

Mediterranean Nautilus Greece S.A. Cloud Solutions

*Arturo Danesi
CEO MN Greece S.A.
(Athens April 23, 2013)*

Agenda

Cloud Computing: What does it really mean ?

- Impacts on the Greek Economy
- MedNautilus Cloud Solutions
- Why Med Nautilus Cloud Solutions?
- Q&A

Telco Business Model is rapidly changing

Changing Scenario

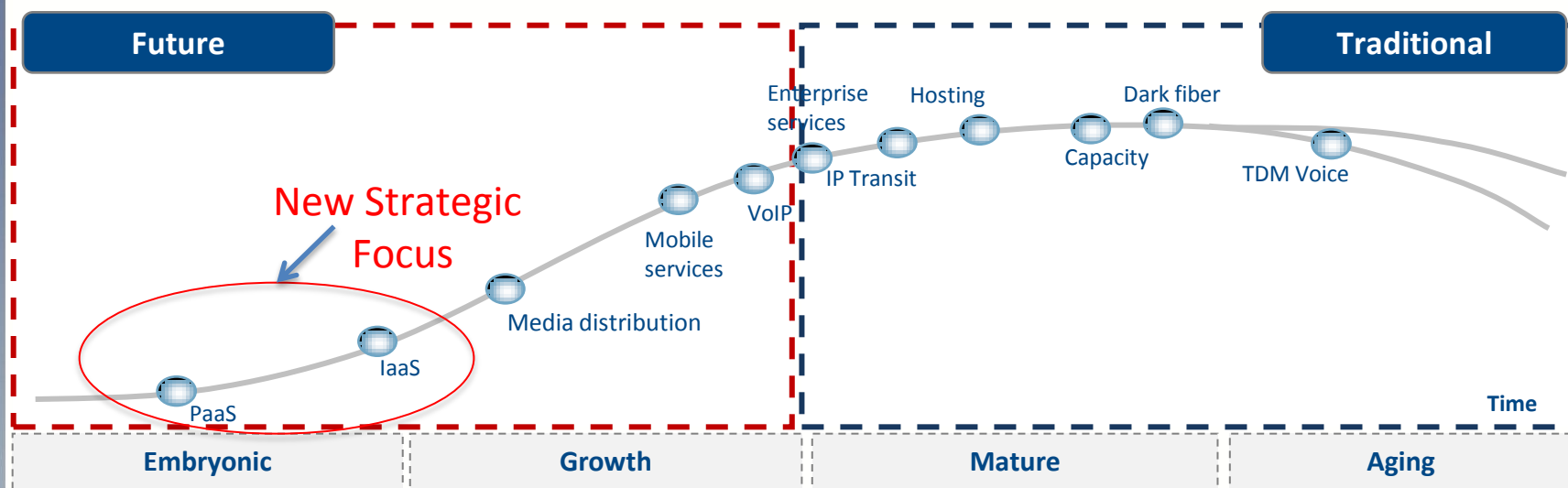
Competitive scenario is rapidly changing with a growing separation between infrastructure and services

Opportunity to change

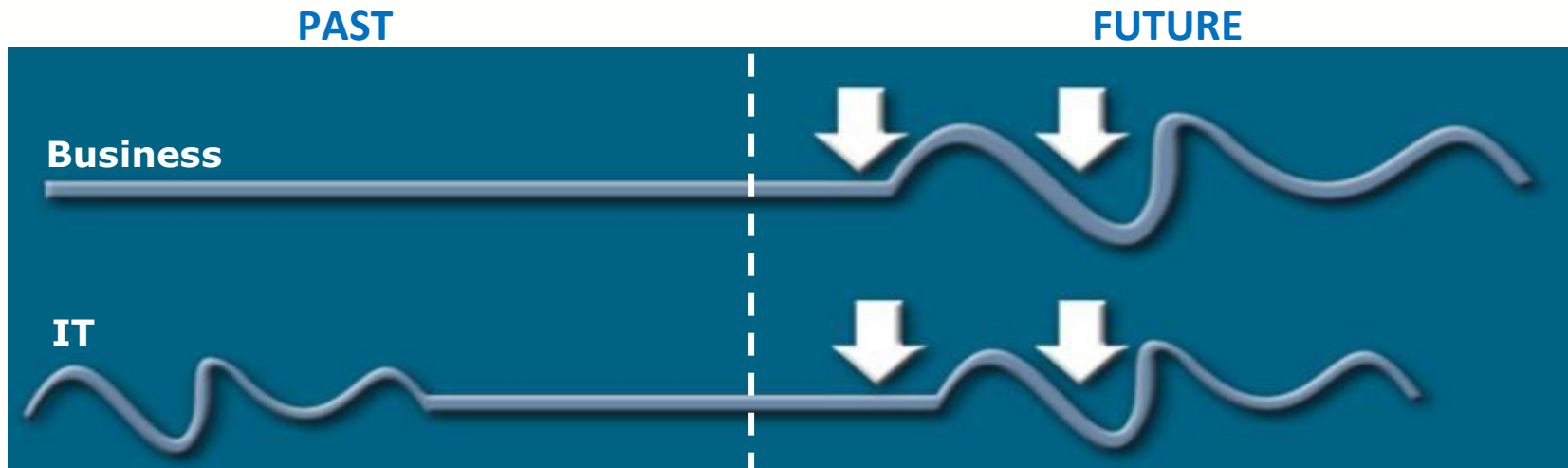
New Int'l Core Services

Telco entering into Media distribution and IT outsourcing upcoming segments

Need to change



Cloud Computing: Why?



