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HYBRID IS THE NEW IT REALITY

CEE Peering Days

Ljubljana– 22nd March 2017

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WE NOW LIVE IN AN
INTERCONNECTED ECONOMY
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DIGITAL TRANSFORMATION

- Digitalization is key for competitive and successful companies!
  - Productivity
  - Innovative power
  - Competitiveness
- Companies in Industry Sectors with high competitive pressure have already achieved a higher level of digitalization (Digital Index, Accenture)

THE SHIFT IN IT INFRASTRUCTURE

THE HYBRID IT-ERA

- Hybrid-IT is not a hype
- Hybrid-IT is not just using public and private cloud
- It’s about the business
- It’s about an environment where applications work across different pieces of infrastructure

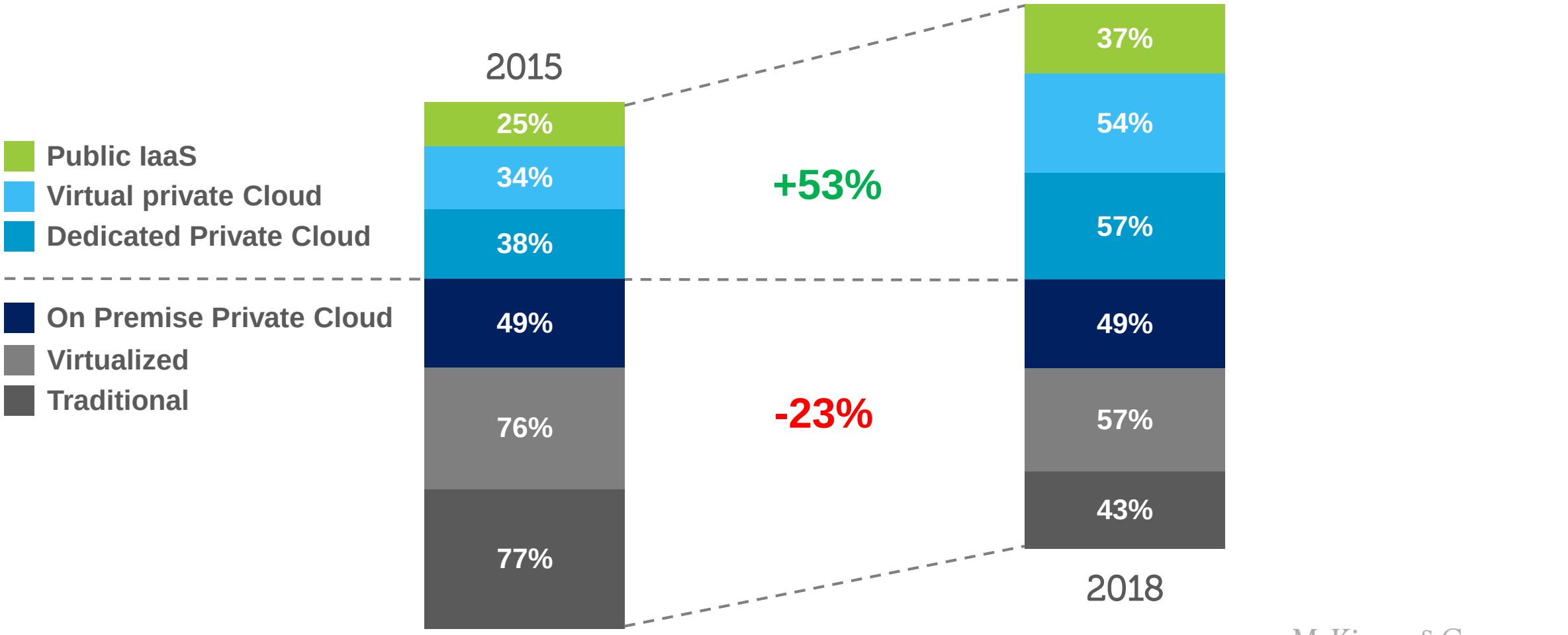
WHAT BENEFITS DID YOU REALIZE THROUGH CLOUD COMPUTING

- Significant cost reduction
- Better support for new applications
- More scalable IT-resources
- Faster implementation/rollout
- More transparent cost structure

- 360 People/Companies interviewed (IT decision makers in Austria)

FROM BUILD TO CONSUME

% of companies planning to have the following environments as primary environment for at least 1 workload type.



