



Beyond Voice. Data *Only* Cloud & Data Centers *Mostly*

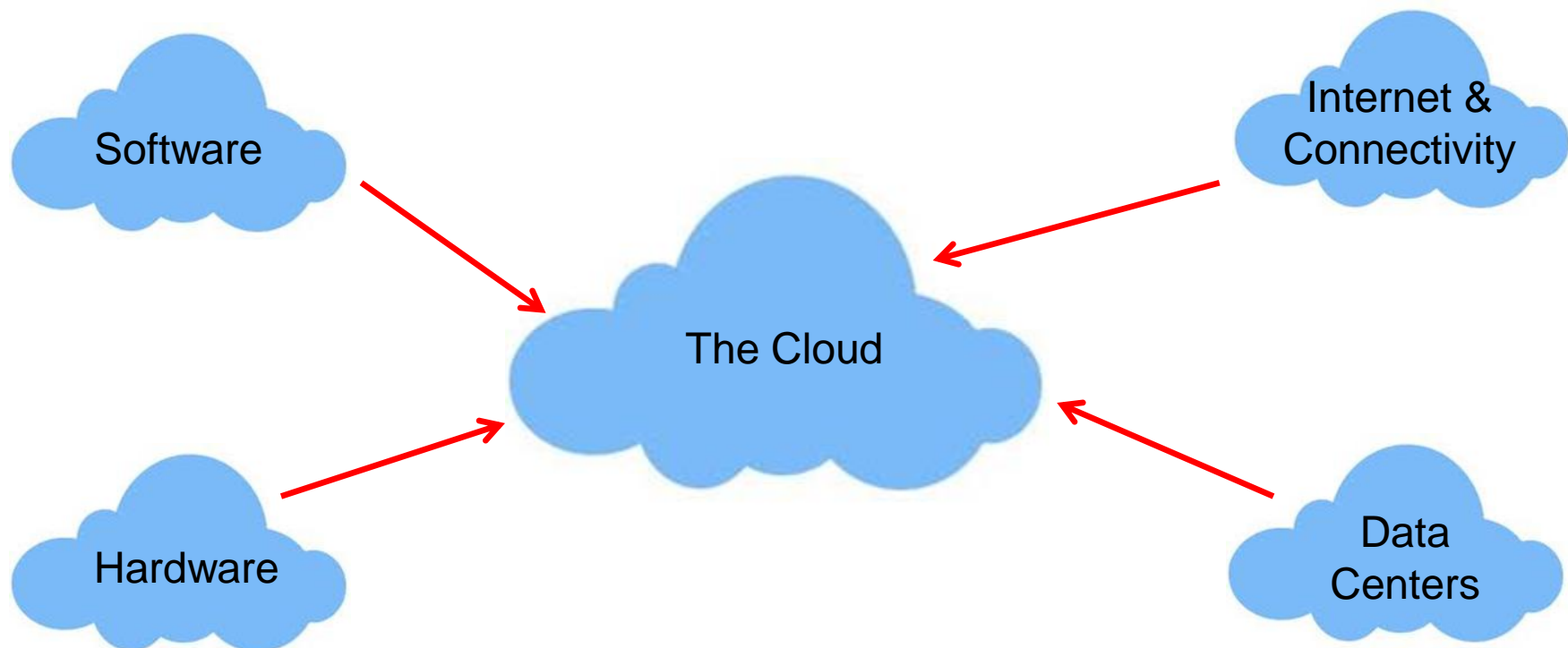
Alexandros Bechrakis, Commercial Director

INFOCOM World 2013



Cloud Computing

- Cloud computing usually refers to:
 - Use of leased/shared IT resources (computation, memory, storage, secure network access and other services)
 - Usually accessed over Internet rather than running these on owned on net (intranet) infrastructure
 - Opex based cost models with pay as you grow flexibility
- Basic Building Blocks include SW, HW, **Connectivity** and **Data Center Space**



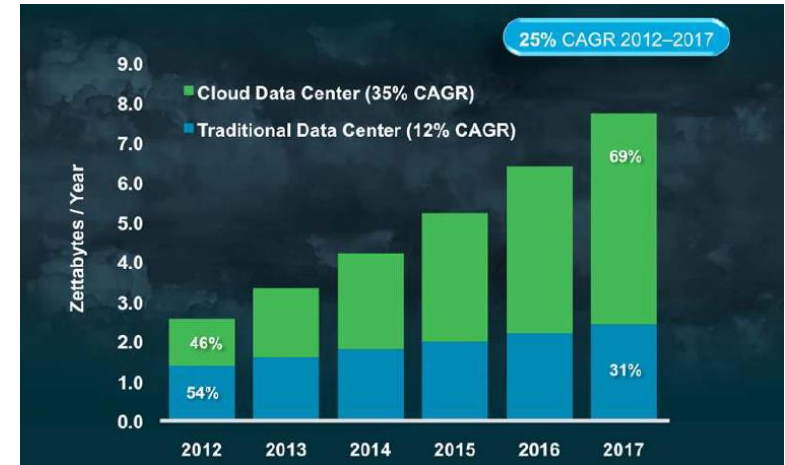
Cloud adoption – Role of Data Centers & Connectivity

