

THE MARKET IN 2020 BY THE NUMBERS...

4.5 Bn

People connected to the Internet in 2020

900%

Increase in video traffic 2012-2020

320M

More tablets sold in 2014 than laptops and desktop computers combined

>50Bn

Enterprise networking market revenue in 2020 (US \$)

>70Bn

Things connected to the Internet in 2020

600%

Increase in cloud and data center traffic 2012-2020

5x

Increase in average broadband speed 2012-2020

5x

Increase in cloud computing market 2012-2020

... but what do they mean ?

THE RISE OF THE INTERNET

Enterprise:

- High Speed Internet connections
- Web based applications
- Business Process Coordination
- Globalized Supply Chains



End User:

- Proliferation of End User Devices, with dominant smart phones & tablets
- New Applications and Social Networks
- Fast wireless BB



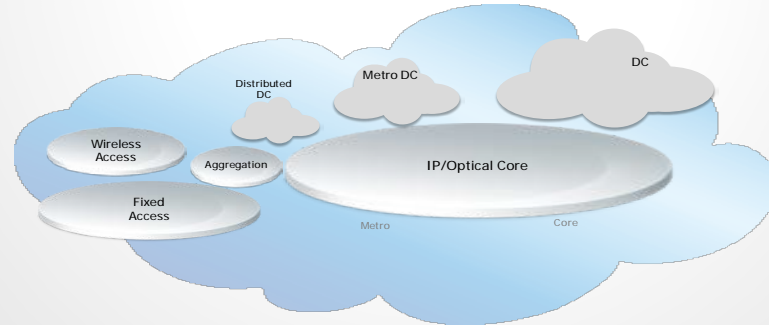
Internet

Network:

Global, Secure, Reliable

Internet:

Best effort, not secure



THE EVOLUTION OF THE INTERNET-CONNECTED USER

Enterprise:

- High Speed Internet connections
- Web based applications
- Business Process Coordination
- Globalized Supply Chains



End-Users:

Internet of Things

- Personalized
- Secure
- Simplifies life
- Saves time & money



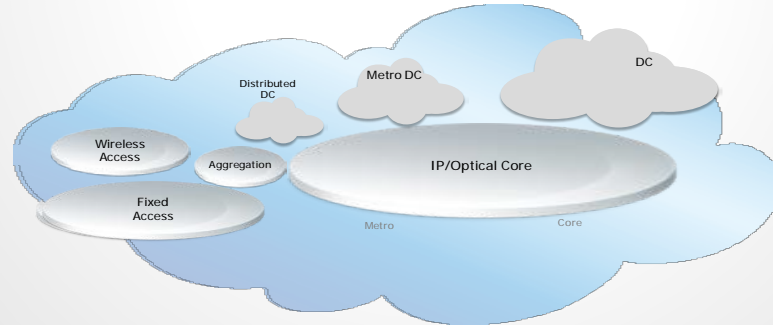
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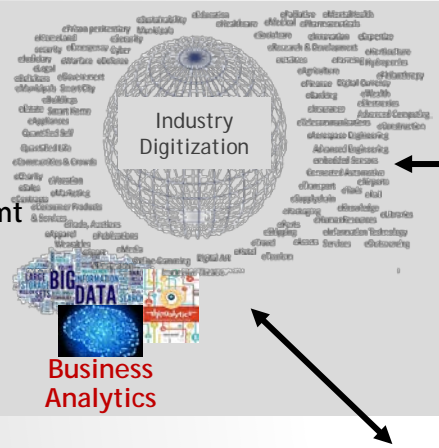
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THE EVOLUTION OF THE INTERNET-CONNECTED ENTERPRISE

Enterprise: Industry Digitization

- Personalized offers
- Dynamic resource mgmt
- Dynamic partner & cust mgmt
- Intelligent, data-driven operating model



