

Thinking Differently: Everything as a Service

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Agenda

- **Communication Provider Evolution**
- **Evolution to Everything as a Service**
- **Carrier's Role in the Cloud**
- **Changing Customer Conversations**



Quantum Leap Improvement



Transforming

Accessing Information

Sharing Content

Communicating

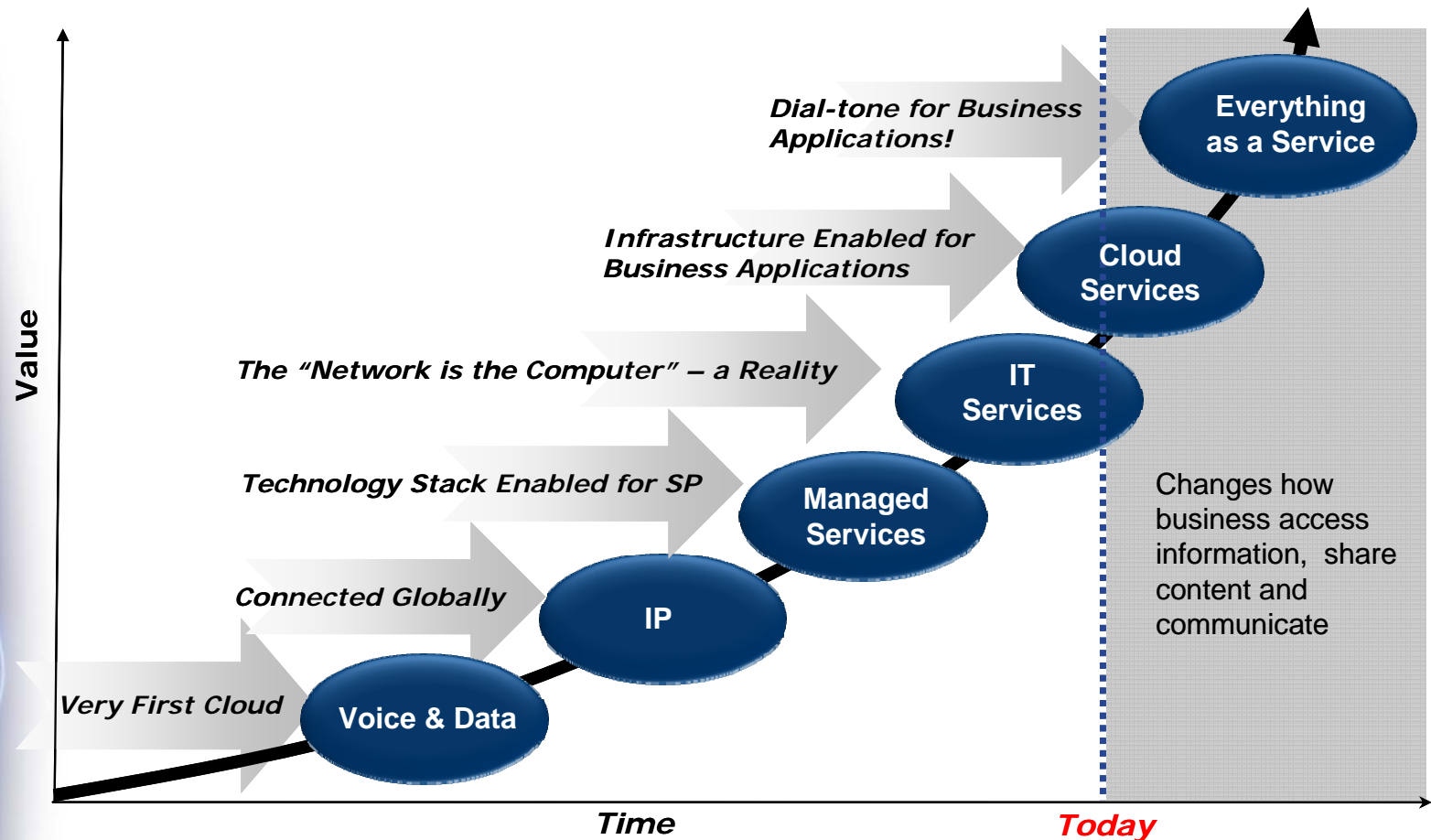
- Driven by a new style of computing
- Move from packaged applications to browser based
- A seamless consistent experience across all devices