STABILITY

- ✓ Business dynamics characterized by stability and predictability
- ✓ IT perceived as a factor with low value added, to facilitate business activities
- ✓ Offer driven by technological innovation and not directly related to the dynamics of business

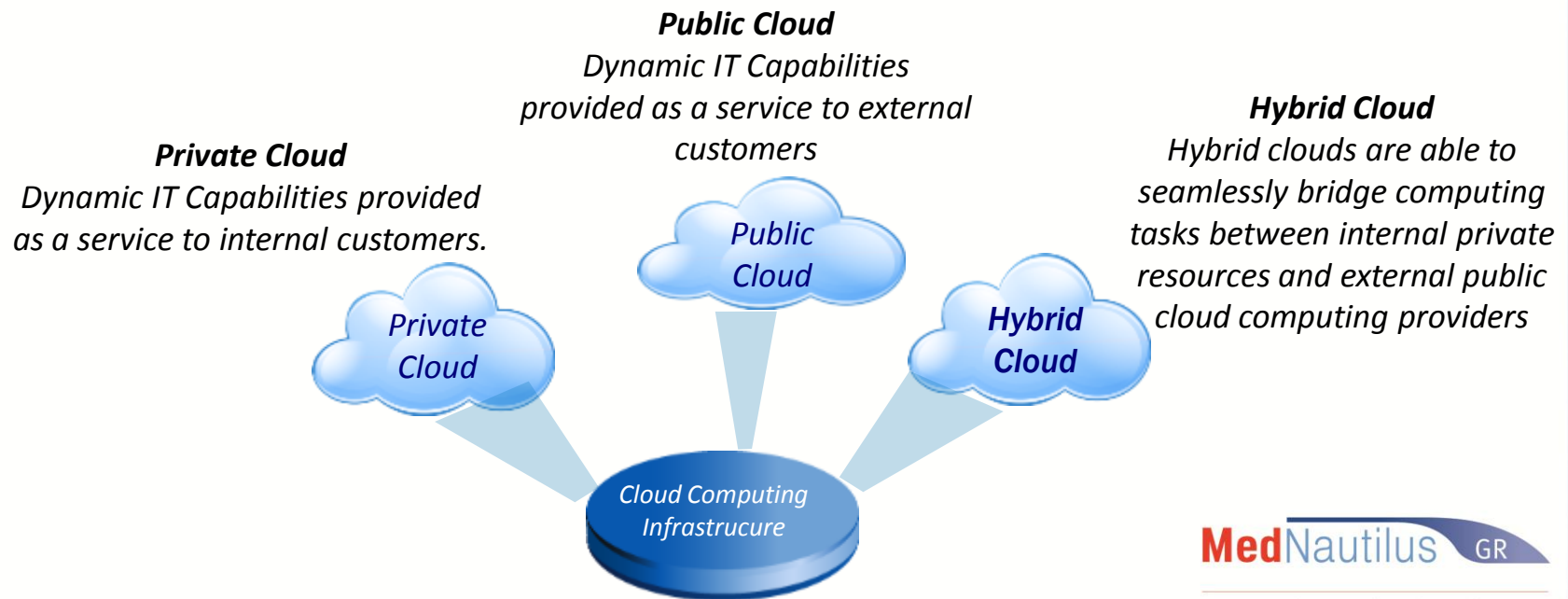
FLEXIBILITY

- ✓ Business characterized by high competitiveness, dynamism and unpredictability
- ✓ IT perceived as an element that can offer significant competitive advantages
- ✓ IT solutions to adapt to continuous corporate changes

Cloud Computing: What does it really mean?

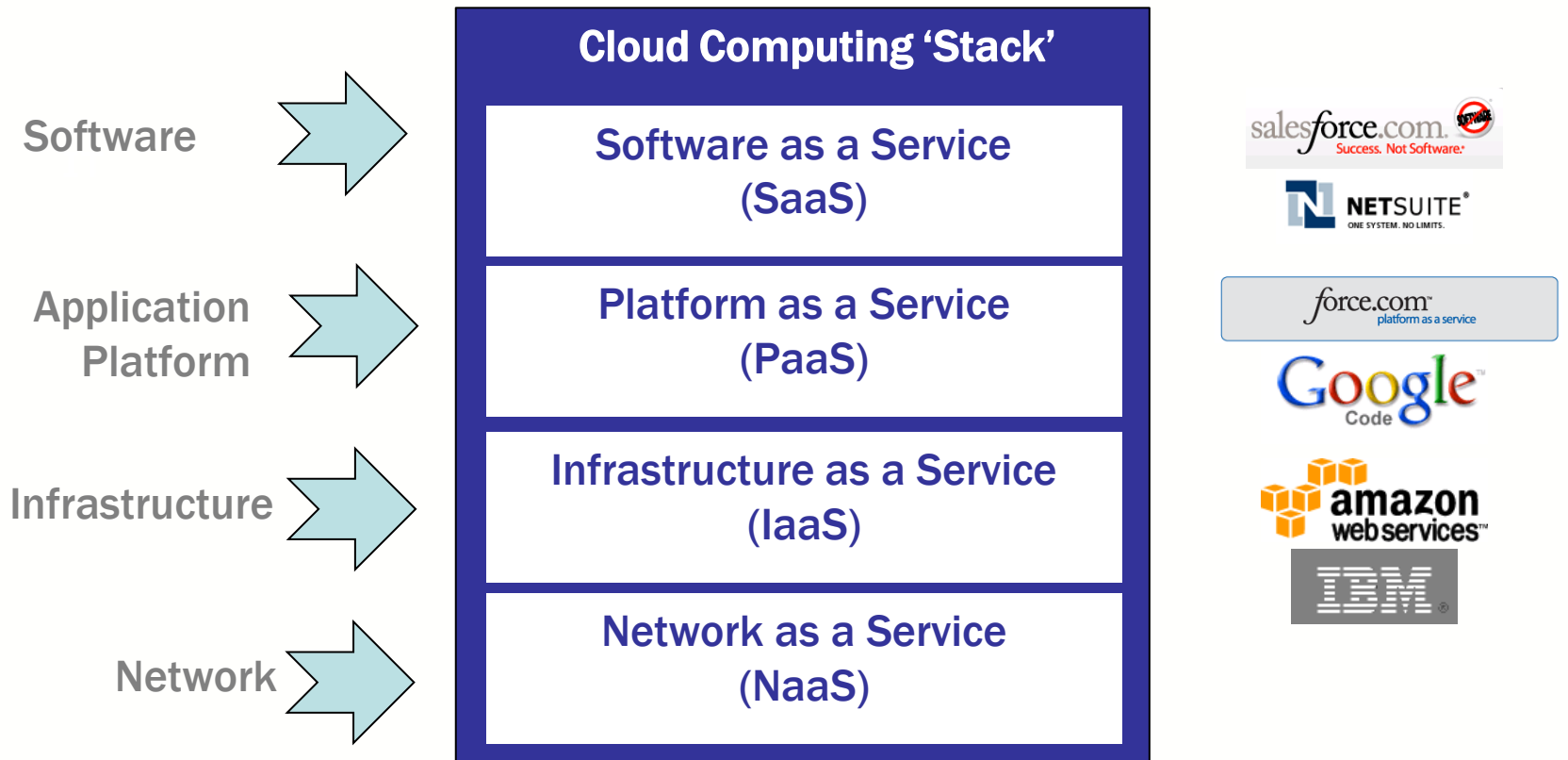
Cloud computing is the provision of dynamically scalable **computing resources** (hardware and software) that are delivered as a service over a **network** (typically the **Internet** but MPLS as well).