McKinsey&Company

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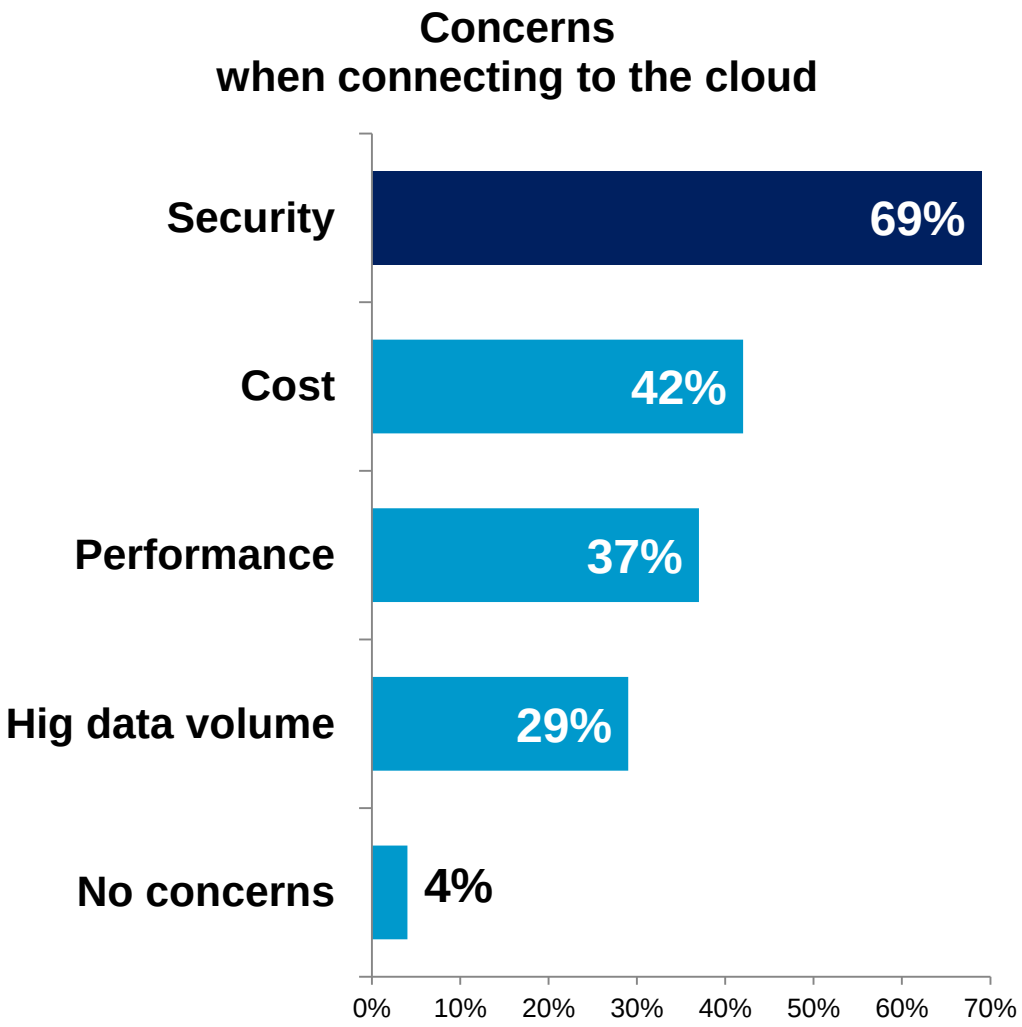
CONCERNS?