Consumerization of IT



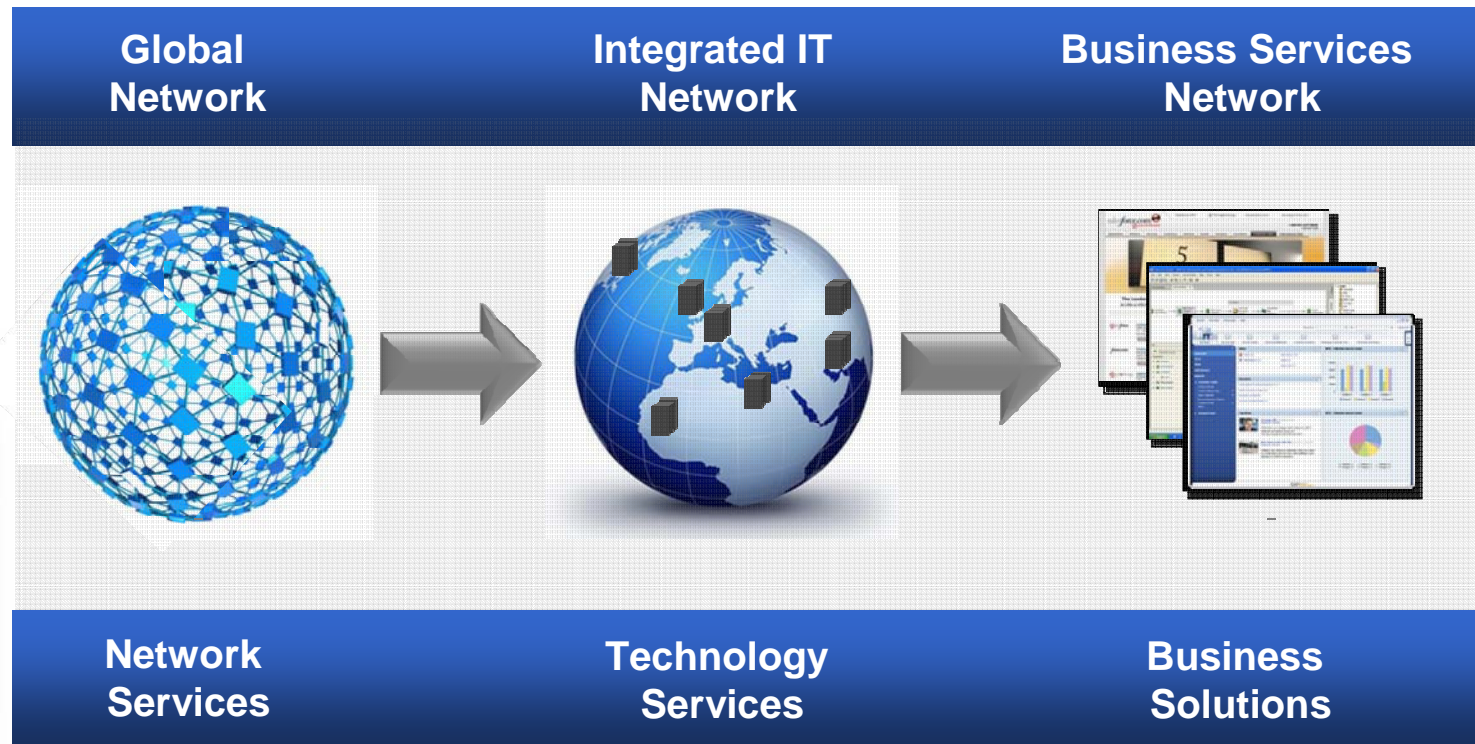
- Users are Experiencing a Shift in How They Consume Information
 - Many Say Consumerization Will Be The Most Significant Trend Affecting IT During Next 10 Years
- New Enterprise Applications will Follow a Similar Consumption Model
 - App Stores
- Open and Rapid Development will Fuel Growth
 - Simple to Customize

