



The Cloud & Romtelecom ICT Solutions



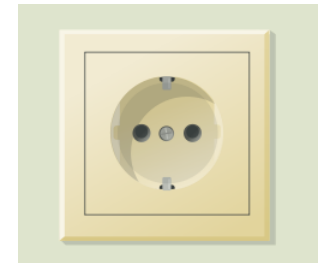
Summary

- *The context*
- *Romtelecom examples*
- *Together in the cloud*



Let's Recap (ep. 1)

- Cloud is a computing model for enabling
 - Ubiquitous
 - On-demand network access
- } To a shared pool of configurable resources
- How it is (or rather how it should be):
 - “Always-on”
 - Flexible / Scalable / Elastic
 - *Priced like an utility (e.g. electrical power)*
 - No hardware or software to manage
 - Security and Reliability
 - Etc...



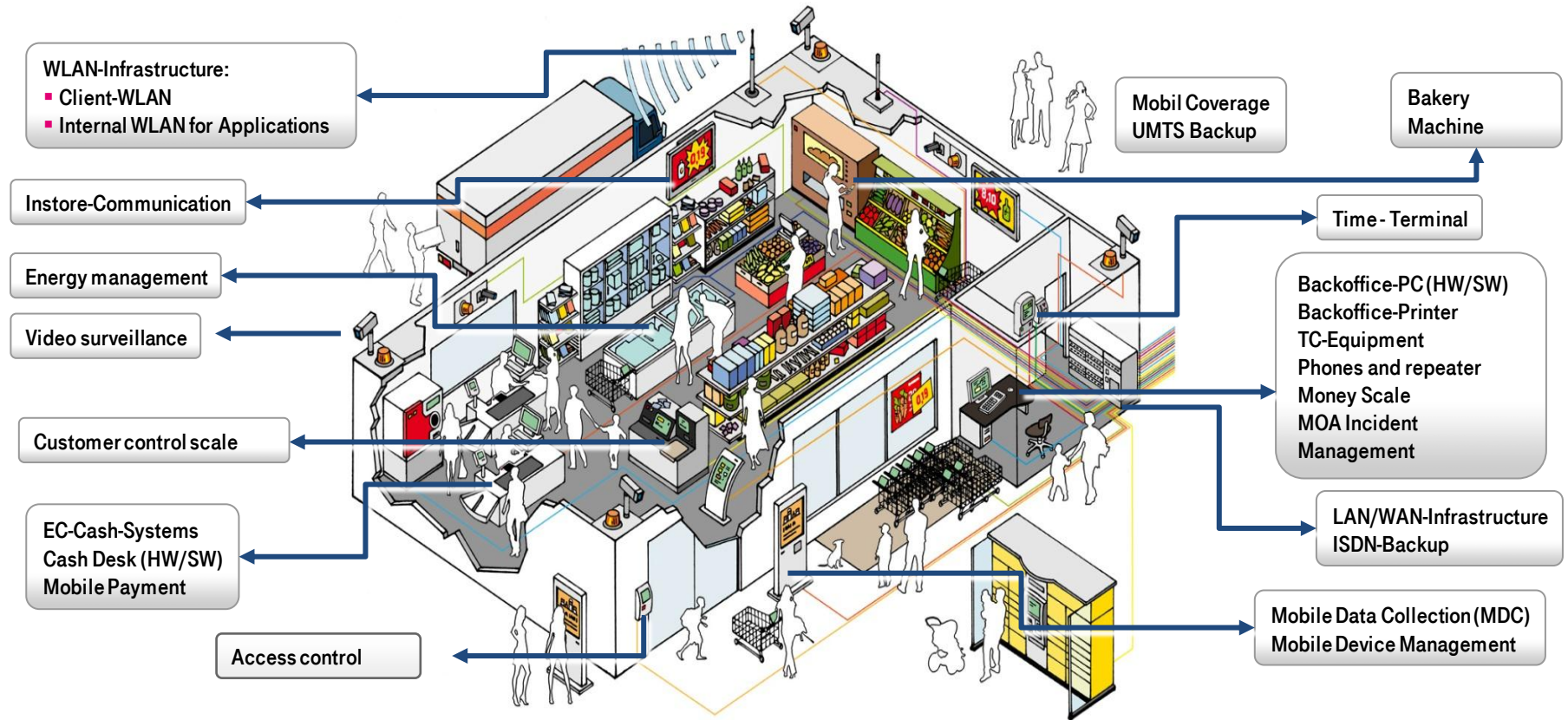
Electrical Power Model



Let's Recap (ep. 2)