- Main drivers for cloud adoption include:
 - Fast delivery of services and data, right sizing, growth on demand
 - Increased application performance, virtualization and multiple workloads per physical servers
 - Improved operational efficiencies & economies of scale
- Most Internet traffic will continue to originate or terminate in a data center, however it will shift to become cloud traffic (expected to be around 69% of data center traffic by 2017) and grow from 1.2ZB in 2012 to 5.3ZB in 2017 (35% CAGR)
- Of that more than 76% will remain within Data Centers to serve application servers for storage, databases and cloud related platforms

Data Center Global IP traffic



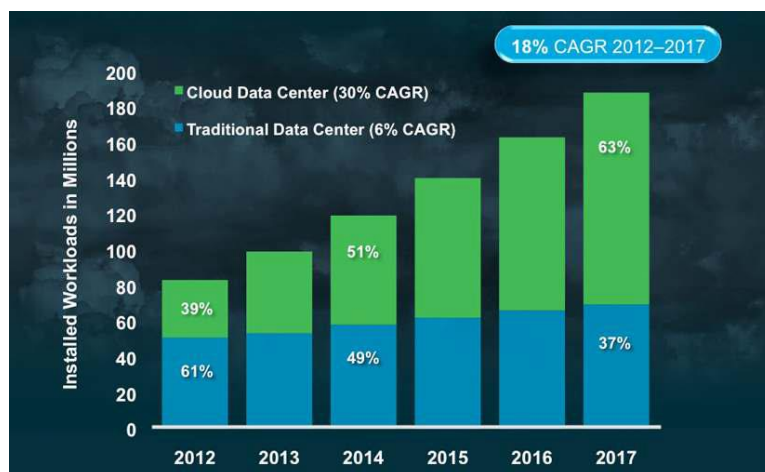
Total Data Center Traffic Growth



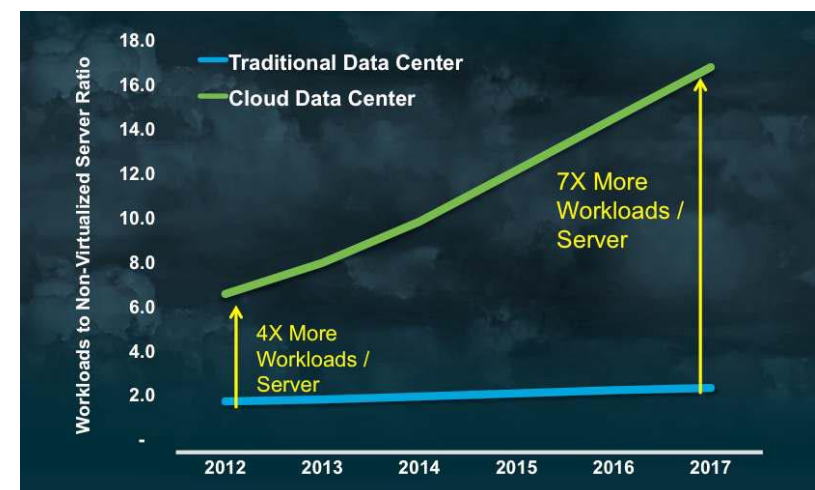
Cloud adoption – Role of Data Centers & Connectivity (cont...)

- New-era Data Centers can handle the increased capacity needs of Cloud computing which require more power and cooling needs in the most cost-efficient and reliable way
- They also provide the ideal environment for promoting migration of workloads across servers both inside Data Centers and across Data Centers thus complying with the virtualization requirements of a modern cloud space
- The adoption of multiple devices per user (workstations, tablets, smart phones etc.) combined with increased user expectations to access applications and content anytime, anywhere, over any medium is top priority in today's cloud architectures. Reliable, ample and low latency connectivity is as key as any other building block for most applications
- The presence/location of Data Centers is critical for the adoption of cloud computing enabling Cloud services to become faster, more efficient (in terms of real-time and time-sensitive information access) with less end user and application complexity. All these can help both with cost and Time to Market