NETWORK CONCERNS

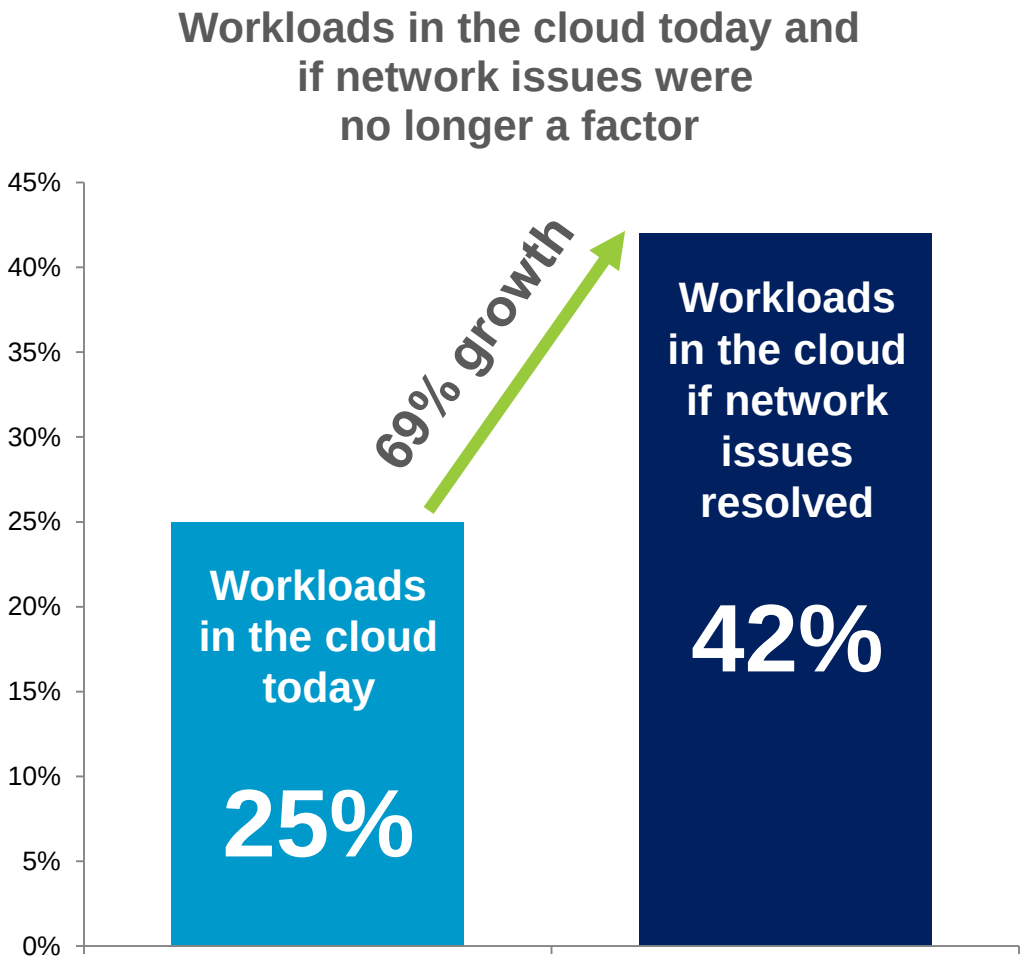


90% say connectivity between on premise and cloud-based workloads is the biggest barrier to cloud adoption

69% increase in cloud adoption should network issues be resolved

IDG CONNECT

WHEN NETWORK ISSUES RESOLVED



NEW APPROACH TO NETWORKING IS NEEDED TO SOLVE THESE ISSUES

IDG CONNECT

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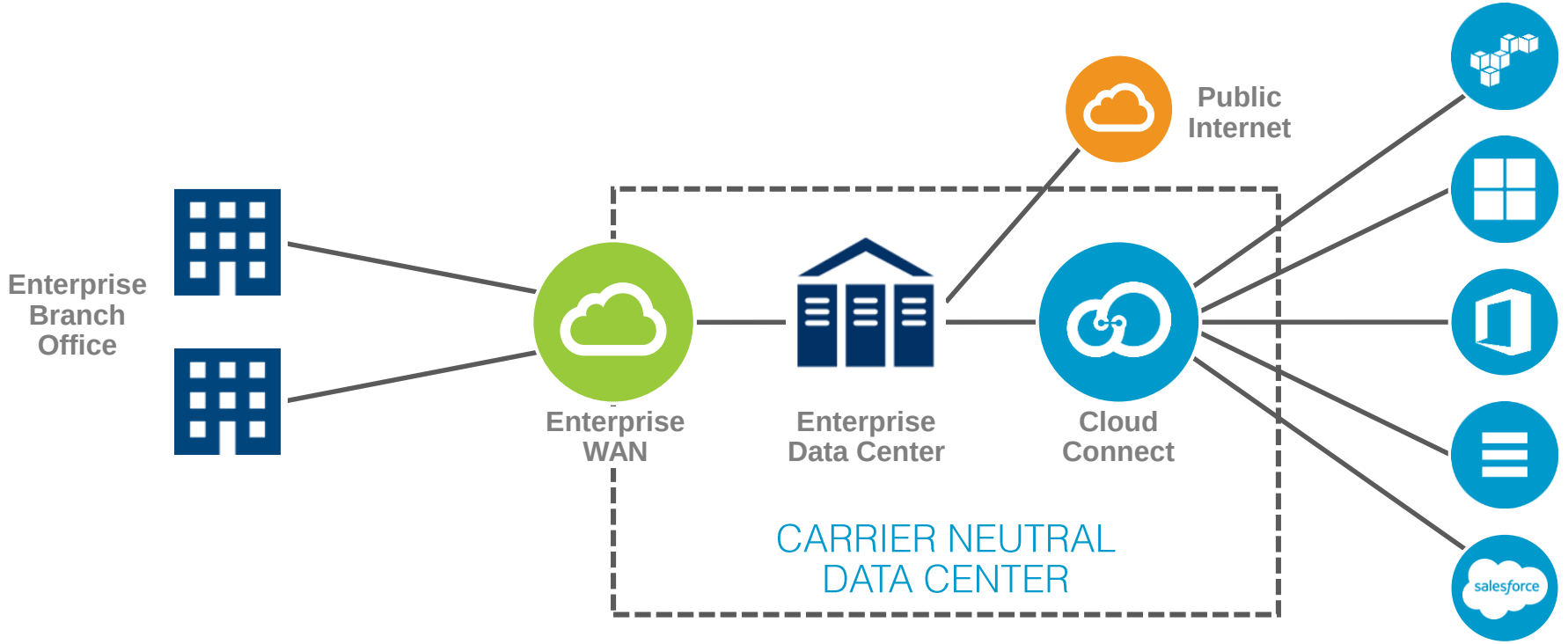
THE NEW NETWORK