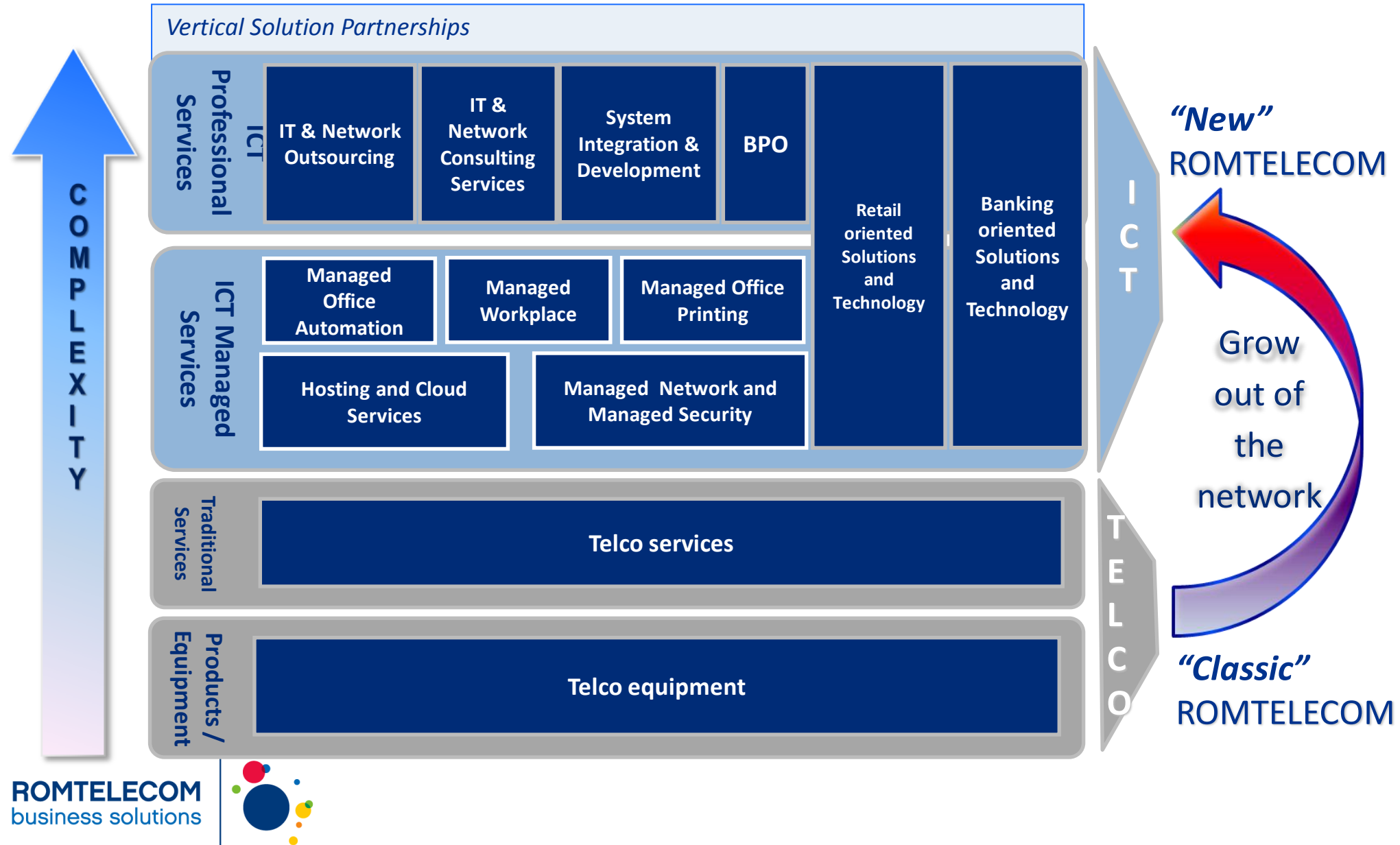
- To deliver cloud computing, “behind the scenes” there is what we call “cloud technology”, and the people enabling it, for example (but not only):
 - Installing hardware and software according to needs;
 - Ensuring environment, administration and management;
 - Ensuring networking & communication links;
 - Provision & deprovision the services;
 - Having a 24/7 availability (we are used to provide service that is “always on”)
 - And, of course, invoicing them according to usage

So, in order to offer solutions like this:
(which, btw, Romtelecom is delivering)



- ... a lot of resources, expertise and experience are necessary...

