

Monetization of Optical Networks - Need for New Business Models



New Business Models Emerging



Cloud Exchange



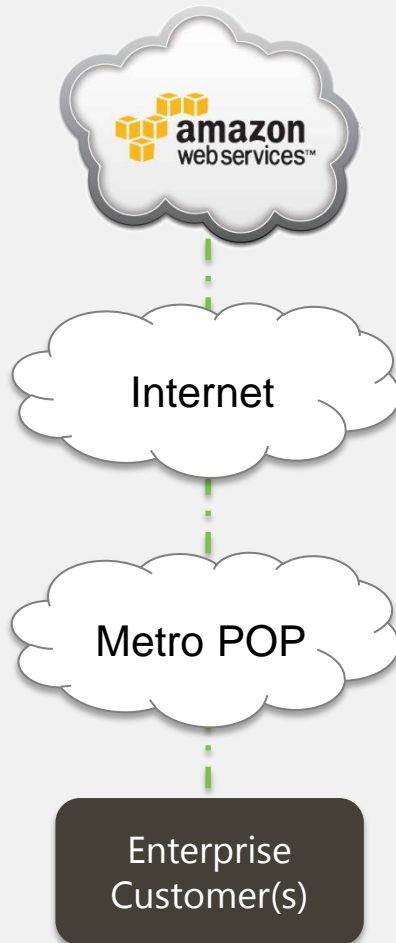
Cloud as a Service

Enabling New Service Opportunities With Convergence

Valuable Cloud Exchange Services For Service & Colocation Providers

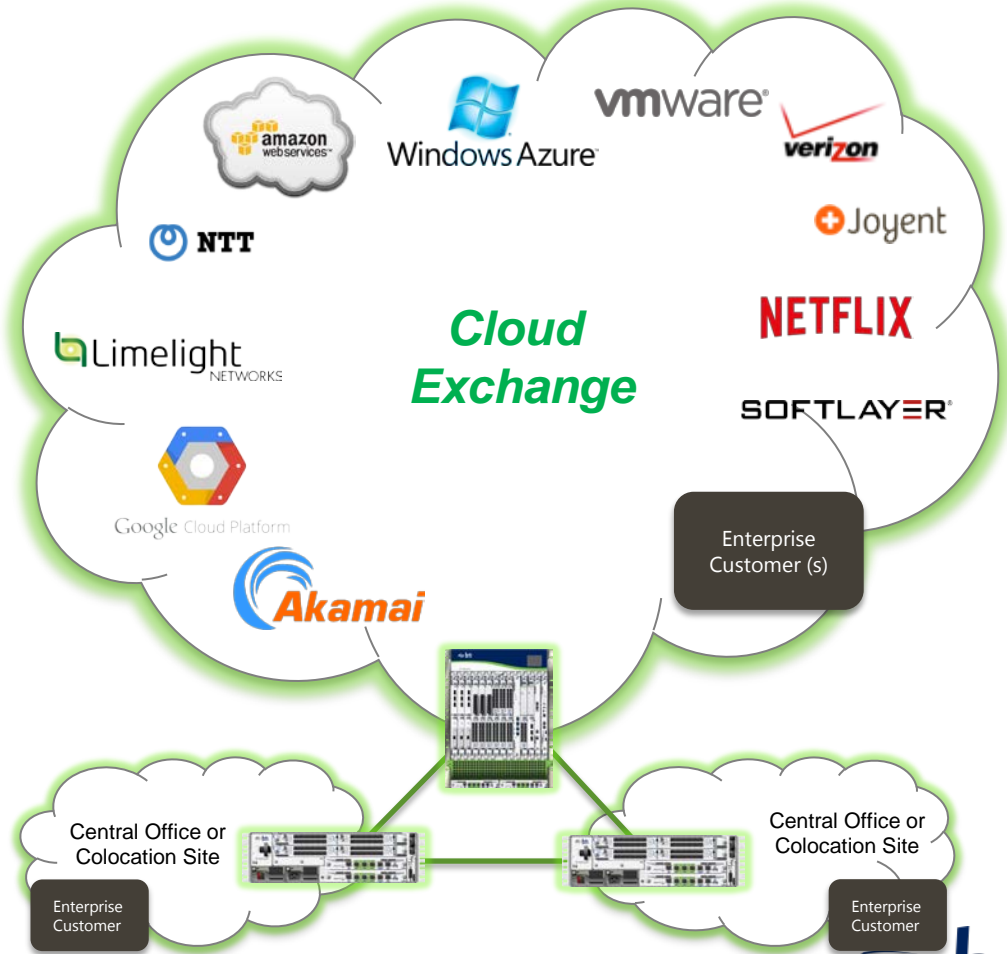
BEFORE