Cloud computing bundles remote services with user's data, software & apps and computation.



Cloud Computing: Service Stack Overview

Cloud Computing solutions offer corporate and SMEs customers unique agility while optimizing the processes and daily IT systems operations

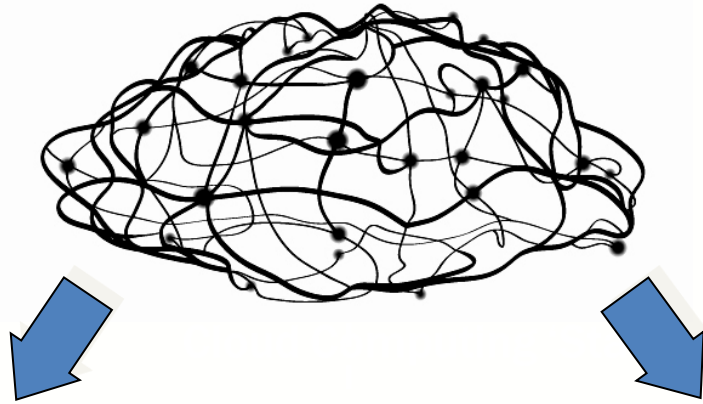


Elasticity. Agility.
No Upfront Capital.

MedNautilus GR

TELECOM ITALIA SPARKLE GROUP

Cloud Computing: Benefits for Customers



IT Capital Expenditure

IT Labour Productivity

IT Power & Cooling Costs

Additional CC Expenditure

Net cost savings/Lower risk

Peak Demand Management

Scalability

Business creation

Export boost/reduction

Time2Market4Innovation

Cloud computing leads to cost reduction and higher productivity, providing means to capture previously unsatisfied demand...

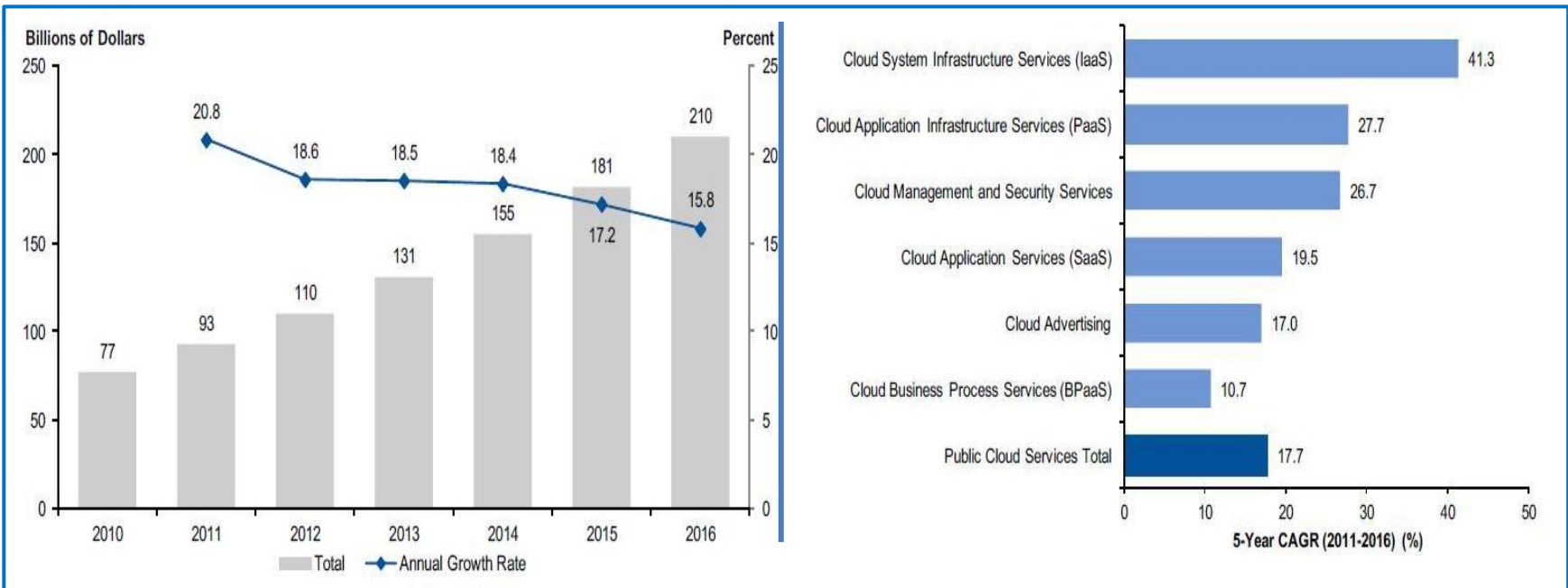
MedNautilus GR

TELECOM ITALIA SPARKLE GROUP

Cloud Computing: A Disruptive Market Trend

Analysts size the worldwide public cloud services market at approx. U.S.\$131 billion (2013) growing at 18% a year over then next 3 years