Evolution of the Network Carrier

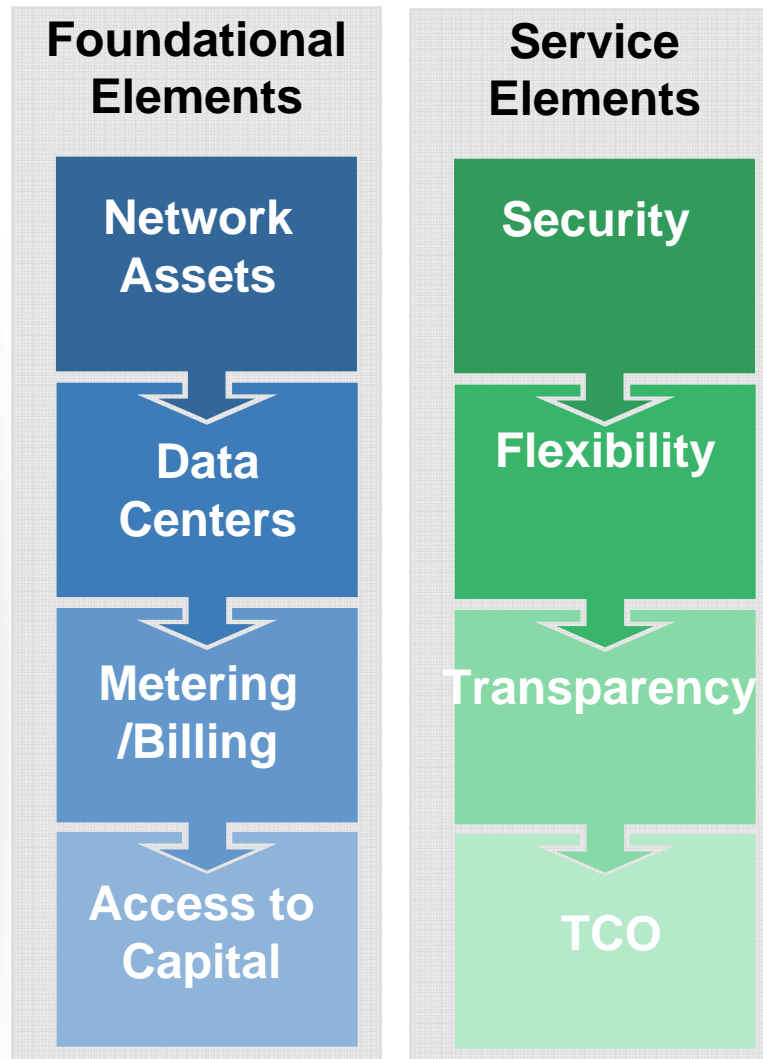


Everything as a Service

Everything is a Network Resource



Taxonomy of a Cloud Provider



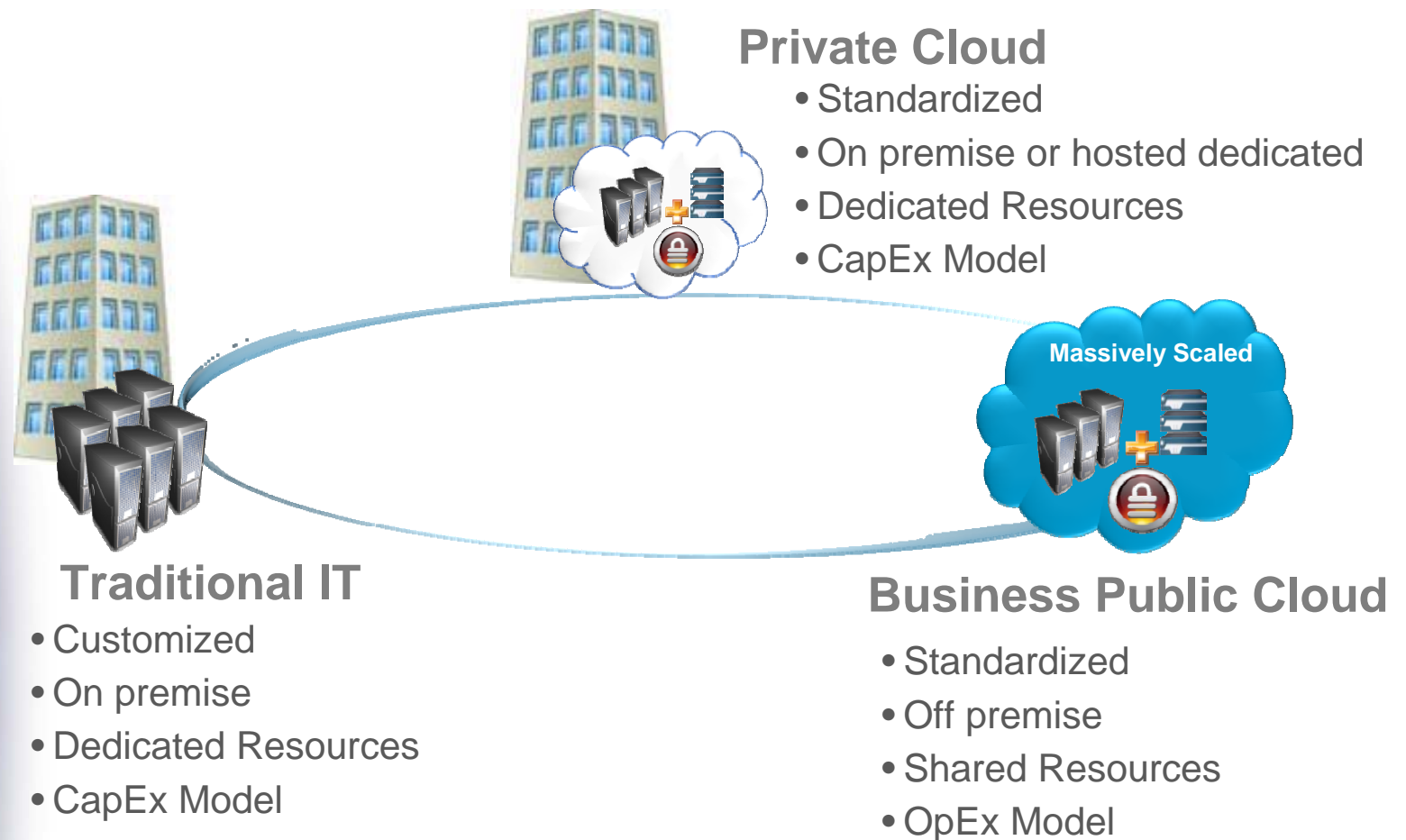
- **Security is a leading adoption inhibitor**
- **Enterprises are looking for flexibility**
- **Customer tools to provide self provisioning and transparency of information**
- **Professional Services to help with a comprehensive strategy for adoption and migration**