PREPARE & DESIGN FOR INTERCONNECT

Cloud Interconnect Network



EXTENDED CONSOLIDATION OF NETWORKS, INFRASTRUCTURE AND APPLICATIONS

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CloudConnect

INTERXION

11 Countries

13 Cities

45 Data Centres

- Austria
- Belgium
- Denmark
- France
- Germany
- Ireland
- Netherlands
- Spain
- Sweden
- Switzerland
- UK

THE INTERCONNECTION HUB FOR DIGITAL BUSINESS

Founded 1998
Headquartered in Amsterdam
Listed on New York Stock Exchange (INXN)
2015 revenue: 386.6 millions €

CROSS CONNECTS

- Connectivity is the heart of our business and is facilitated through Cross Connects.
- What are Cross Connects?
- Cross Connects are a physical connection from one customer to another. They enable our customers to connect directly to their partners, suppliers and customers who are present in the same or a nearby data centre without using public networks, reducing costs and lowering latency.
- Why are they important?
- Across the Interxion 11-country footprint, over 1,600 leading businesses interconnect through Cross Connects in the Meet-Me Rooms, all of them potential partners, customers, suppliers and prospects for each other. Interxion facilitates these communities of interest, encouraging businesses to interconnect to drive cost efficiencies, partnership strategies and new revenues.

CLOUD CONNECT

Cloud Connect interconnects you directly to your cloud provider of choice via a private and secure connection. This enables you to build scalable hybrid IT solutions in a cost effective way.

