«**Digital Economy: Investing in Opportunities**»

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02nd November 2016

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infocom | infocom
world 2016 | media

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Who is CL8.com?

"A new innovative ICT provider with its own independent certified state-of-the-art datacentre offering innovative & versatile Cloud & Managed services to clients covering a broad range of market sectors."

❑ Cyprus based Datacenter

❑ New state-of-the-art independent datacenter with relevant standards and compliance

❑ 24 / 7/ 365 NOC (Network Operations Centre)

❑ 2000m² (approx. 21 527ft²)

❑ Multiple ISPs for connectivity "provider neutral"

❑ Capacity to expand to 5000 servers

❑ Currently servicing clients locally and internationally

Providers / Vendors / Associates

Service Offering

COLOCATION SERVICES	DEDICATED SERVERS	DISASTER RECOVERY	MANAGED SERVICES	IT CONSULTANCY	SECURITY SOLUTIONS

SLA Guarantees (99.982%)

Supported by a 24/7/365 NOC (Network Operations Centre)

Custom & Packaged options available

Qualified / Experienced Staff

Multiple ISPs

Resilient Network

Key Drivers of Internet Data Traffic

Social media uptake

Rise in **mobile Internet** users

Uptake of **high-bandwidth applications**

Proliferation of **connected devices**

Uptake of **cloud computing**

Growth of online **video content**

Uptake of e-commerce

Cheaper data rates

Affordable data devices and services

Some Key Figures

For context, as of July 2015, **total <u>worldwide</u> <u>population</u> <u>is</u> <u>7.5 billion</u>**

The **internet has 3.5 billion users**

There are **2.3 billion active social media users**

3.79 billion unique mobile users

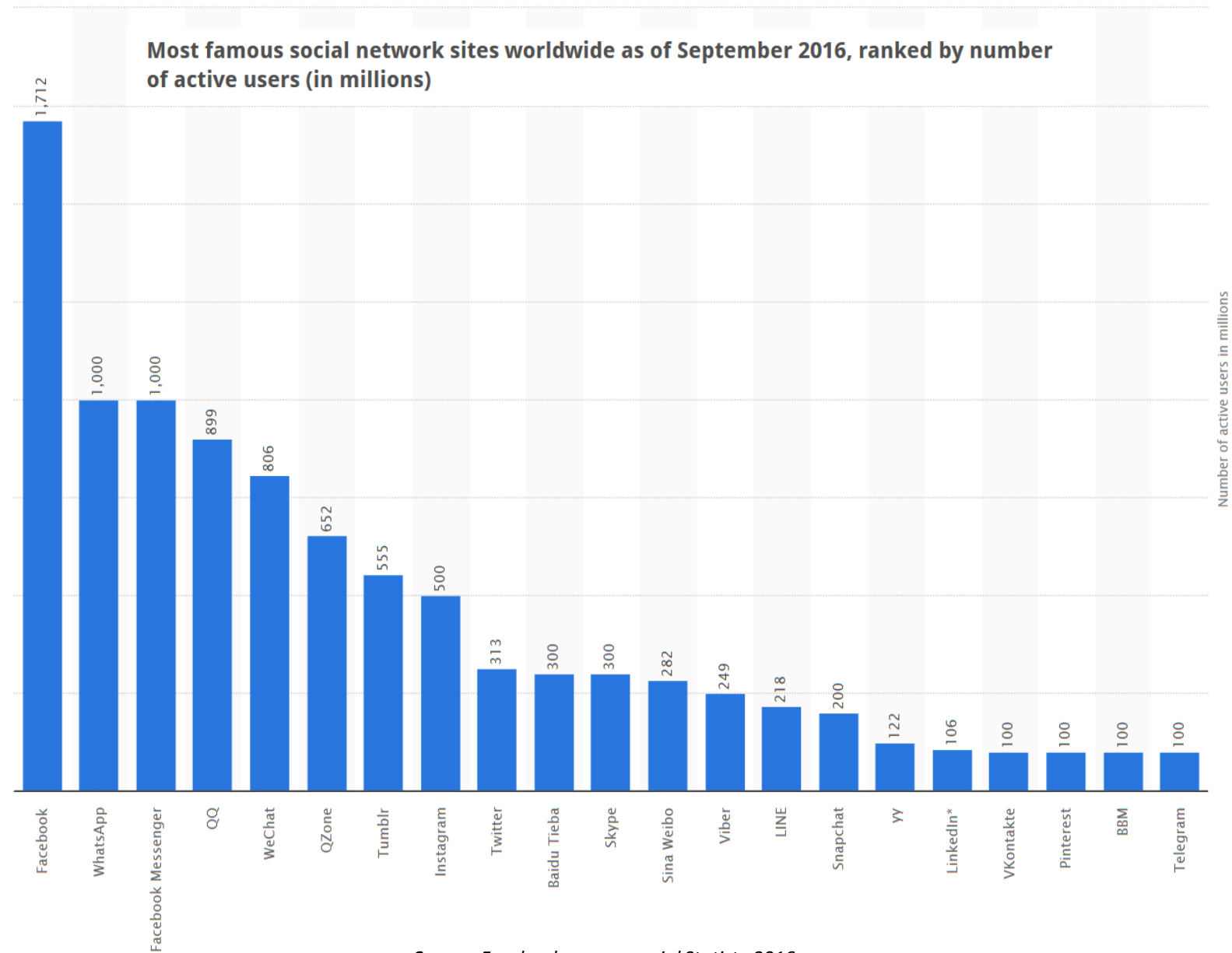Internet users have an average of 5.54 social media accounts

