



## «Networks: Future Ready?»

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29<sup>th</sup> November 2016



# 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.”***

# Who is CL8.com?

## The OSI Model

Layer 8      The Human Touch



*Layer*

Layer 7

### Application

Network Process to Application

Layer 6

### Presentation

Data Representation and Encryption

Layer 5

### Session

Interhost Communication

Layer 4

### Transport

End-to-End Connections and Reliability

Layer 3

### Network

Path Determination and IP (Logical Addressing)

Layer 2

### Data Link

MAC and LLC (Physical Addressing)

Layer 1

### Physical

Media, Signal, and Binary Transmission

# Who is CL8.com?

- ☐ Cyprus based Datacenter
- ☐ New state-of-the-art independent datacenter with relevant standards and compliance



- ☐ 24 / 7/ 365 NOC (Network Operations Centre)
- ☐ 2000m<sup>2</sup> (approx. 21 527ft<sup>2</sup>)
- ☐ 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 (cheaper rates & devices)

Uptake of **high-bandwidth applications**

Proliferation of **connected devices**

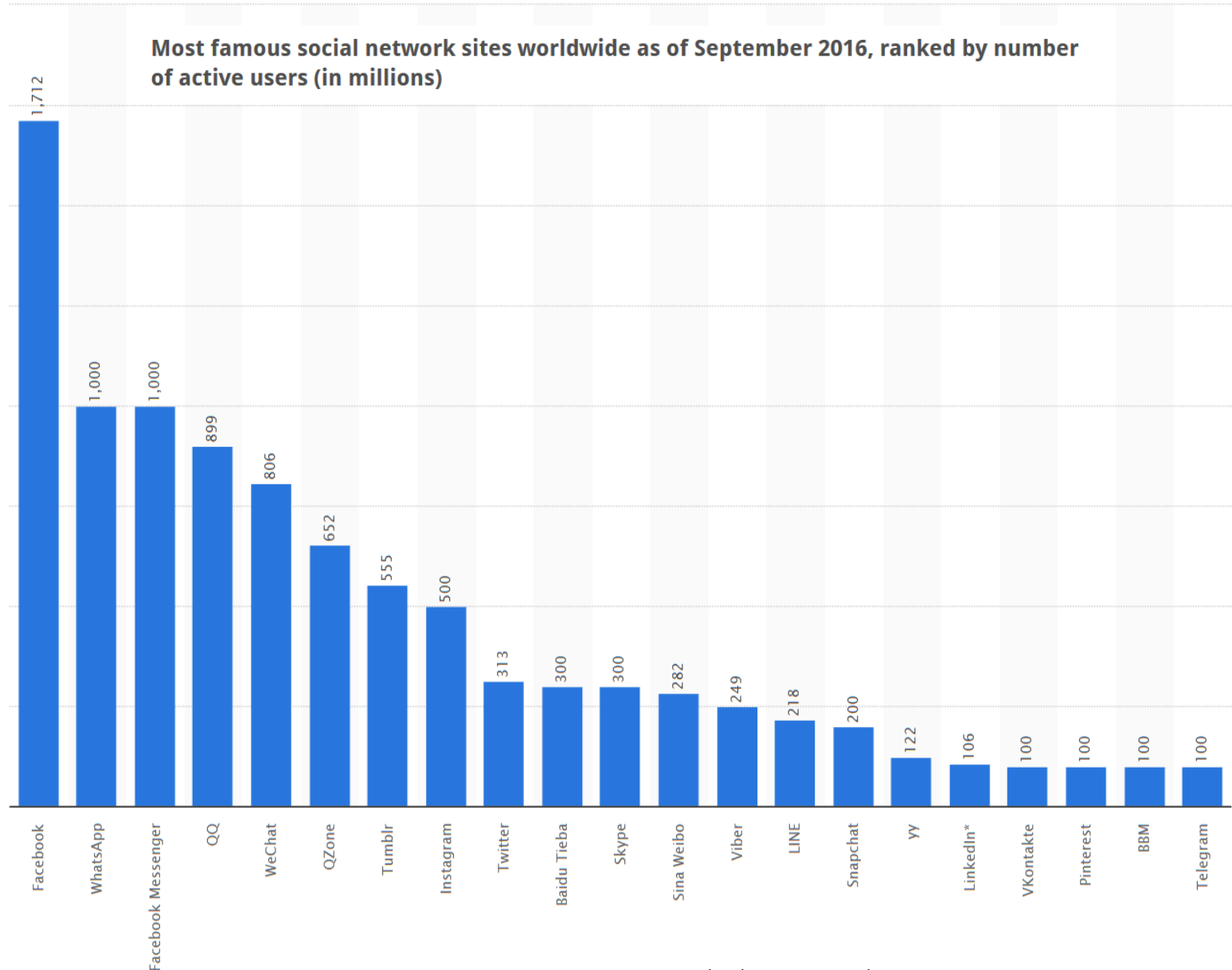
Uptake of **cloud computing**

**Uptake of e-commerce**

Growth of **video**



# Social Media Uptake



Source: Facebook: we are social Statista 2016

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

Internet users have an average of 5.5 social media accounts

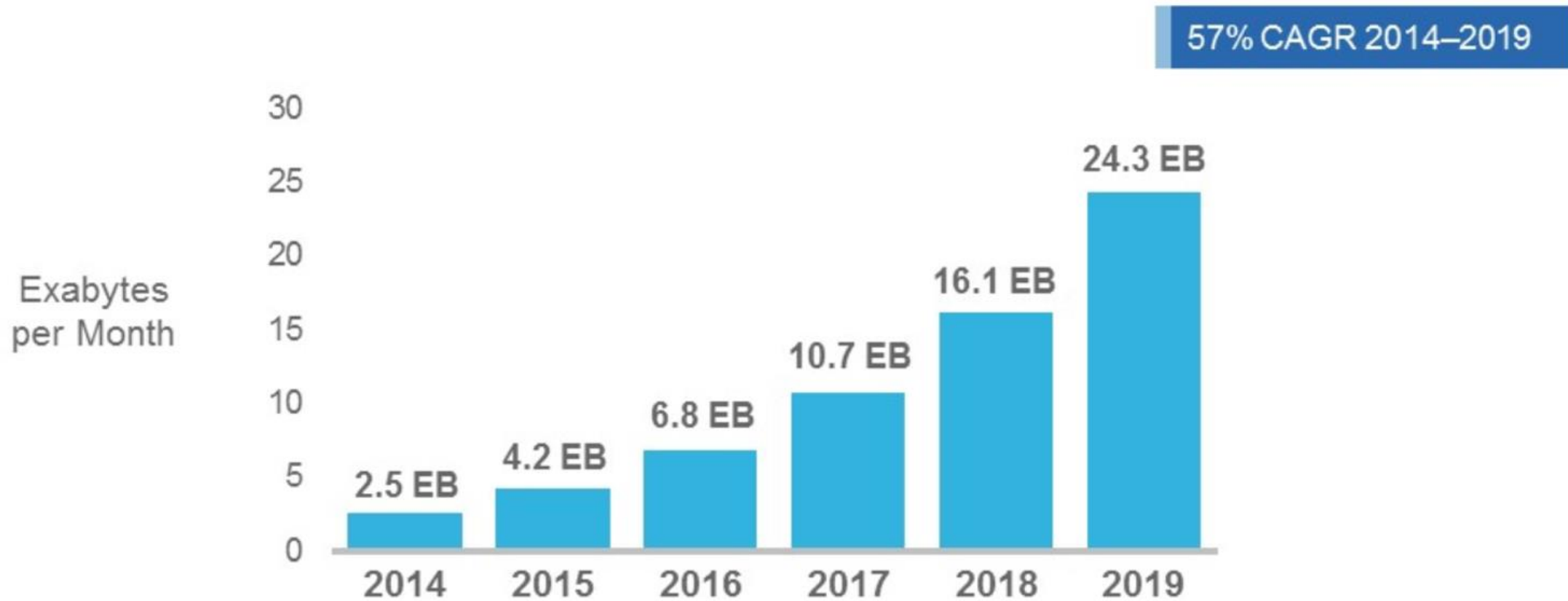
**1 million** new active mobile social users are added every day