Secure

Avoid the public Internet & connect securely to your cloud provider

Reliable

Ensure optimum performance with SLA backed connectivity and uptime

Fast

High bandwidth, low latency

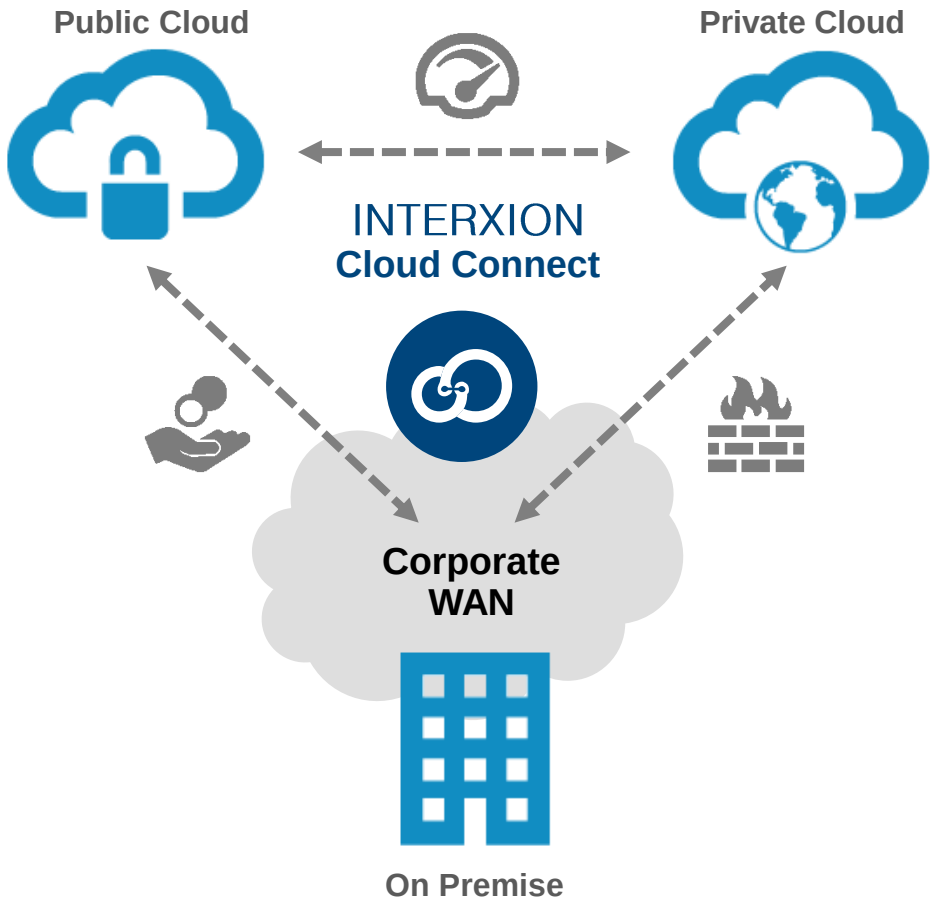
Cost Effective

Reduce costs with a single connection

Easy

Manage orders through the Interxion Customer Portal

WHAT IS CLOUD CONNECT?



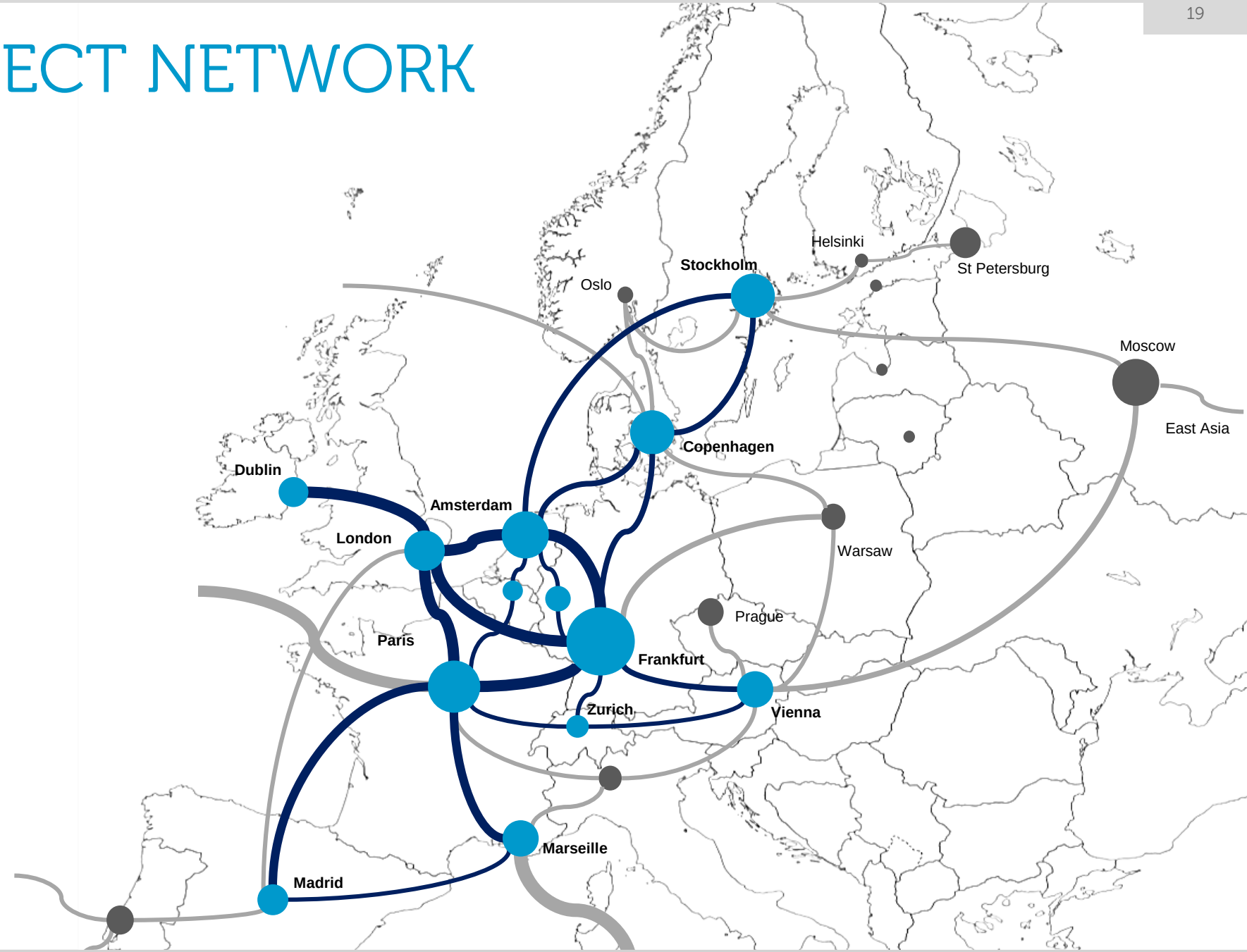
CLOUD CONNECT NETWORK

Available today:

- AWS
- Microsoft Azure

Roadmap 2017:

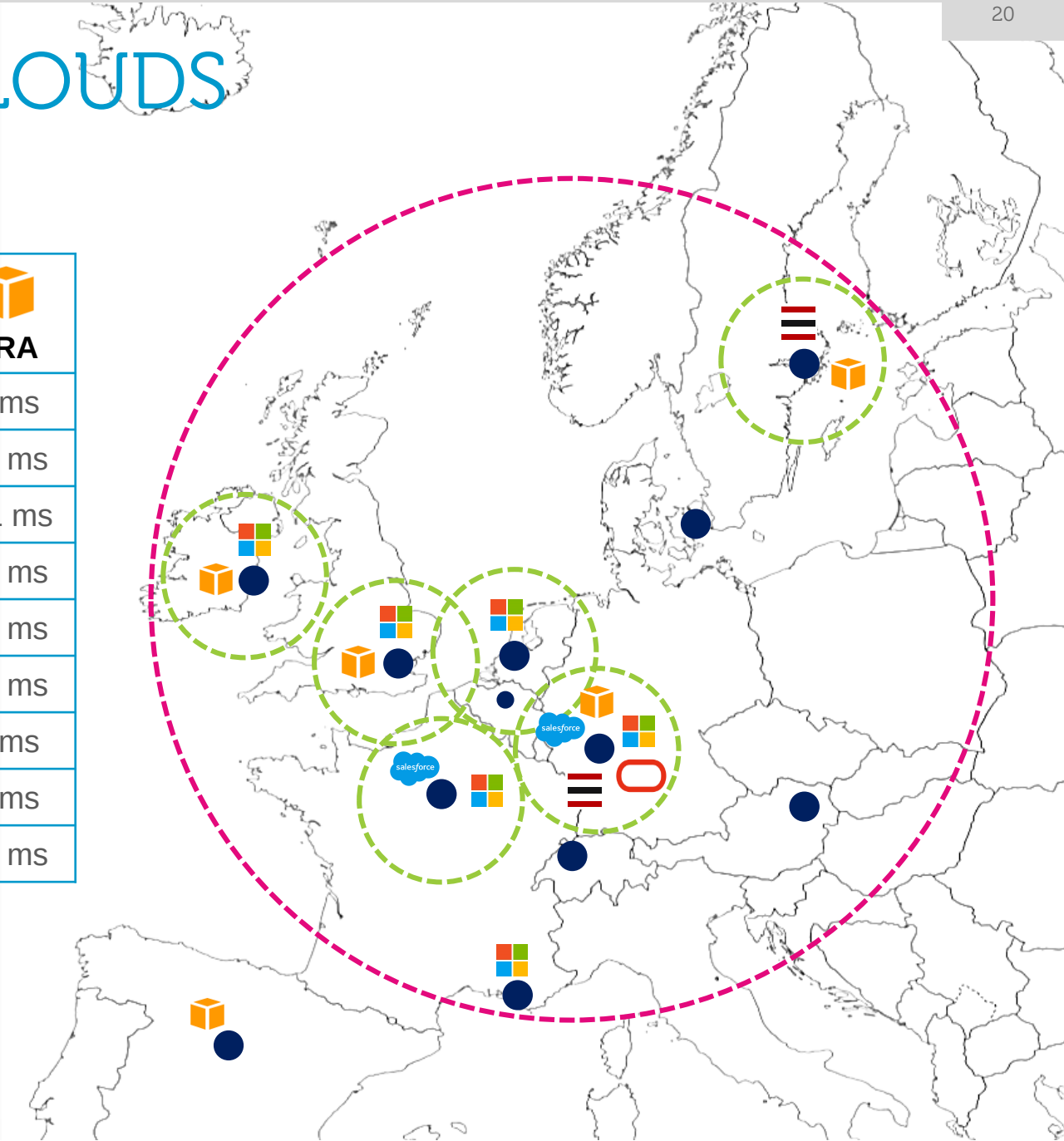
- Softlayer
- Oracle Cloud
- Google Cloud
- City Cloud