Social media users have **risen by 176 million in the last year**

1 million new active mobile social users are added every day (12 each second)

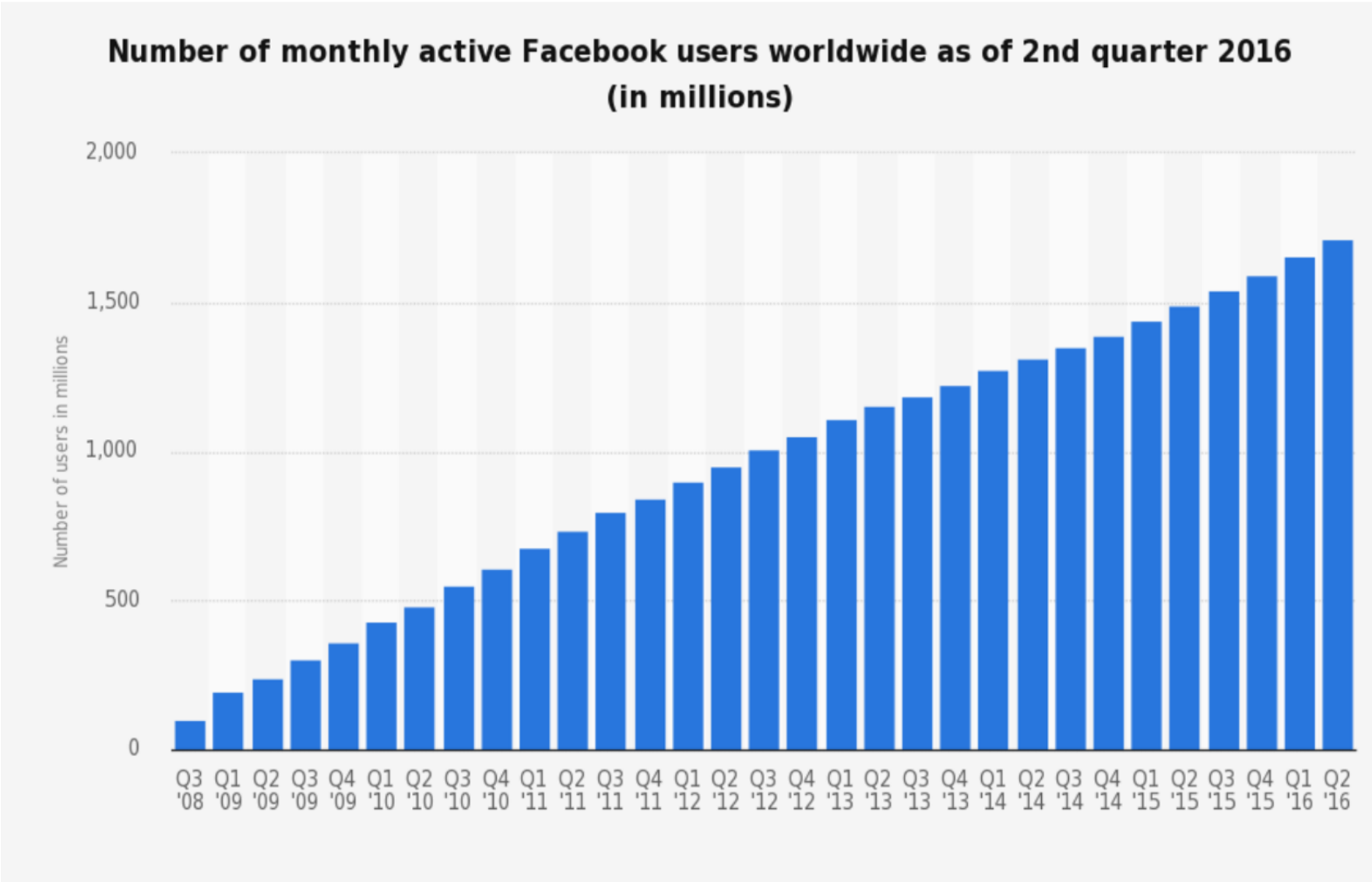Facebook Messenger and WhatsApp handle **60 billion messages a day**