Public Cloud Services Market and Annual Growth Rate, 2010-2016



Source: Gartner (February 2013)

Particularly, Infrastructure-as-a-Service (IaaS) will achieve a compound annual growth rate (CAGR) of 41.3% through 2016, the fastest growing area of public cloud computing

Agenda

- Cloud Computing: What does it really mean ?

Cloud impacts on Greek Economy

- MedNautilus Cloud Solutions
- Why Med Nautilus Cloud Solutions?
- Q&A

Cloud impacts on Greek Economy: Capex Reduction

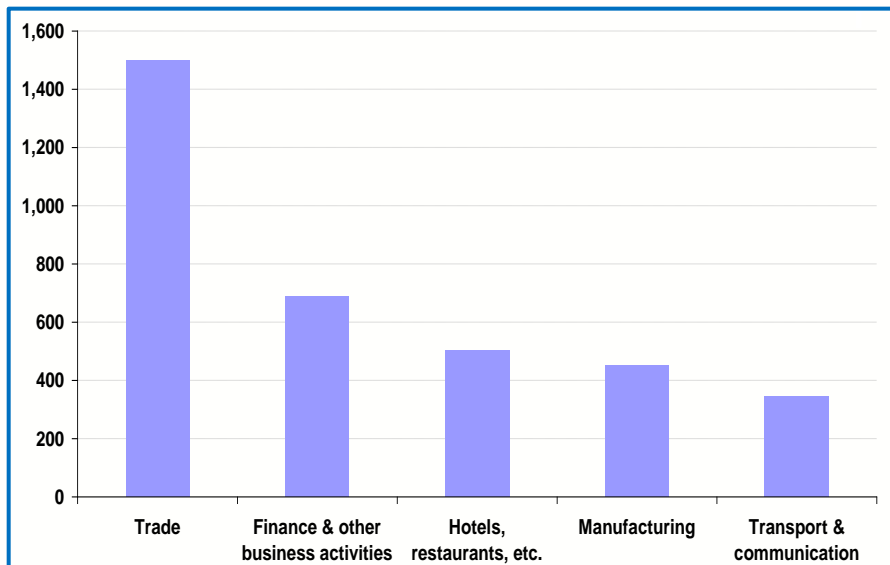
Cloud computing holds great potential to improve Greece's competitiveness

€ 14 billion in IT Expenditure Savings over the next decade (2011-20)

- ✓ Cloud replaces server and storage costs (CAPEX) with **pay-as-you-go expenditure**
- ✓ Productivity gains in IT departments by assigning **IT professionals to more productive activities**
- ✓ With no / fewer servers and data centres to power and cool, the companies face **lower energy bills**

Action	Private	Hybrid	Public	Cost item
CAPEX reduction	17%	31%	40%	IT CAPEX budget
Productivity gains	19%	24%	31%	IT labour costs
Power and cooling cost savings	44%	61%	79%	IT power and cooling budget
New expenditure on cloud services	0%	6%	13%	IT budget

Source: CEBR 2010



Note: More than half of the gross cost savings (58%) come from reduced IT labor costs.
(Capital expenditure savings: about one third, Energy costs: 8.8%)

Cloud Adoption leads to CAPEX reduction, removes barriers to entry in new and existing markets with creation of **new SMEs in Greece**



The Greek IT sector appears to be ready to adopt Cloud

MedNautilus GR

TELECOM ITALIA SPARKLE GROUP

Agenda

- Cloud Computing: What does it really mean ?
- Cloud impacts on the Greek Economy

MedNautilus Cloud Solutions

- Why Med Nautilus Cloud Solutions?
- Q&A

MED Nautilus Greece: Data Center Facilities



Metamorfofi, Attika
Next Generation DC

Koropi, Attika



Chania, Crete Island



**8000
Sq.mt.**

Unsurpassed DC Market Leadership:
40% Market Share
Colocation Business in Greece

MedNautilus GR

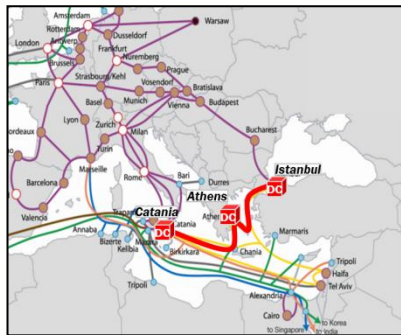
TELECOM ITALIA SPARKLE GROUP

MED Nautilus : Data Center Facility

Major supplier of co-location services with state-of-the-art facilities in Athens, Chania (Crete) and Costantinopolis, with its own proprietary fully diversified Network, MN represents the solution of choice for all global and regional carriers in the region.