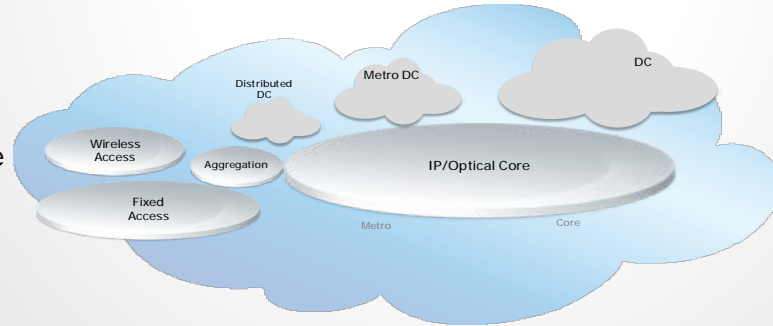
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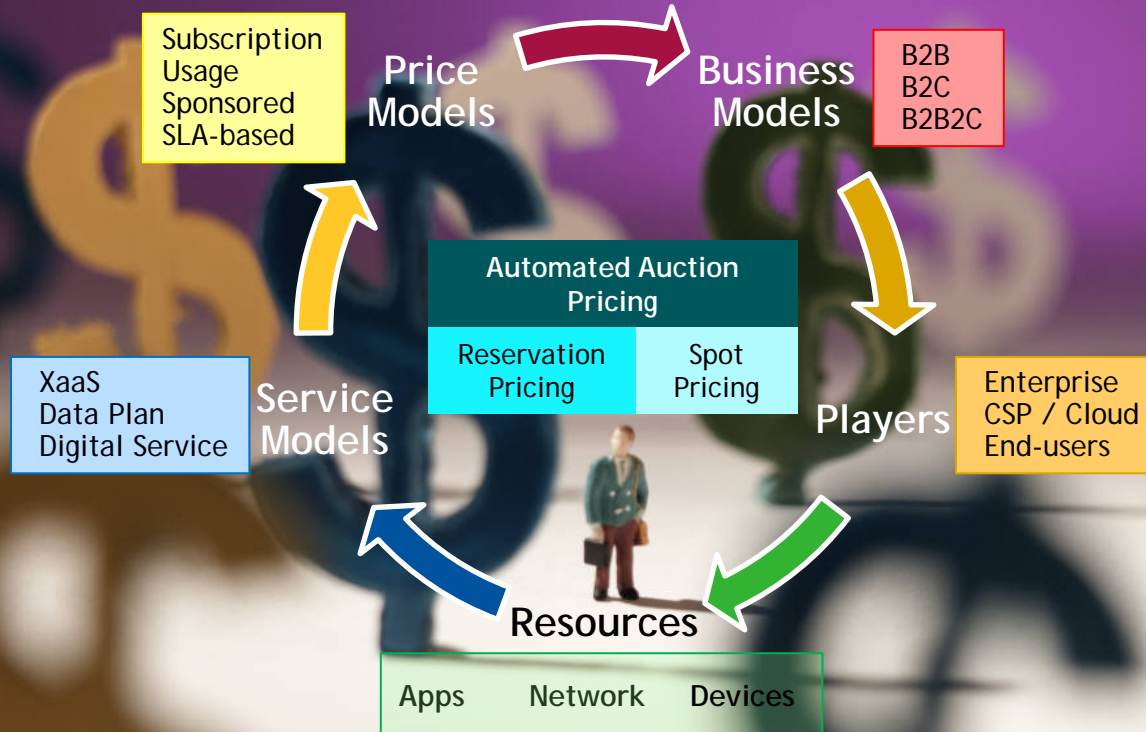


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DYNAMIC SMART PRICING LEVERAGING THE POWER OF THE INTELLIGENT NETWORK



Automated Auction Pricing

- Advanced Algorithms
- Real-time
- Supply/Demand
- Yield Optimization
- SLA-Based
- Highly Contextual
- Adaptable
- Rapid Scaling