Social Media Uptake

Most famous social network sites worldwide as of September 2016, ranked by number of active users (in millions)

Number of active users in millions

Platform	Users
Facebook	1,712
WhatsApp	1,000
Facebook Messenger	1,000
QQ	899
WeChat	806
QZone	652
Tumblr	555
Instagram	500
Twitter	313
Baidu Tieba	300
Skype	300
Sina Weibo	282
Viber	249
LINE	218
Snapchat	200
yy	122
LinkedIn*	106
VKontakte	100
Pinterest	100
BBM	100
Telegram	100

Source: Facebook: we are social Statista 2016

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Facebook Active users

Number of monthly active Facebook users worldwide as of 2nd quarter 2016 (in millions)

Source: Facebook: we are social Statista 2016

Cloud Uptake

95% of Respondents Are Using Cloud

| Public Cloud Only | 18% | 71% Hybrid | 6% | Private Cloud Only |

Public = 89%   Private = 77%
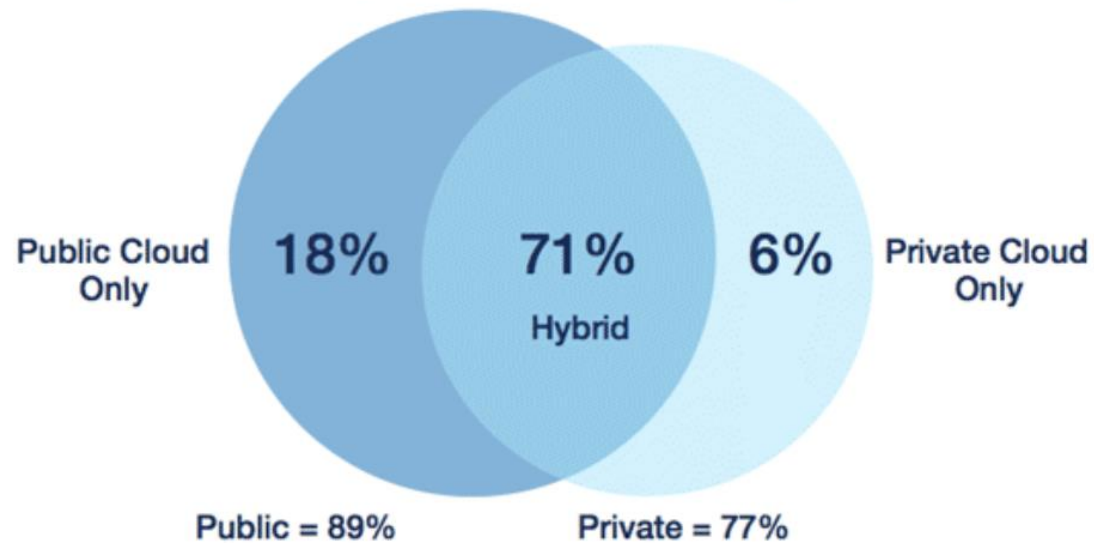
Respondents Adopting Cloud 2016 vs. 2015

	Public Cloud	Private Cloud	Hybrid Cloud	Any Cloud
2015	88%	63%	58%	93%
2016	89%	77%	71%	95%

■ 2015
■ 2016
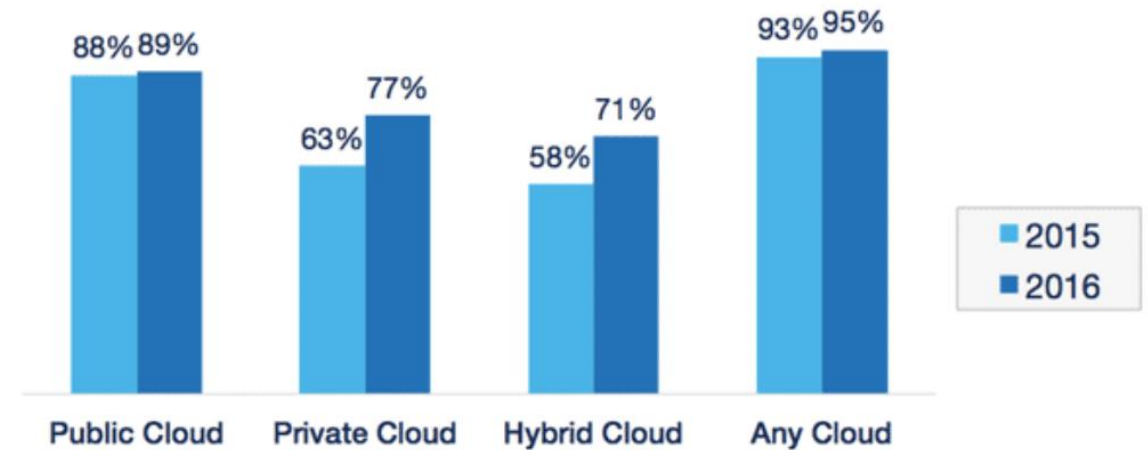
Source: *RightScale 2016, State of the Cloud Report*

Connected Devices (M2M)