MedNautilus

TELECOM ITALIA SPARKLE GROUP

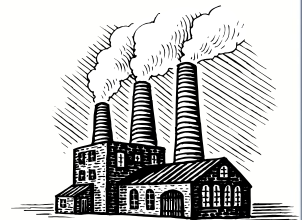


Transport

**Cloud
Platform**

**Data
Centers**

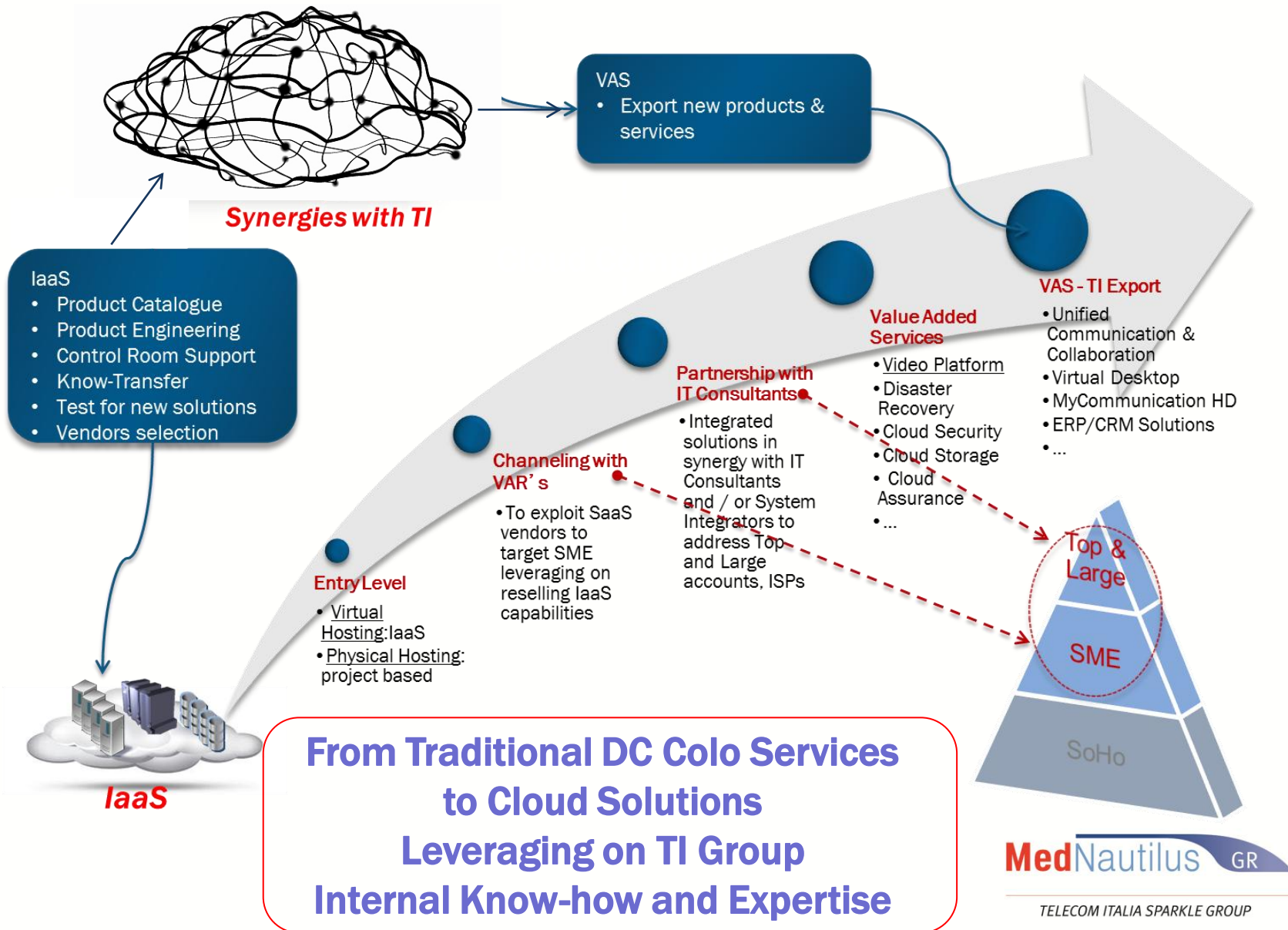
Data Center Services:
Major supplier of co-location and
cloud services in Athens, Crete and Costantinopolis