Internet path to cloud provider

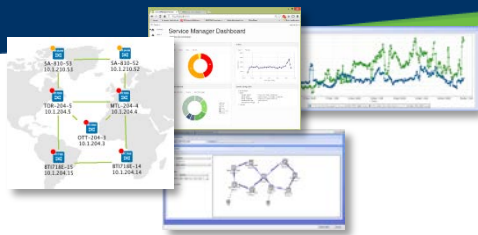


AFTER

Enterprise moves to hosted SP site for direct and multiple 'private connections' to cloud providers



Cloud Exchange in Operation



**End to End
Management System**



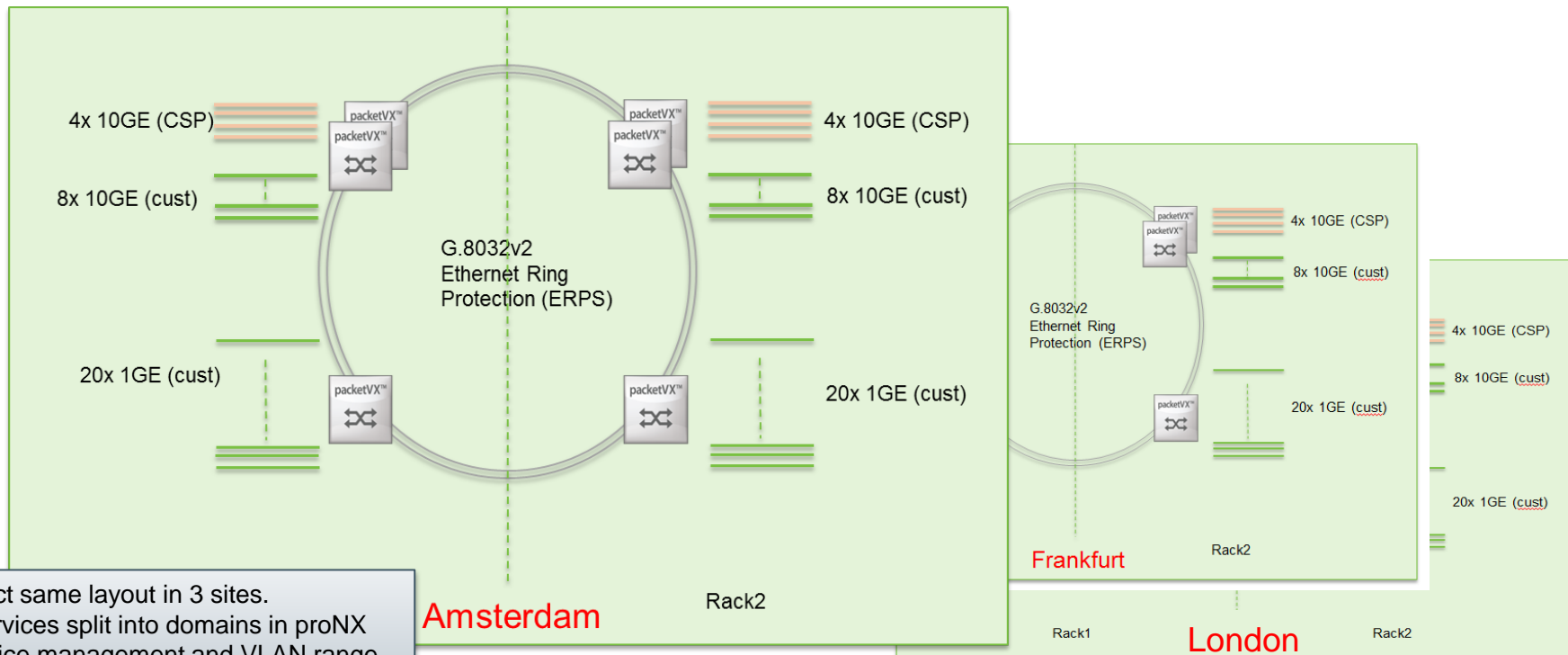
**End to End
Hardware-based
Native SLA Monitoring**