Global M2M Connection Growth

20% CAGR 2015–2020

Billions of M2M Connections

Year	Connections
2015	4.9
2016	5.9
2017	7.2
2018	8.7
2019	10.4
2020	12.2
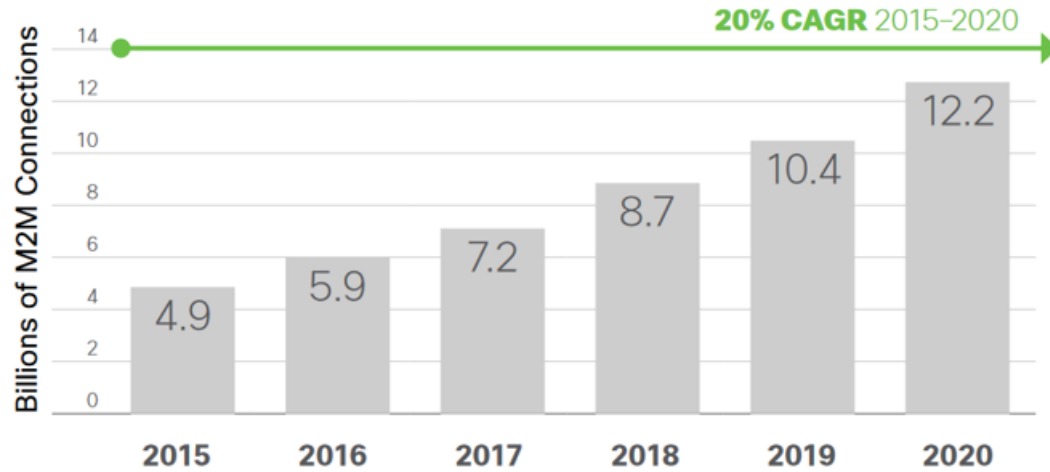
Global M2M Traffic Growth: Exabytes per Month