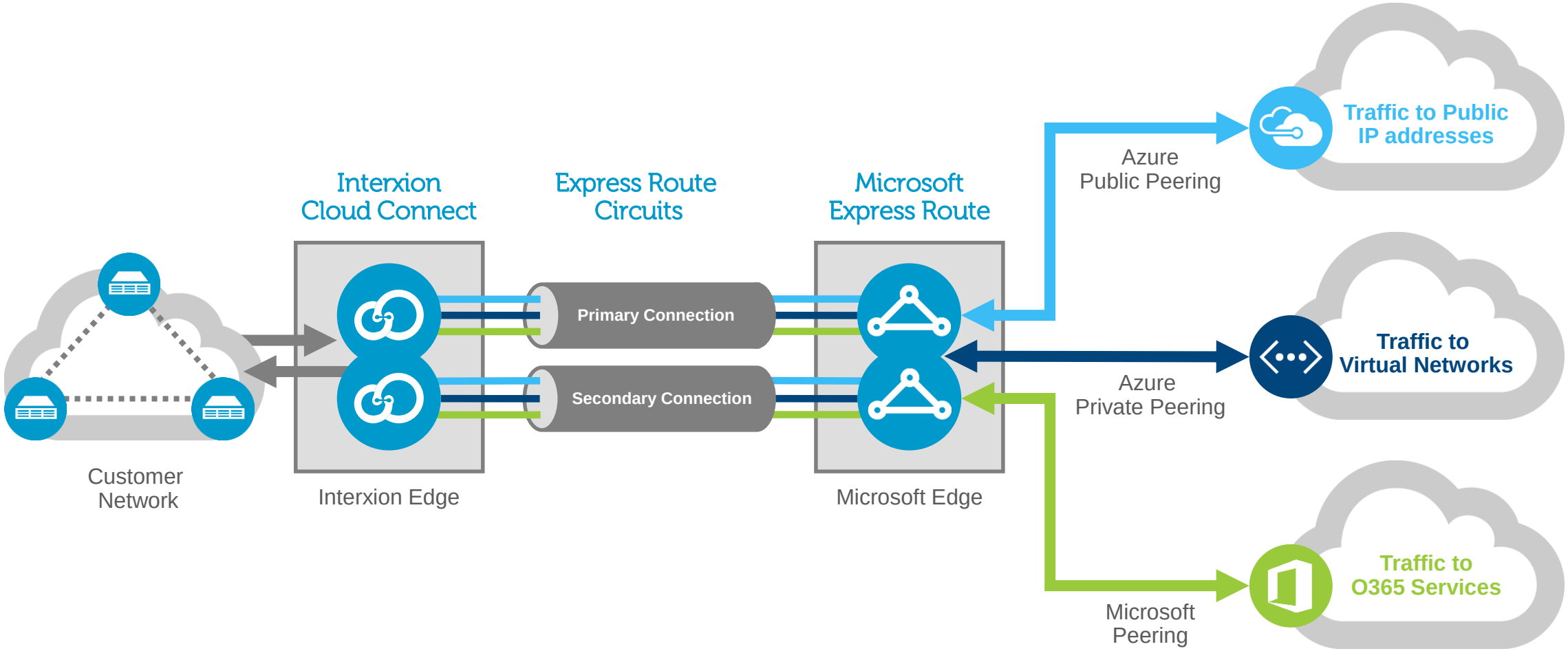
COLOCATE WITH THE CLOUDS

PROXIMITY HOSTING (RTD)