Service Provider Viewpoint



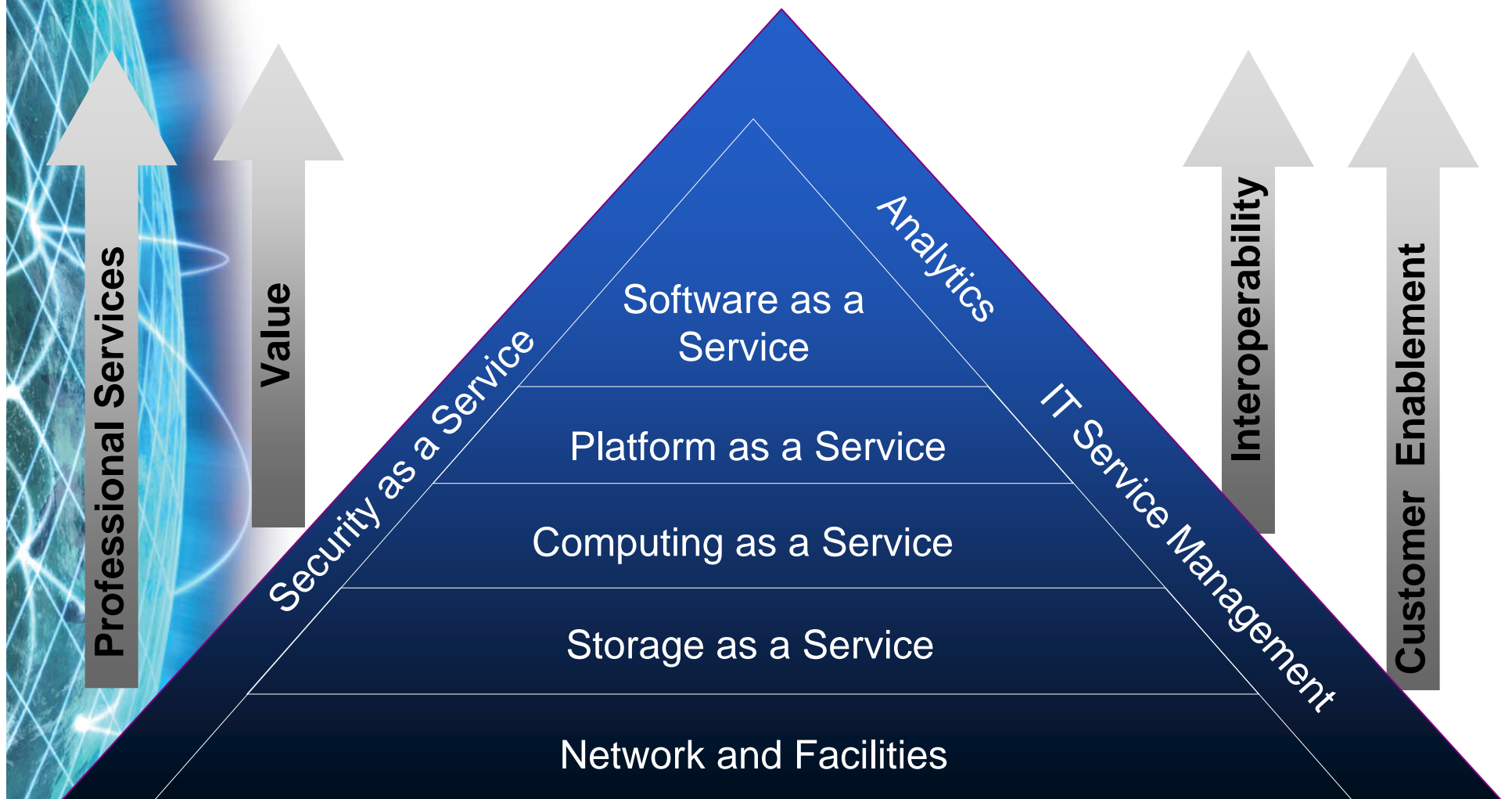
- **Assets**
 - Global network
 - Data Center Footprint and CO's
 - Security
 - Metered Billing Services
 - Platforms
 - Contextual Information: Location and Presence
- **Core Strengths**
 - Customer Service and Operations
 - Automation
 - Global Deployment
 - Access to Capital
- **Relationships**
 - Customer Base
 - Supplier/Partner Chain