44% CAGR 2015–2020

Exabytes per Month

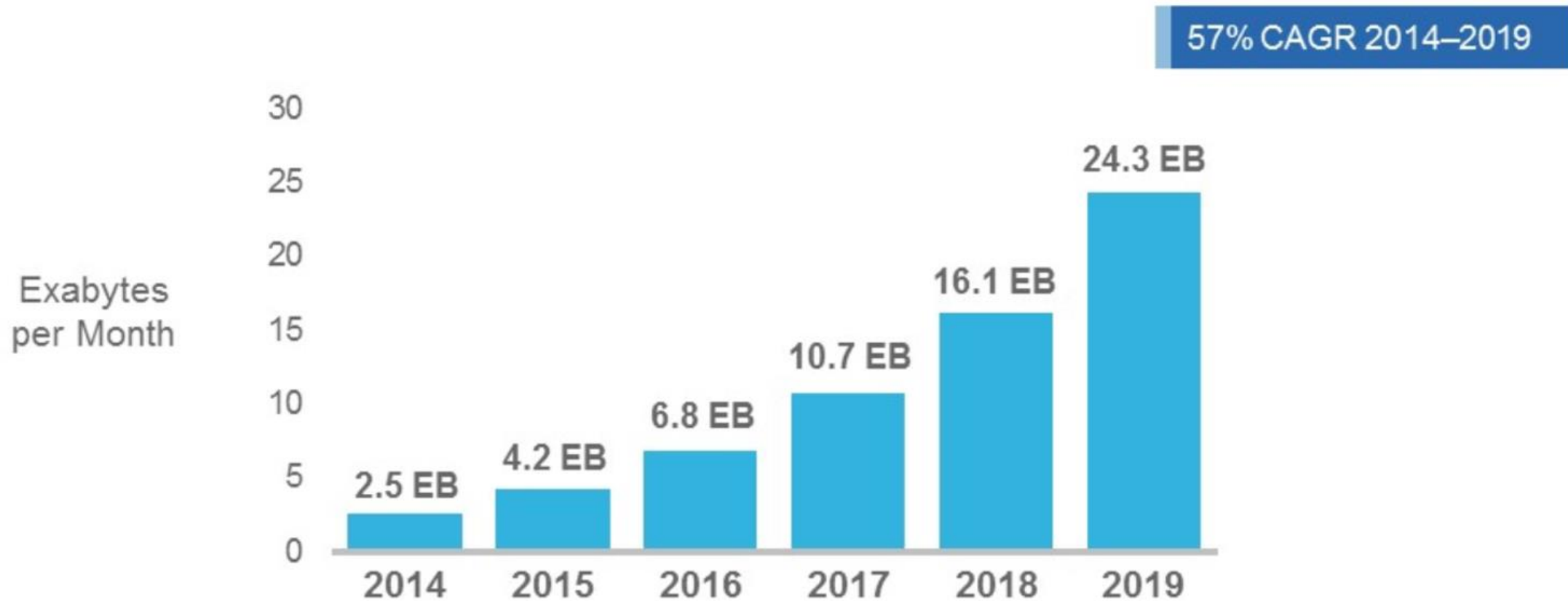| Year	Exabytes
2015	1.0
2016	1.6
2017	2.4
2018	3.5
2019	4.7
2020	6.3
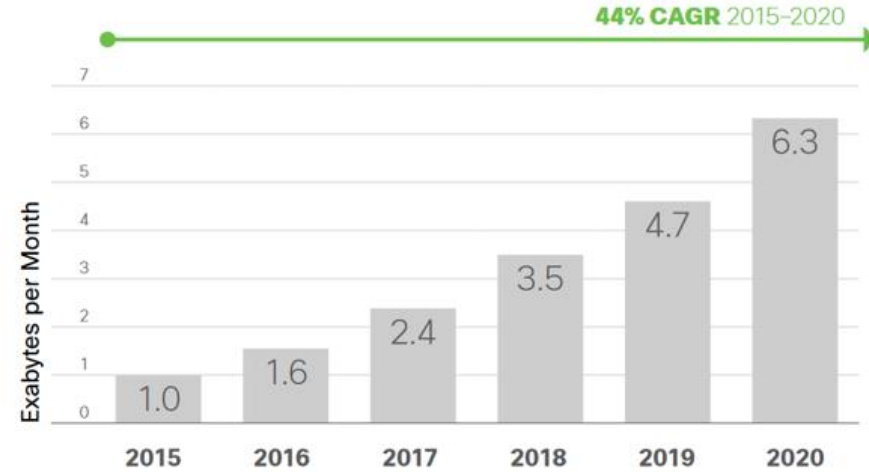
By the year 2020