How Romtelecom ICT Got Here?



What we gained in the process

- Expertise & Experience in DataCenter technologies
- Tested hardware and software solutions
- European projects participation
- Technical teams cover all the country
- ISO Certifications
- European level expertise for cloud solutions with international partners.



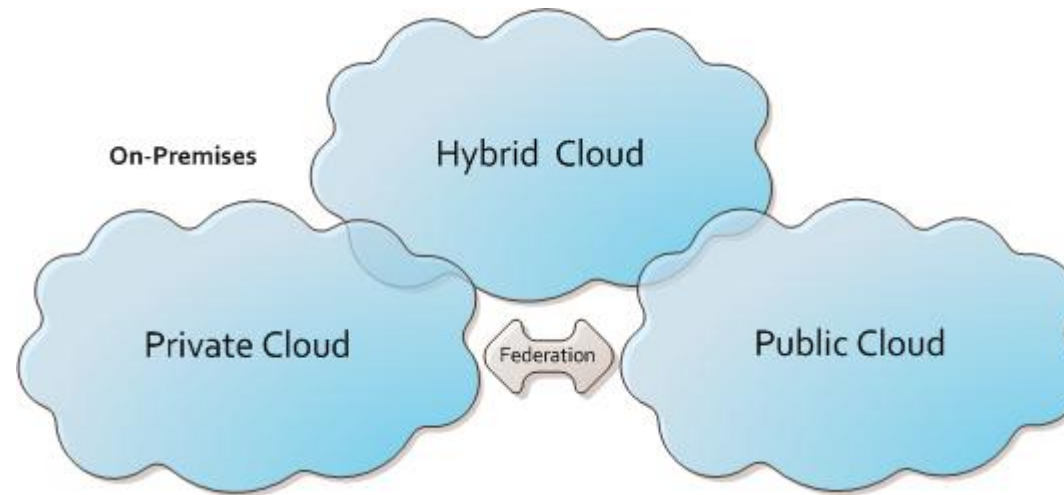
“Cloud” vs. “Cloud Technology”

Cloud solutions already offered by Romtelecom

- Hosted Unified Communications – MyOffice
- Fleet Management (Track GPS and Taxi Dispatch)
- Secure Backup and Recovery
- Virtual Private Server
- ERP / CRM
- Sales Force Automation
- Security – SaaS
- Reseller hosting and ISP-like



“Cloud” vs. “Cloud Technology”



