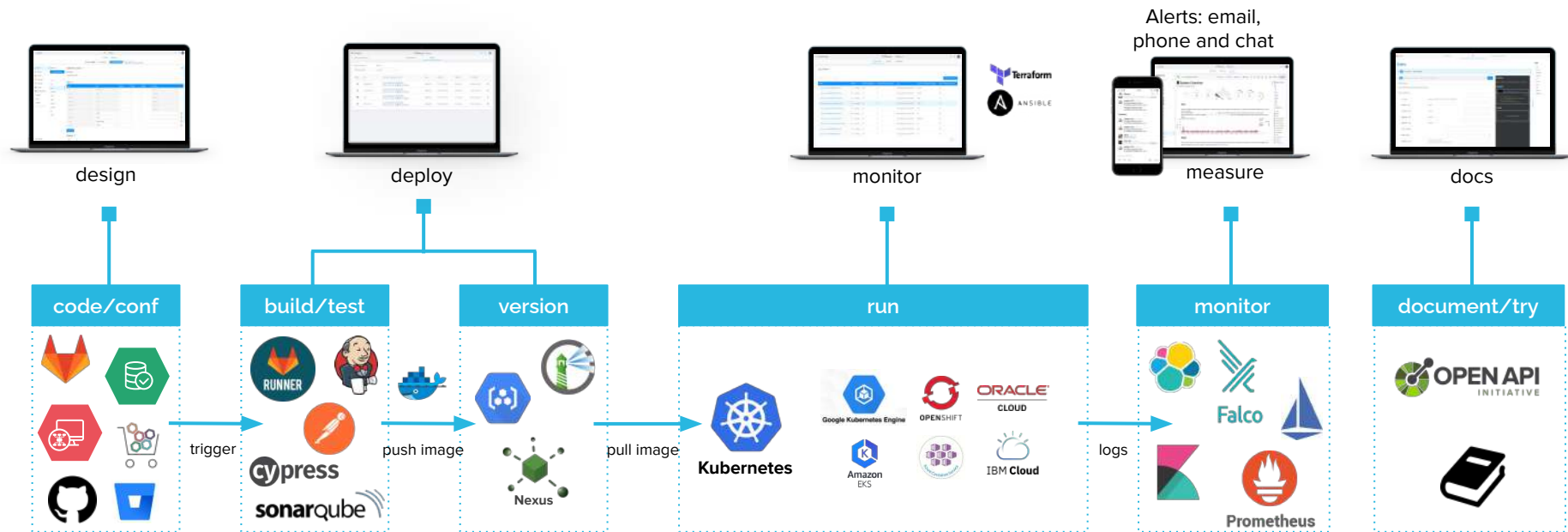


Built upon your DevOps Pipelines

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Mia-Platform Console covers the DevOps life-cycle by streamlining your entire pipeline