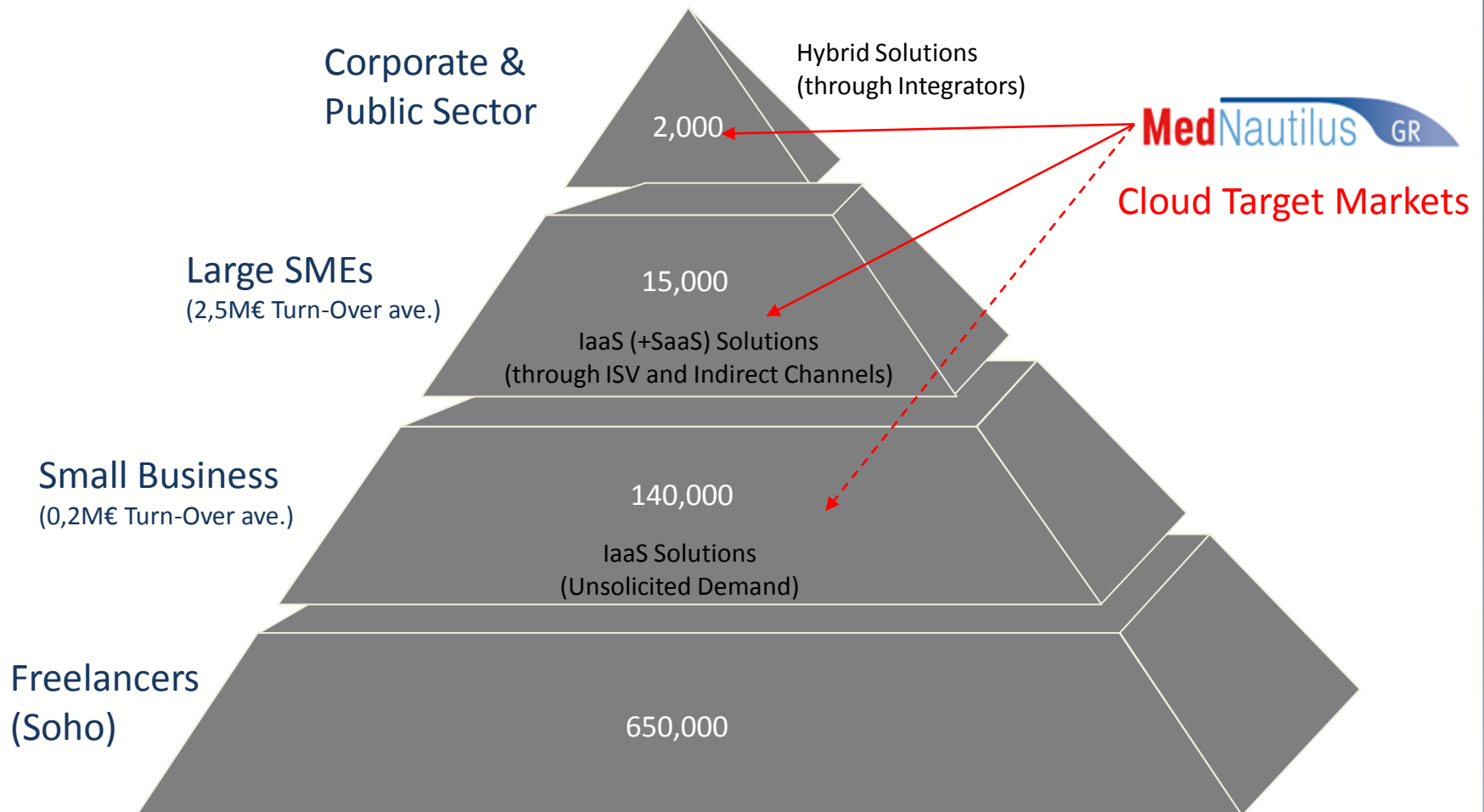
MedNautilus GR

TELECOM ITALIA SPARKLE GROUP

Med Nautilus Cloud Solutions: Exporting Nuvola IT



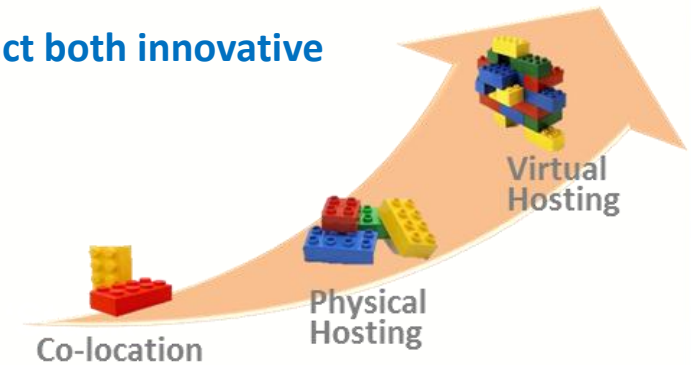
MED Nautilus Greece: Cloud Target Market



MedNautilus Greece Cloud Solutions: Overview

MN Cloud Solutions: three main product lines to attract both innovative and cautious customers

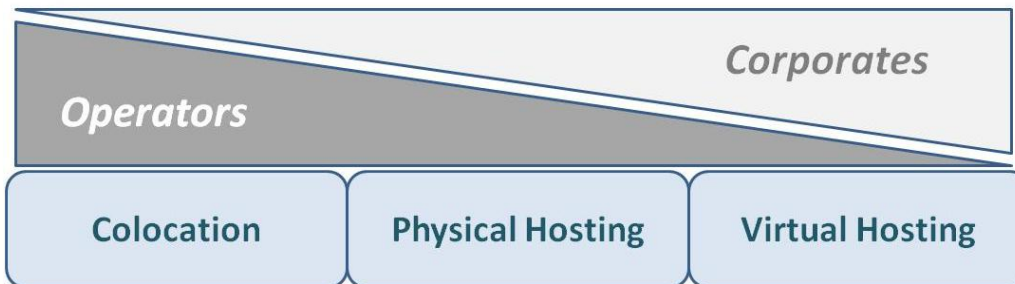
Leveraging on our “enhanced” Colocation and Physical Hosting services we aim to attract business customers looking for new efficiencies and gradually lead them into IaaS.



Cloud solutions are targeted to:

- ✓ **Local and Multinational Enterprises and SMEs** wishing to implement Virtual and Physical Hosting as well as Colocation solutions for a single or a multi-site environment
- ✓ **System Integrators, OTTs, Financial Institutions (e.g. Banks), Telcos (e.g. ISPs), etc.** who may be in need of Colocation services and/or IaaS solutions for internal or external purposes (i.e. Telcos, SI, etc. might require the service to serve their customers)

Target Customers by Product



Our Success is Your Success!