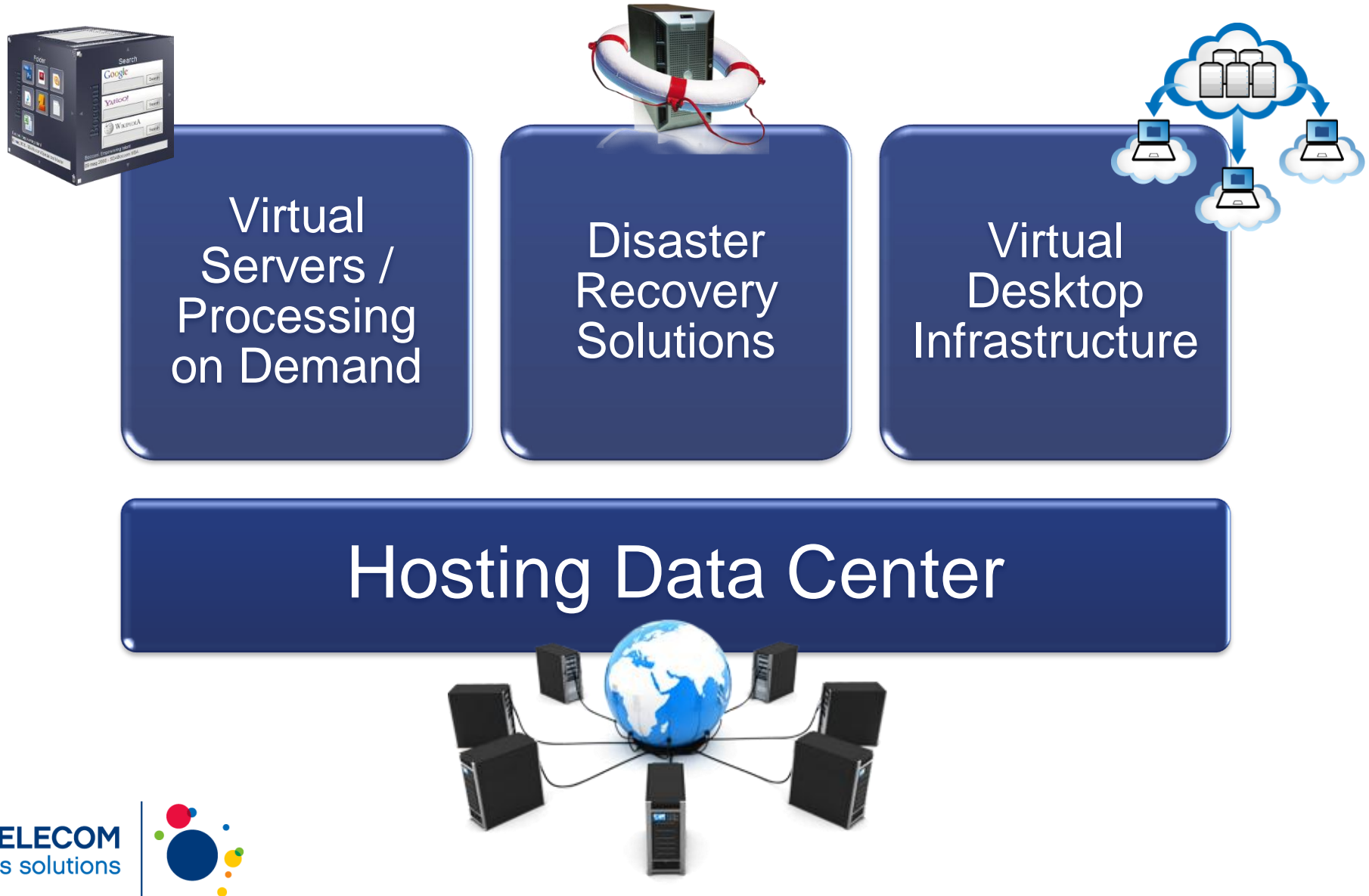
Private Cloud

- Hosted in the Enterprise or at a provider HDC
- Support one customer
- Does not utilize shared infrastructure
- Connectivity over private or VP networks
- High level of security