there will be

1.6 M2M CONNECTIONS

per capita globally.

1 EB = 1 Billion Gigabytes
1 EB = 1 Million Terabytes

Source: Cisco VNI Global IP Traffic Forecast 2015-2020

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Global Mobile Data Traffic Growth will increase 10 Fold from 2014-2019

57% CAGR 2014–2019

Exabytes per Month

2014	2015	2016	2017	2018	2019
2.5 EB	4.2 EB	6.8 EB	10.7 EB	16.1 EB	24.3 EB

1 EB = 1 Billion Gigabytes
1 EB = 1 Million Terabytes

Source: Cisco VNI Global Mobile Data Traffic Forecast 2014-2019

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Historical Internet Context

Year	Global Internet Traffic
1992	100 GB per day
1997	100 GB per hour
2002	100 GBps
2007	2,000 GBps
2015	20,235 GBps
2020	61,386 GBps

Source: Cisco VNI Forecast 2016

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Conclusion

❑ Service Providers need to focus on **consumer satisfaction** and **enhanced revenue streams**

❑ Need to focus on providing **new Innovative products/services** (to stand out from the competition)

❑ Carriers will need to consider other network strategies to **better manage coverage, quality and capacity**.

❑ Carriers will have to consider investing in network efficiency trends such as **Software Defined Networking (SDN)** and **Network Function Virtualization (NFV)**.

❑ Need to provide **compelling online digital experiences** as well as **service automation** and **more efficient**, straight-through processing of financial transactions.

❑ Service providers must redefine their relationship with their customers:

- They must prove that they can offer **high-quality**, **state-of-the-art**, and **reliable communications services**;

- **consumer-friendly websites with online billing**, troubleshooting, scheduling, and account support.

❑ They also should sell their expertise in **security, identity authentication, and billing** to their business customers

Thank You

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