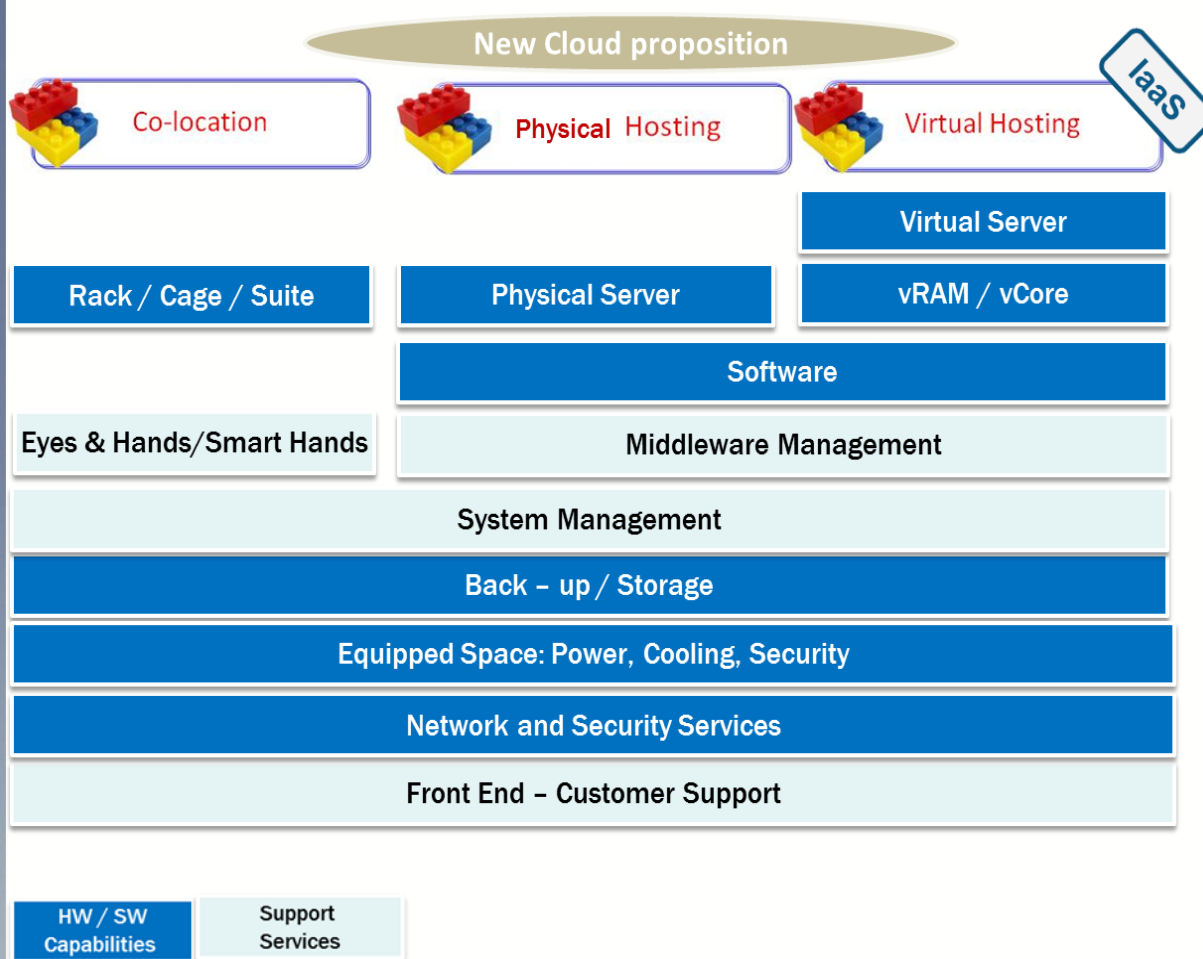
MN Greece Partnership Program is tailored to address partner's needs in a win-win approach.

Soon available!!

- ✓ **Security** services and **Enhanced storage/backup** service features
- ✓ Specific tools tailored on partner's needs (i.e. **self-provisioning**)

Med Nautilus Cloud Solutions: Flexible and Secure

Our Solutions range from basic Co-location/hosting to a full suite of managed infrastructure services and feature secured facilities, managed services and flexible data protection.