Public Cloud

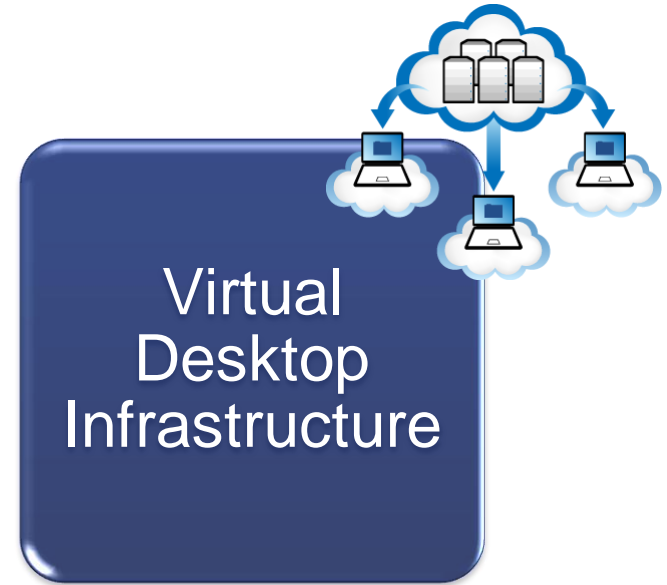
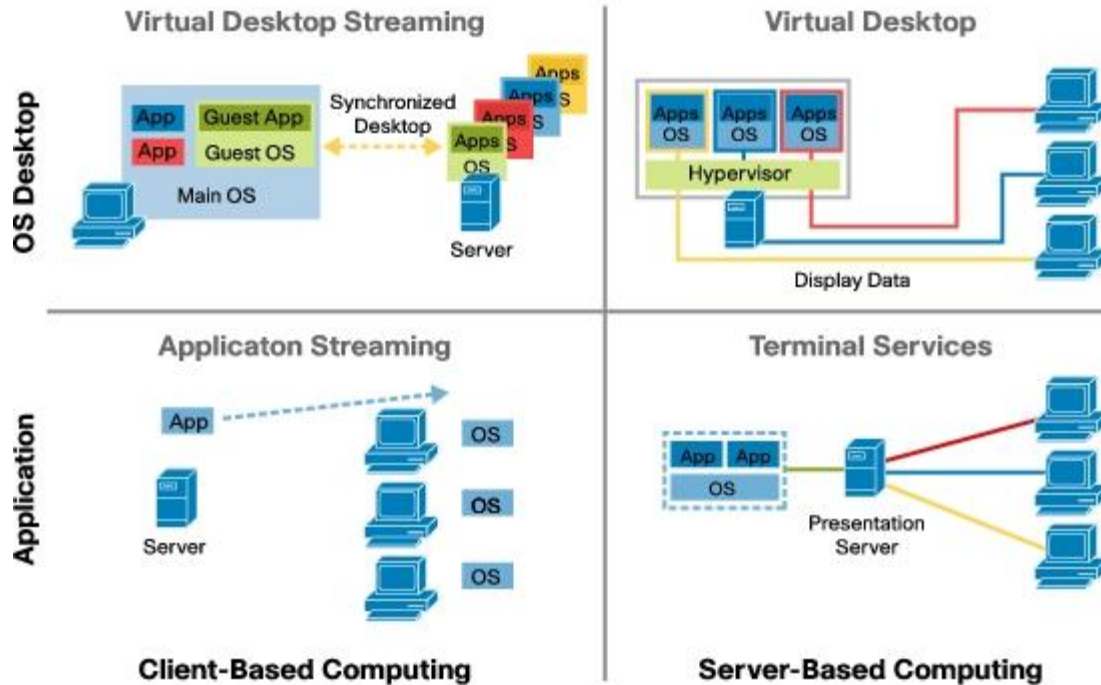
- Hosted at a Service Provider
- Supports Multiple Customers
- Shared Infrastructure (often)
- Over the Internet
- Suited for not very sensitive information

Let's take a more detailed example: Value Added Hosting Based on HDC structure



Let's take a more detailed example: Virtual Desktop Infrastructure

Virtual Desktop Infrastructure



Cloud Computer - DaaS - Demo



Cloud in banking example



“AS A SERVICE” tions

Virtual Branch

- Hardware
- Software

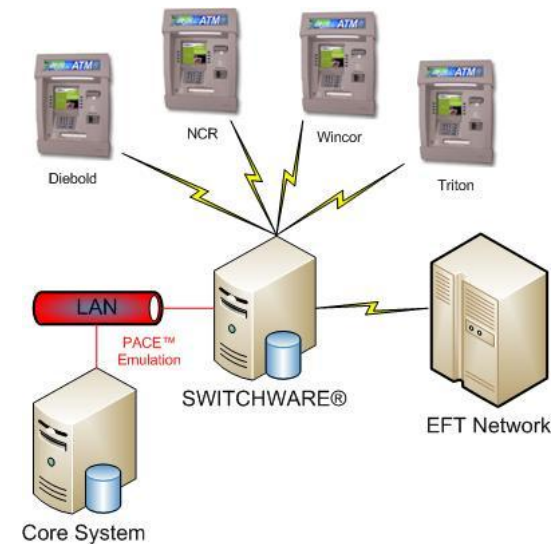
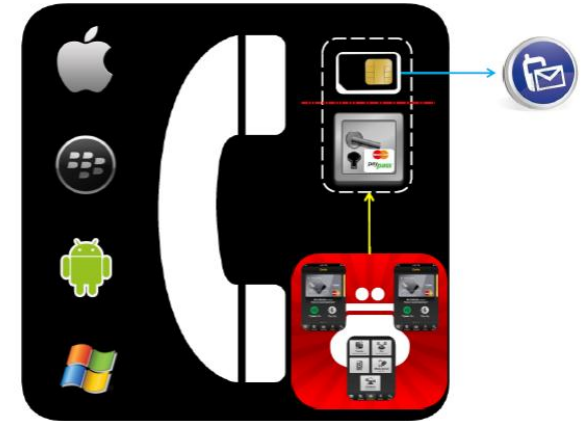
- MOA of Ecosystem in correlation with BackOffice
- Help Desk
- People (at least call center – people, management and technology)