The Governed Platform

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Examples

Channels

App Status

Product Availability
Services and APIs

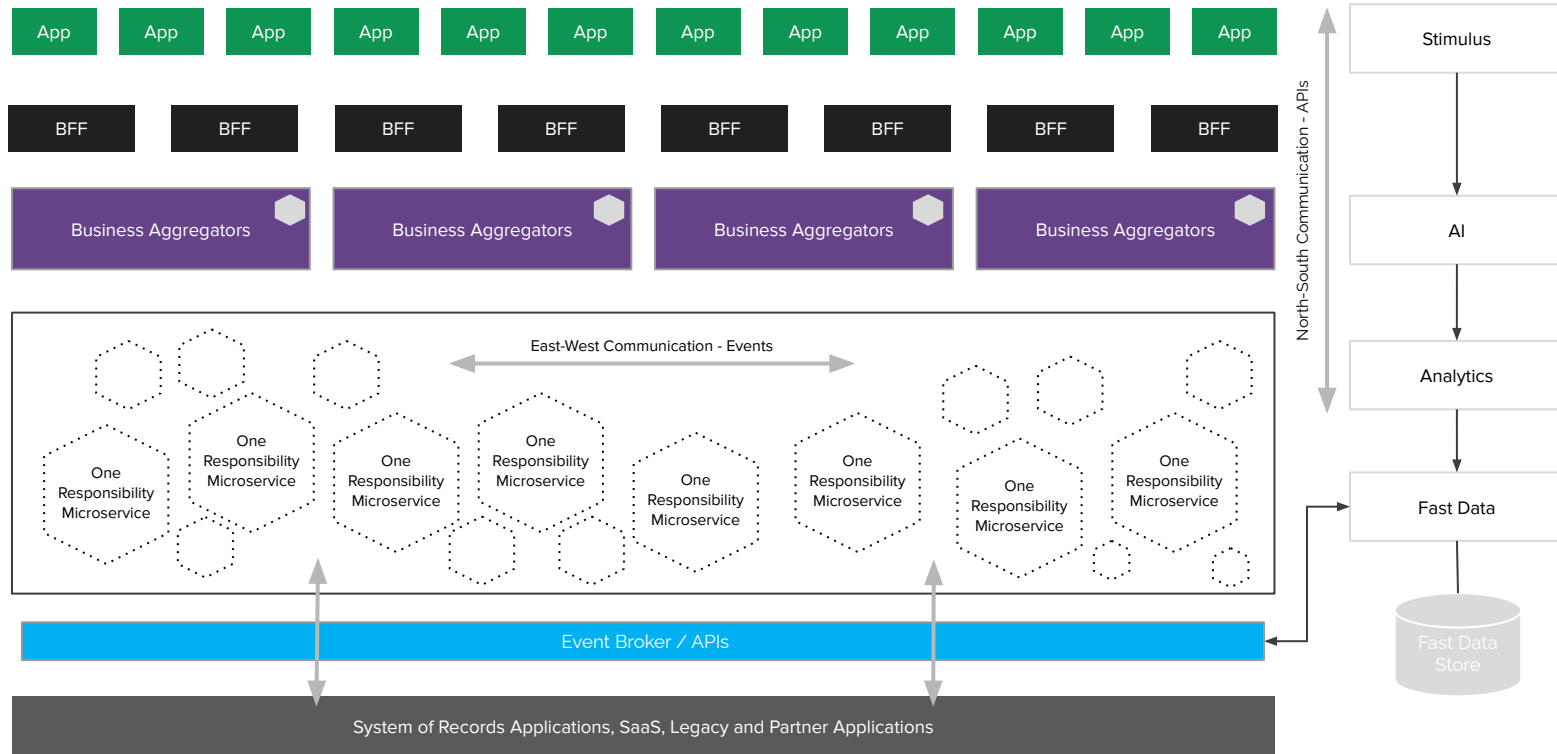
Product Catalogue

Product Stock Status

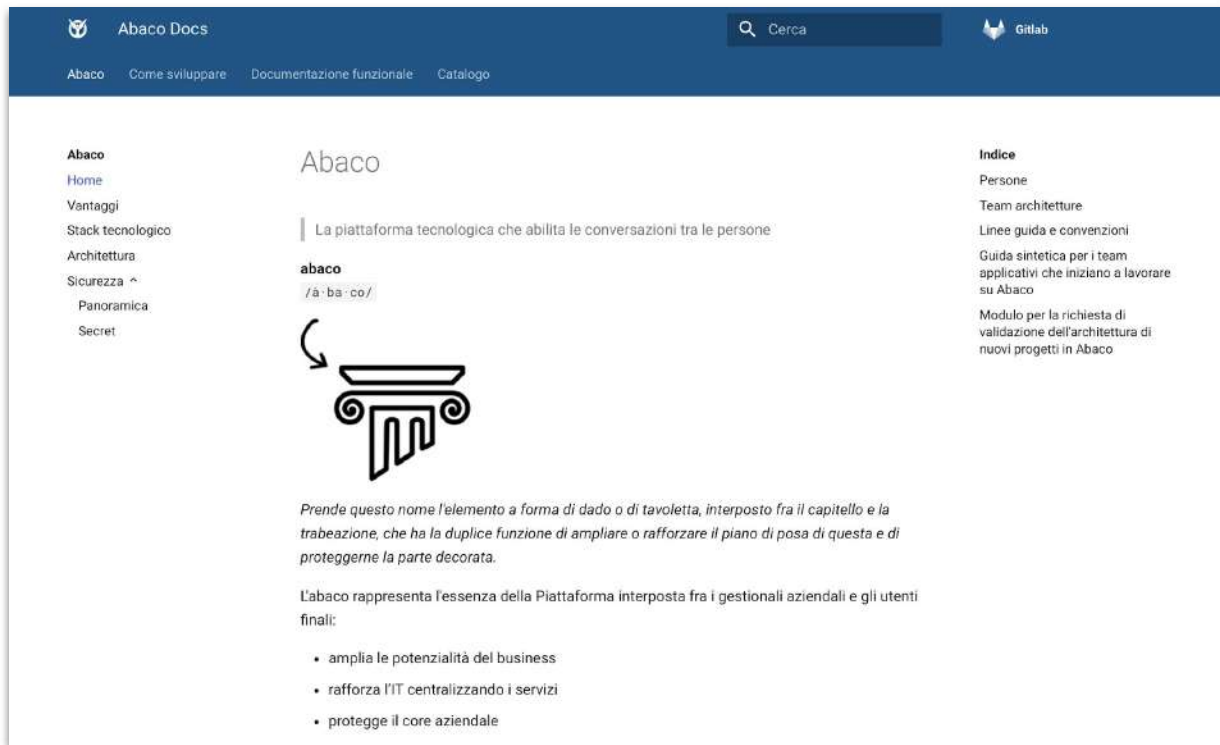
Product Tracking

Product Updated
Product Shipped

Product Master of Record



Abaco: a Dev Portal for the Digital Platform



Digital Platforms are made by technology, but also by people. Don't forget the people!

- Facilitate conversations
- Provide clear guidelines
- Easy onboarding
- Avoid cultural lock-in

Grazie

Nicolò Cambiaso

MIA-PLATFORM MARKETING MANAGER