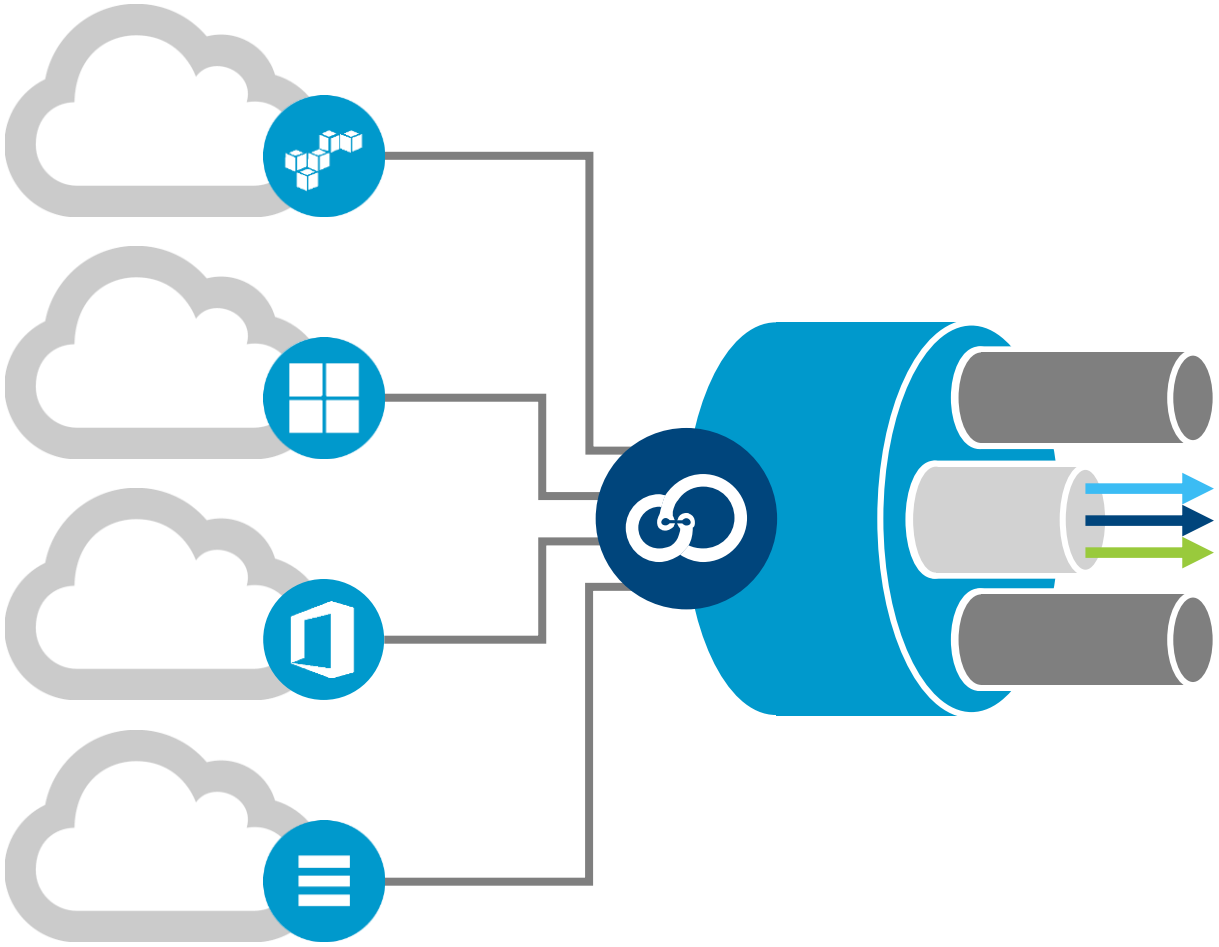
Location	LON	AMS	FRA	PAR	DUB	FRA
AMS	5 ms	< 1 ms	5 ms	9 ms	16 ms	5 ms
LON	< 1 ms	5 ms	10 ms	14 ms	11 ms	10 ms
FRA	10 ms	5 ms	< 1 ms	14 ms	21 ms	< 1 ms
PAR	14 ms	9 ms	14 ms	< 1 ms	25 ms	21 ms
STO	28 ms	18 ms	23 ms	27 ms	34 ms	23 ms
COP	15 ms	10 ms	15 ms	19 ms	26 ms	15 ms
BRU	8 ms	3 ms	8 ms	12 ms	19 ms	8 ms
ZUR	15 ms	10 ms	5 ms	19 ms	26 ms	5 ms
VIE	22 ms	17 ms	12 ms	26 ms	33 ms	12 ms



EXPRESS ROUTE AND CLOUD CONNECT



KEY FEATURES CLOUD CONNECT



- Multi cloud, multi tenant
- Any to any connectivity
- Layer 2 Ethernet service
- Industry leading SLA of 99,999%
- 100% guaranteed throughput
- No duplicate charges on data
- Automated provisioning
- Integrated API’s

“Hybrid is the end-state!

A lot of people say ‘the end state is cloud.’ I don’t buy that at all... It is about creating the right architecture to support the application and the evolution of the application over time.”

James Staten, VP & Principle Analyst

Forrester Research

Amsterdam ▪ Brussels ▪ Copenhagen ▪ Dublin ▪ Dusseldorf ▪ Frankfurt ▪ London ▪ Madrid ▪ Marseille ▪ Paris ▪ Stockholm ▪ Vienna ▪ Zurich

THANK YOU

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