Range of Networked IT Services



Traditional model continues but under pressure from new efficient models

Everything as a Service Value Stack



Thinking Differently

Defining a business metric that is meaningful to the customer



PRU

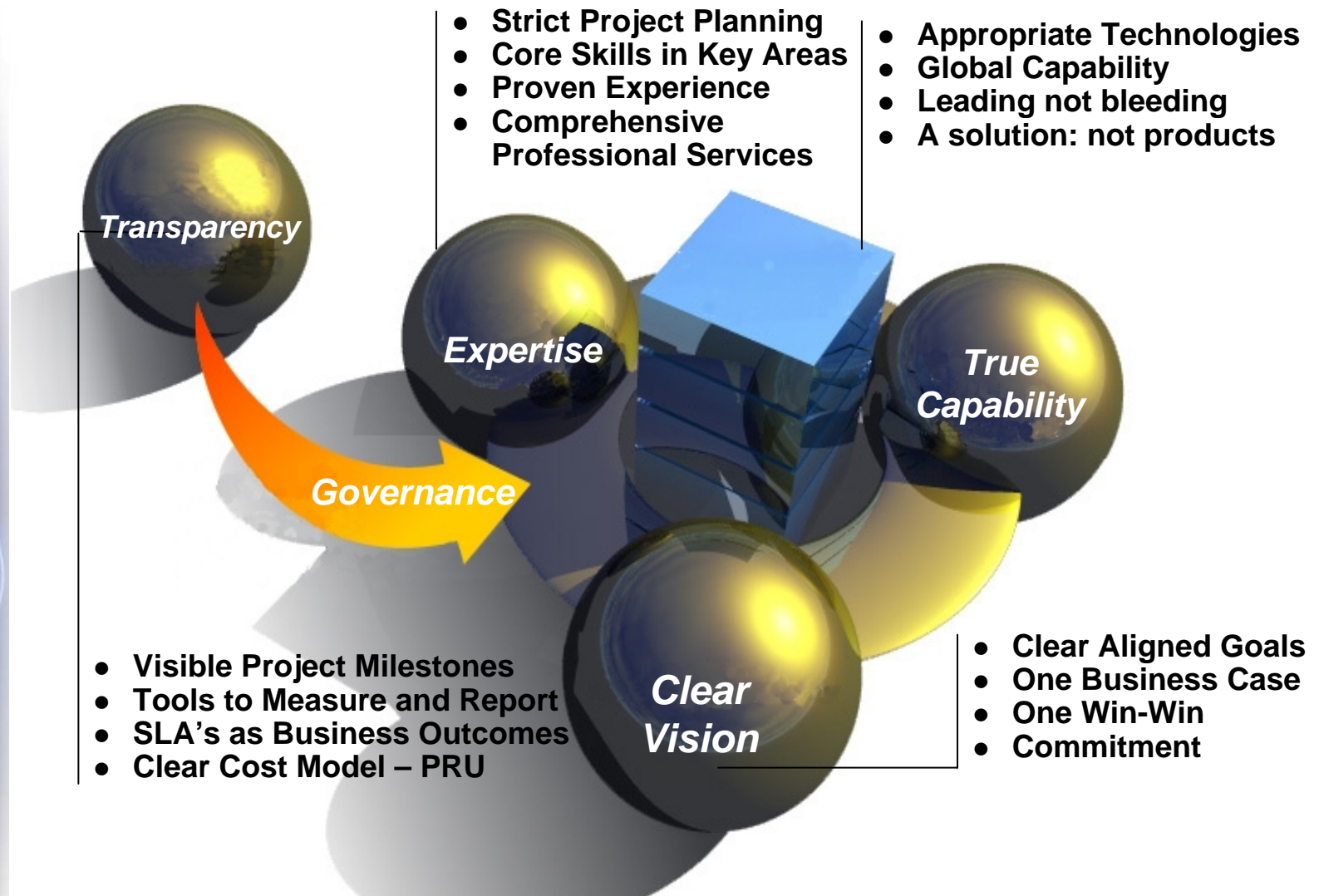
- Page Views
- Sessions
- Users
- Visitors
- Demand

ARU

- Security
- Firewalls
- Bandwidth
- Applications
- Capacity
- Infrastructure

Key Factors for Success

Shared Ambitions Made Real



Thank You!

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