**Cloud-based SLA
Portal**



**MEF CE-Compliant
E-Services
(ELINE, ELAN)**



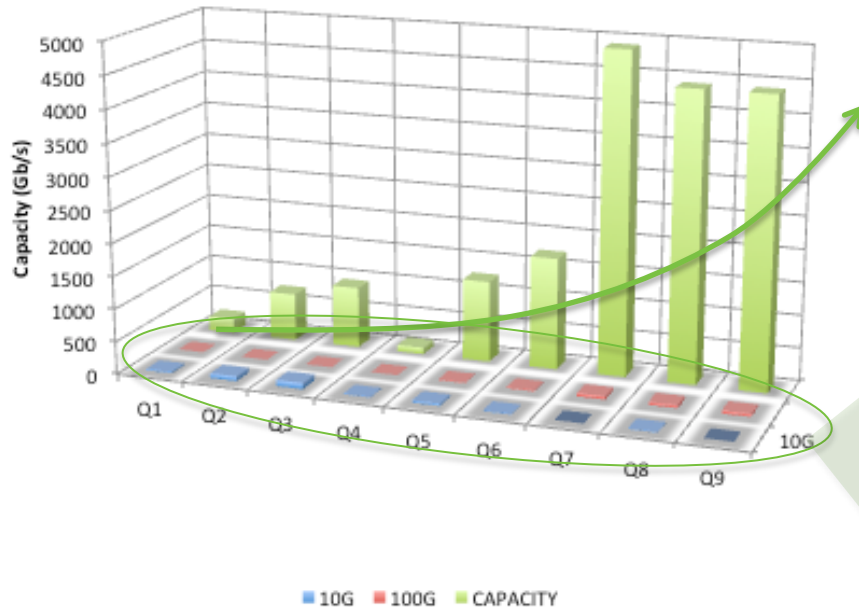
- Exact same layout in 3 sites.
- Eservices split into domains in proNX service management and VLAN range allows for future joining of networks

Benefits for Cloud Exchange Customers

- Bandwidth on demand
 - *Bandwidth you need, when you need it*
- Flexible bandwidth contracts
 - *Bandwidth when your customer needs it*
- Bandwidth steering
 - *Bandwidth only where you need it in your network*
- Service and provisioning velocity
 - *Spin up a VM in minutes, spin up connectivity between VMs in minutes!*