**Best-in-class
architecture and
technologies!**

From Tier 1 vendors

vmware®

NetApp™
Platinum Partner

CISCO™
PARTNER
Gold Certified

EMC²

MedNautilus GR

TELECOM ITALIA SPARKLE GROUP

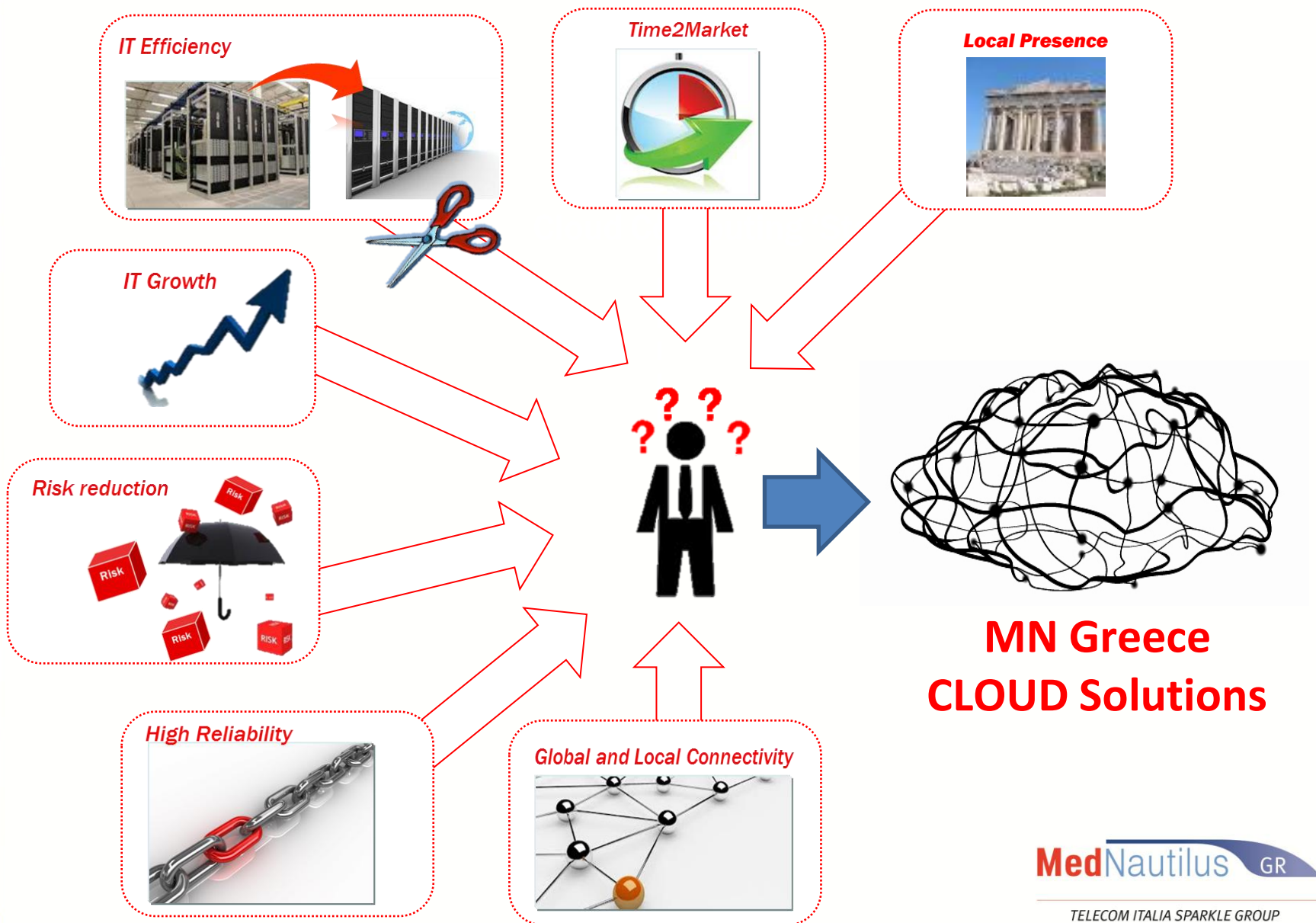
Agenda

- Cloud Computing: What does it really mean ?
- Cloud impacts on the Greek Economy
- MedNautilus Cloud Solutions

Why Med Nautilus Cloud Solutions?

- Q&A

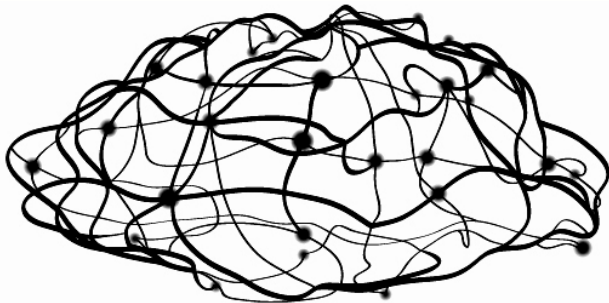
Why Med Nautilus Cloud Solutions



Why Med Nautilus Cloud Solutions

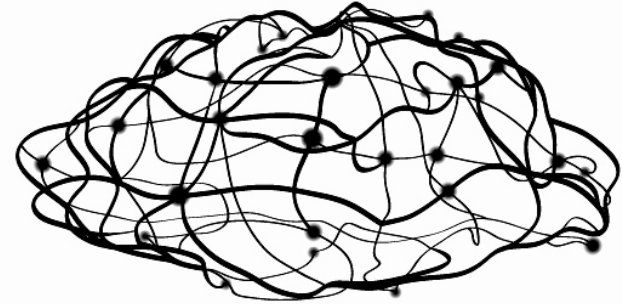
Features

- High Service Security and Availability
- ICT Best of Breed
- Connectivity: High Availability
- Full Internet Reach
- Highly qualified Solution Design and Operational Support



Economics

- Reduced Total Cost of Ownership
- Disposal of Investments
- No Upfront Investment: Capex turned into Opex
- Buy-as-U-grow (scalable offer)



Flexibility

- Offer highly configurable and modular
- Flexible contractual solutions
- Easy and fast implementation
- Up2Date Technology

Strategy

- Outsourcing of non-core activities
- Pay-as-U-growth
- ICT evolution without effort
- Reduced Time to Market

Why MedNautilus: Unique Advantages



✓ Domestic and international connectivity

The partner will be able to serve its customers home and abroad.

*MedNautilus, the **Biggest Global Internet Transit Provider in Greece**, as 100% TI Sparkle provides worldwide coverage through proprietary and legacy infrastructure, as well as subsidiaries and local partner networks.*

✓ Direct interconnections via MMR (Meet Me Room).

Partners will benefit of relevant savings coming from no interconnection costs.

*MedNautilus is the **Biggest Colo Provider in Greece** with 3 Local Data Centers and 8,000 SQM.*

✓ National and International Back-up and Disaster Recovery

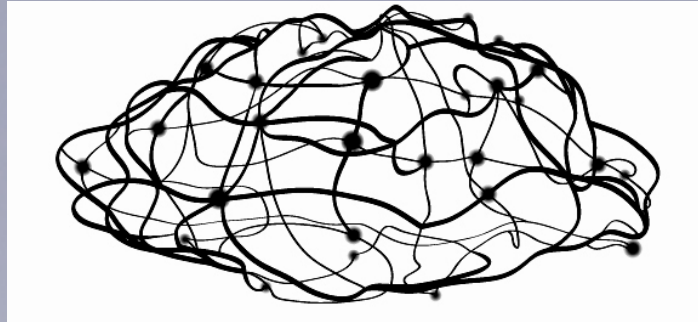
A single point of contact for end2end management of best performing security backups and DR.

*Leveraging on both **Network and Data Center capabilities and competencies**, MedNautilus is able to satisfy customers' security needs with lower complexity and higher performances.*

✓ Next Step: State-of-the-art PaaS and SaaS

Customers will benefit of state-of-the-art PaaS and SaaS also derived from Telecom Italia Group.

*PaaS/SaaS will be implemented also leveraging on **internal expertise of Telecom Italia Group**, leading cloud computing infrastructure and service provider in Europe, gained with Nuvola Italiana market success.*



The Cloud with the Network Inside