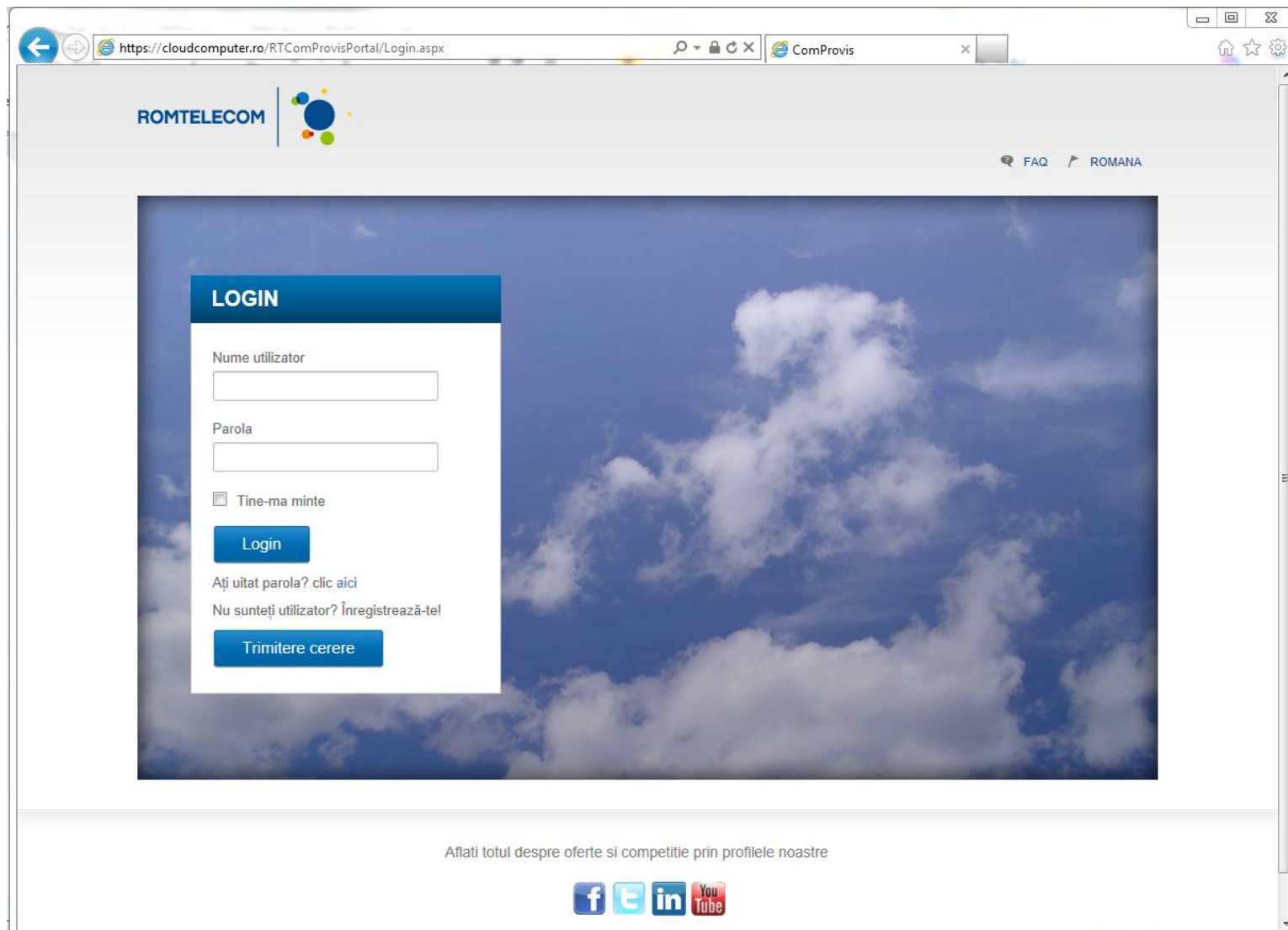
Other banking examples

- Payment devices in the cloud
- Digital Media Signage
- BI – Business Intelligence
- Mobile payments
- NFC Solutions

Coming together



Back to the Demo



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Romtelecom is the partner of its clients, the inspiration source for their ideas, the solution for their problems and the impulse for achieving performance, success and innovation.

Thank you!

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