Cloud Exchange - Driving New Business

Capacity Growth by Quarter for Cloud Exchange Customer



Rapid expansion of network capacity requirements

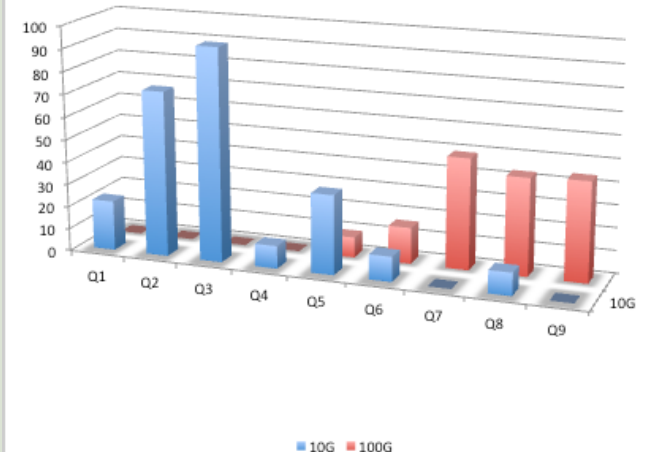
On demand Cloud Exchange model

- Faster ROI
- Great customer retention

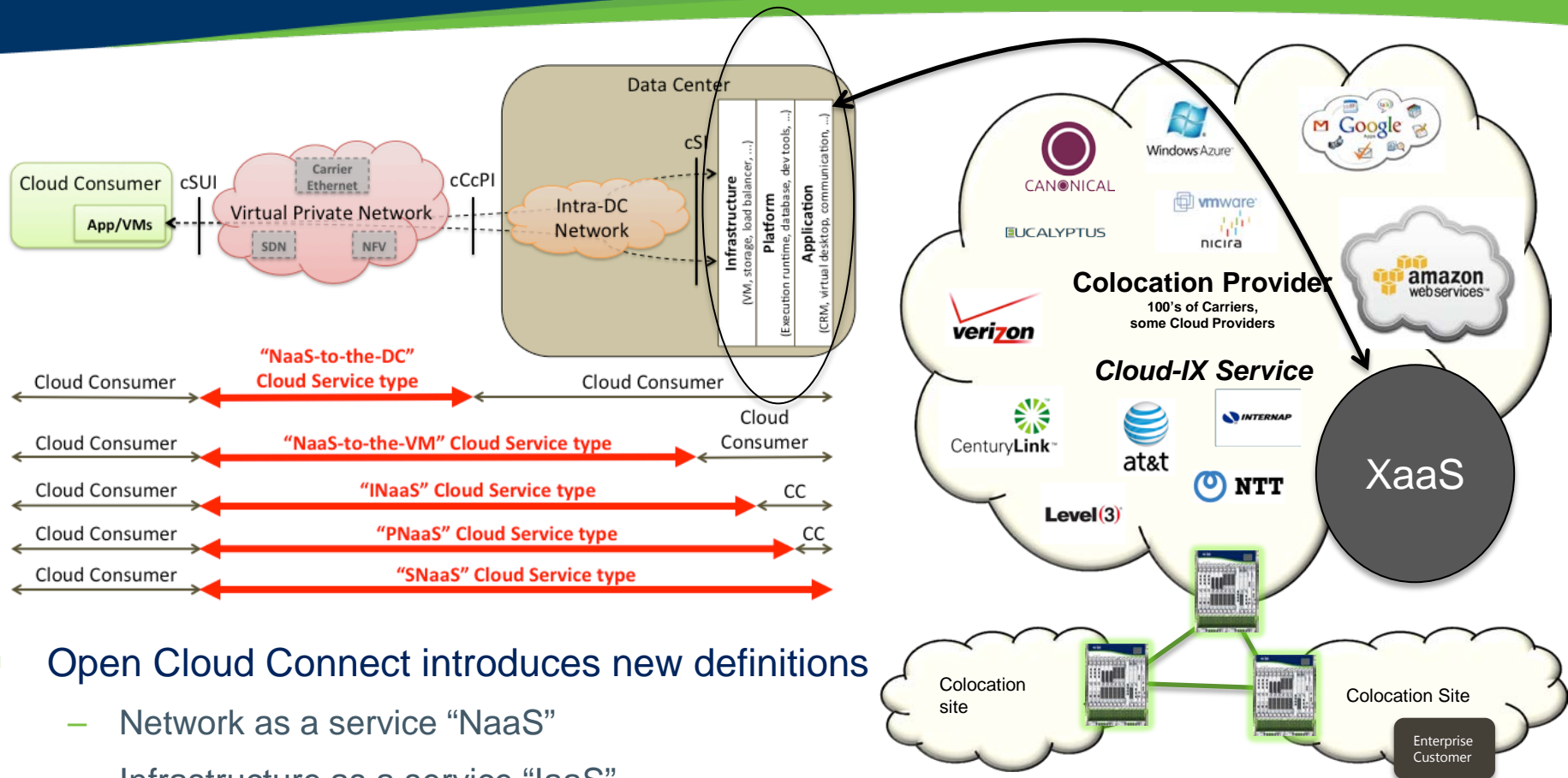
Network Transformation

- Customer portal BoD
- Transition from 10G to 100G

Adoption and transition to 100G