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



# Global Mobile Data Traffic Growth

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

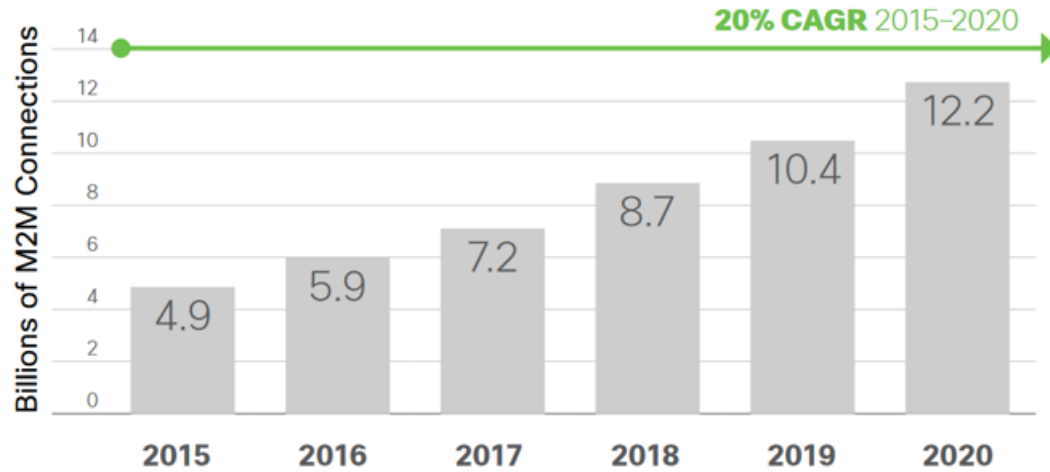


1 EB = 1 Billion Gigabytes  
1 EB = 1 Million Terabytes

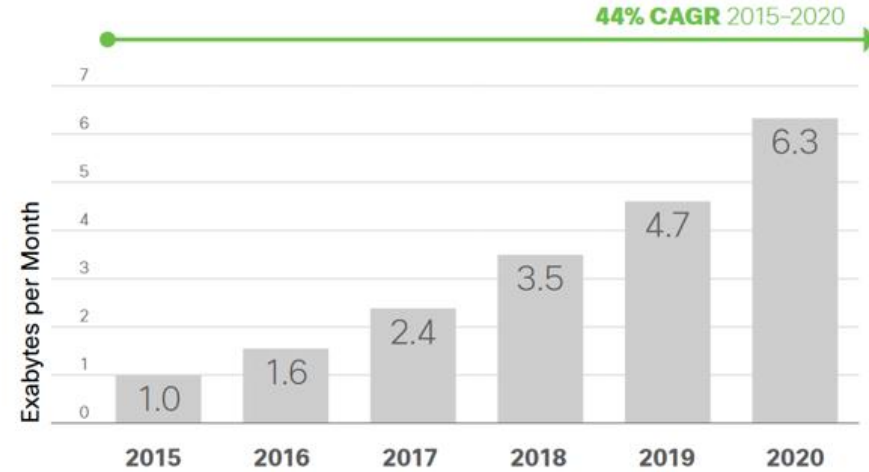
Source: Cisco VNI Global Mobile Data Traffic Forecast 2014-2019

# Connected Devices (M2M)

Global M2M Connection Growth



Global M2M Traffic Growth: Exabytes per Month



By the year 2020

there will be

## 1.6 M2M CONNECTIONS

per capita globally.