Workload Distribution: 2012-2017



Increased Cloud Virtualization

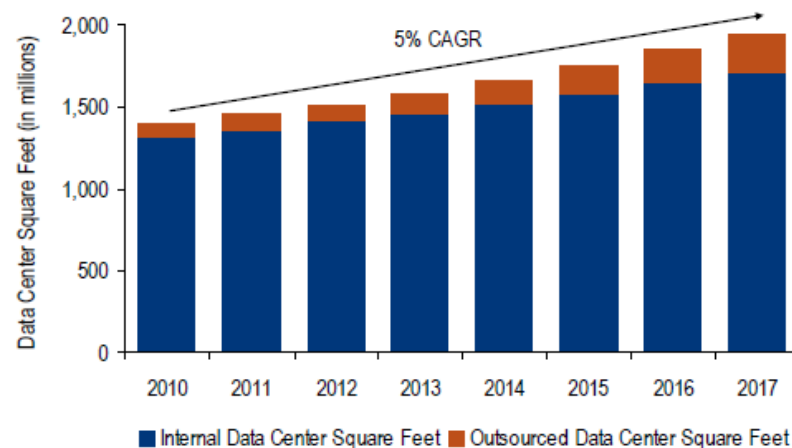


Data Center market overview

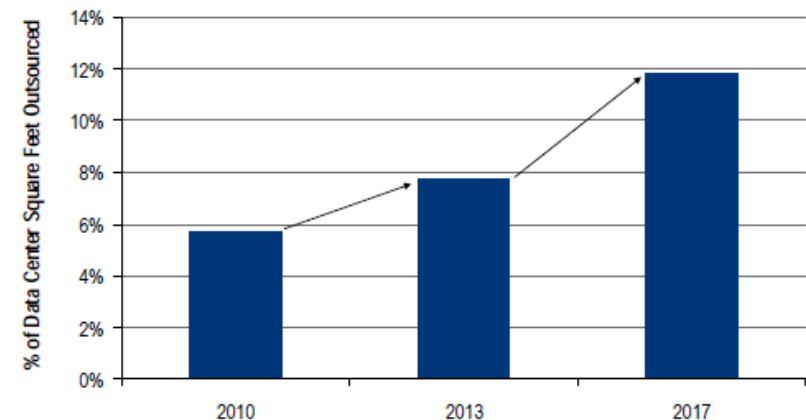
The overall Data Center market continues to grow and evolve driven by:

- Rising demand from IT requirements such as density and utilization translating to growing power and cooling requirements
- Increased willingness by IT departments to outsource
 - In 2010 5.7% of worldwide data center square footage was outsourced, vs. 8% in 2013, vs. 12% expected by 2017
- Growing acceptance of cloud-based platforms that allow customers to:
 - Effectively avoid owning their own dedicated server and storage equipment
 - Avoid on site network connectivity limitations whereas Data Center provide many quality and cost benefits
 - Handle more diverse and complex requirements by focusing on their strengths and differentiations

Data Center Square Feet Expected to Grow 5% on average through 2017*



Data Center ownership should shift to outsourced*



LAMDA Hellix Overview

Summary	Key Facts
<ul style="list-style-type: none"> ▪ Launched services in 2003 ▪ Operates Data Centers <ul style="list-style-type: none"> – Company owned facility in Athens (ATH1) – 39 Company operated facilities for enterprise clients (3rd-party) ▪ More than 200 clients, with more than 50% listed companies ▪ Currently undergoing major expansion in Greece (ATH2) to be operational Mid 2014 ▪ LAMDA Hellix is currently actively evaluating its expansion of services and infrastructure in South Eastern Europe 	<ul style="list-style-type: none"> ▪ Leading developer and operator of neutral Data Center facilities in South Eastern Europe ▪ Highest level of data center quality, reliability, scalability, and security a Tier 3+ facility with 99.999% SLA and track record of 100% availability for 120 consecutive months ▪ Data Center Integration and Consulting Unit as internal center of excellence ▪ Flexibility to adapt to the ever-changing data center infrastructure needs (high-density) ▪ Awarded multiple Data Center related distinctions including among others <i>“Best Regional Data Center Operator 2009”</i>, <i>“Best European Green Initiative 2010”</i>, <i>“Best European Facilities Management 2011”</i> and <i>“Best European Data Center Entrepreneur of the Year 2012”</i>
	<h3>Data Center Outsourcing Services</h3>
	<ul style="list-style-type: none"> ▪ Full service offering including: <ul style="list-style-type: none"> ▪ Carrier & Cloud Neutral Facilities ▪ Enterprise collocation ▪ Switching center, remote hands & feet, interconnection, multi-homing IP transit ▪ Disaster recovery, and business continuity services with over 500 physical BC seats ▪ 4.3MVA of installed power capacity with ability to expand ▪ Certified under ISO 9001:2008 and ISO 27001 by Lloyd’s Register. EUDCA endorsers & supporters

Leading Provider of Neutral Data Center Services in South Eastern Europe

Not simply Cloud ready...

- Focusing on the development of a cloud ecosystem locally relevant and globally competitive
- Carrier & Integrator Neutral Data Center
- Strong Ecosystems on site (Banking, Telecom, Government, Insurance, Mobile Marketing etc)
- Advanced Multihome internet on site. Business critical Internet more important than ever
- New & innovative services with mix and match by different providers
- High Density Support (30+kW/Rack) for any cloud architecture
- Full adherence to global standards and local regulatory compliance
- Speed, efficiency, customization to the ever-changing needs of customers, cloud providers and technologies
- Personalized 24x7 Support



How to Contact us



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http://www.linkedin.com/company/lamda-hellix?trk=fc_badge



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