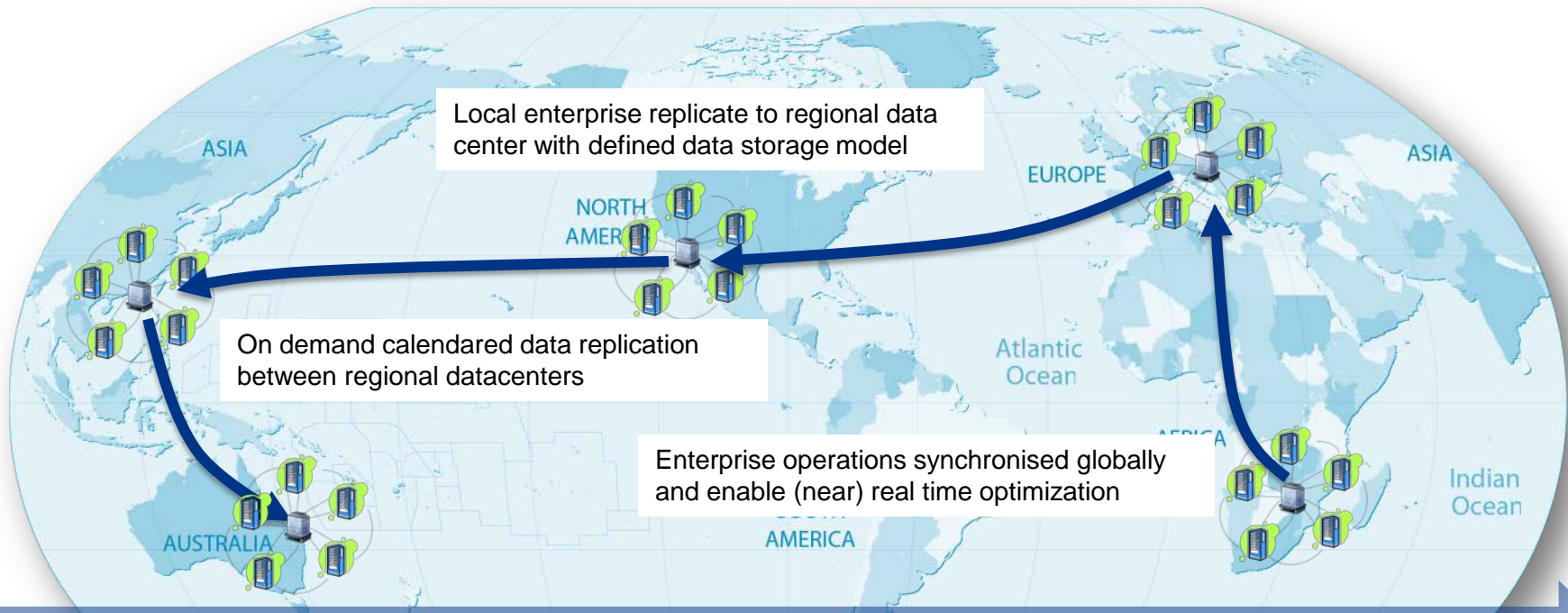
Cloud as a Service



- Open Cloud Connect introduces new definitions
 - Network as a service "NaaS"
 - Infrastructure as a service "IaaS"
 - Platform as a service "PaaS"
 - Software as a Service "SaaS"
- New Revenue models through new operating models

Cloud as a Service

"XaaS" + On-demand Data Replication



Network Topology

Capacity Planning

On-Demand
Service Provisioning

Performance Monitoring