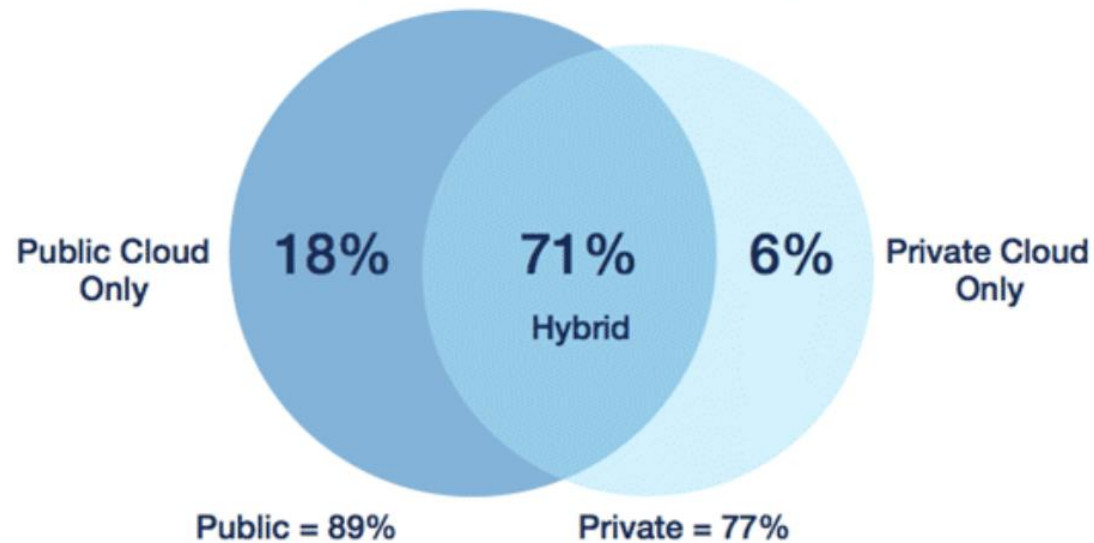
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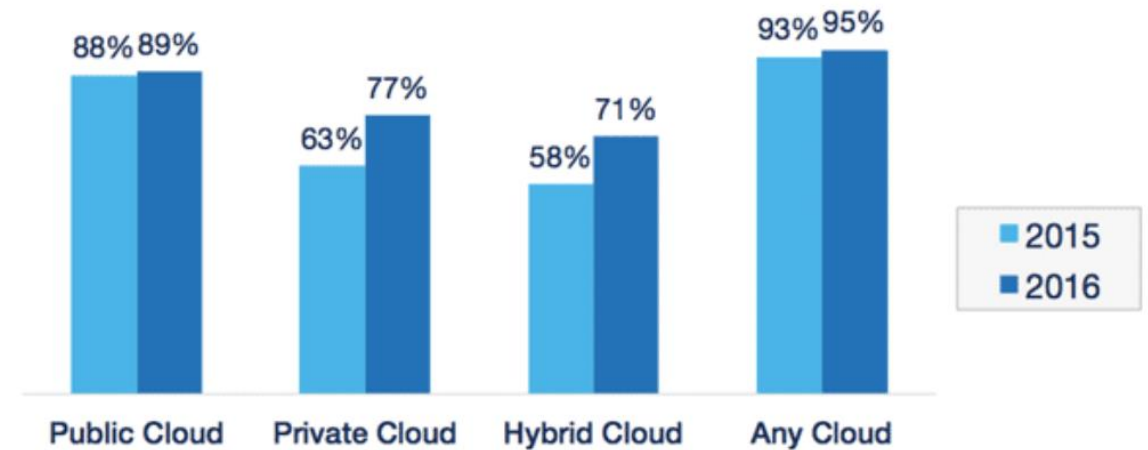
Source: Cisco VNI Global IP Traffic Forecast 2015-2020

# Cloud Uptake

## 95% of Respondents Are Using Cloud



## Respondents Adopting Cloud 2016 vs. 2015



Source: RightScale 2016, State of the Cloud Report

# Conclusion

- ❑ All of this data traffic ends up in the data centers
- ❑ Carriers will need to consider 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)**.
- ❑ 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)
- ❑ Service providers will have to prove that they can offer **high-quality, state-of-the-art, and reliable communications services**

## Thank You

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