Becloud

IaaS in the channel

Mar ch’13
Becloud
Part of the EBU Organisation

Mission Statement:

- The BeCloud team will ensure one Cloud vision, roadmap & voice towards customers, partners and the technical teams.
- Becloud has an E2E responsibility, this will allow dedicated focus, e2e solutions, sales and support our hybrid strategy of combining private and public cloud solutions.

Solution Domains:

- Datacenter, housing & facilities
- Onsite IT / Private Cloud & Hybrid Cloud
- Pure Cloud
The partnership between Belgacom & Tech Data

1. Becloud vDatacenter
   - Cloud based IAAS Solution
   - Integrated with Tech Data Stream One
   - Automatic provisioned & billed

2. Connectivity: Office & GO
   - SLAs for Professionals
   - Guaranteed down & Up load
   - Internet Everywhere

3. Mobility: Data & Voice
   - Great for upsell & Cross sell
   - 4G Access points

4. TD Mobile
   - Belgacom Explore
   - Belgacom PABX
   - Bizz Internet Pro
   - ISDN Indailing, cascade

Becloud, Belgacom cloud services
What is Cloud
The evolution of IT

The Definition

“Cloud computing is a style of computing in which dynamically scalable and often virtualized resources are provided as a service over the internet.”

“Users need not have knowledge of, expertise in, or control over the technology infrastructure in the "cloud" that supports them.”

Products are offered As A Service
- IAAS, SAAS, DAAS etc..

Delivered by the Cloud
- Private (infrastructure dedicated for you)
- Public (you don’t know via which infrastructure)
- Hybrid (combination of traditional IT & Cloud services)
Transformation
Advantages of the models

Traditional IT
- Applications
- Data
- Storage
- Networking

High Revenue
Onsite Installation
Partner Dependency
Prep & Config services
Supporting the platform Etc....

Recurring revenue
Flexible & Expandable
Multi Device opportunities
More Connectivity
Supporting the User Etc....

SaaS
- Applications
- Data
- Storage
- Networking

TRANSFORMATION
ONSITE to CLOUD

Becloud, Belgacom cloud services
Typical Reaction
Start creating volume

Impact on Turnover

NOW

Traditional IT  Cloud Services

Becloud, Belgacom cloud services
**Service on the AAS**

Create added value

**Traditional IT**
- Applications
- Data
- Storage
- Networking

**High Revenue**
- Onsite Installation
- Partner Development
- Prep & Contact Management
- Supporting the Customer Etc.

**SaaS**
- Applications
- Data

**Recurring revenue**
- Flexible & Expandable
- Opportunities
- Connecting your User Etc.

**TRANSFORMATION**

**Becloud, Belgacom cloud services**

**/cloud**

- Security
- Apps
- Workspace
- Storage
- Infrastructure
What is IAAS

From Physical to Virtual
How does it work?

vServer Solutions

Fileserver Mailserver Webserver DB-server

Fileserver S3 FTP Webdav

Becloud vDatacenter

BGC FIREWALL

PORT FORWARDING

vNetwork (IP Range)

vStorage Solutions

Realserver

IT Reseller

Internet

Customers
What can you do?

Use your imagination

Becloud, Belgacom cloud services
How do I start?
Choose your config

Choose five different resources for your virtual datacenter:
- virtual compute units: CPU and RAM
- virtual storage units: storage space
- data traffic: the data traffic from and to your virtual server
- application units: the operating system
- public IP-address

Choose your pricing model:
- Reserved
- Pay Per Use
  (combination possible)

Confirmation mail
Login Details

Becloud, Belgacom cloud services
Pricing Models

Depending on the Units

**Two pricing models**

- **No fixed subscription: you only pay for what you use**
  In this case you pay a certain price based on the volume you use. Because this volume varies, the cost per month will also vary. This model is particularly suitable when you work on temporary projects or when it is complicated to estimate your monthly usage in advance.

- **You pay a fixed monthly subscription**
  In this case you reserve the capacity you want to use. You pay a fixed amount per month. If you exceed the reserved capacity, you pay the extra usage in conformance with the grid below. This model is ideal when you, for instance, have a fixed number of users, or if you want to know in advance what the monthly costs of your servers will be.

<table>
<thead>
<tr>
<th>Price</th>
<th>Price excl. VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum requirements for your Becloud vDatacenter&lt;br&gt;1 public IP-address (min. 1x + 1 VLAN included)</td>
<td>€ 5/month</td>
</tr>
<tr>
<td>Pay as you use&lt;br&gt;Virtual compute units (1 Ghz, 1,7 GB RAM)</td>
<td>€ 0,06/hour</td>
</tr>
<tr>
<td>Virtual storage units (1 GB)</td>
<td>€ 0,0002/hour</td>
</tr>
<tr>
<td>Datatrace in GB per month (1 GB)</td>
<td>€ 0,05/GB</td>
</tr>
<tr>
<td>Storage replication (for vServer only)</td>
<td>Same as vSU-price</td>
</tr>
<tr>
<td>Windows licence</td>
<td>€ 0,027/hour</td>
</tr>
</tbody>
</table>

**Reserved capacity (pay in advance)**

| Virtual compute units (1 Ghz, 1,7 GB RAM) | € 30/month |
| Virtual storage units (50 GB) | € 5/month |
| Datatrace in GB per month (500 GB) | € 20/month |
| Additional IP-address | € 5/month |
| Storage replication (for vServer only) | Same as vSU-price |
| Windows licence | € 19,5/month |
Product Offer

Version 2.0 Since Dec 2012

- Becloud vStorage
  - Filebased
  - S3
  - Webdav

- Windows 2012 Template
- Ubuntu Template
- Change for Vbox to Xen for templates
- User registration
- Improvements of GUI
  - general consumption overview
  - Reports
  - Wizard for creation vMachine
## The components

An overview

<table>
<thead>
<tr>
<th>Service Components</th>
<th>Becloud vDatacenter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>vDatacenter</strong></td>
<td></td>
</tr>
<tr>
<td>Virtual LAN (VLAN)</td>
<td>X</td>
</tr>
<tr>
<td>Network Address Translation (NAT)</td>
<td>X</td>
</tr>
<tr>
<td>Data Traffic</td>
<td>X</td>
</tr>
<tr>
<td><strong>vNetwork</strong></td>
<td></td>
</tr>
<tr>
<td>Virtual Compute units</td>
<td>X</td>
</tr>
<tr>
<td>Virtual Storage units</td>
<td>X</td>
</tr>
<tr>
<td>Application units (Licenses)</td>
<td>X</td>
</tr>
<tr>
<td><strong>vStorage</strong></td>
<td></td>
</tr>
<tr>
<td>Storage units</td>
<td>X</td>
</tr>
<tr>
<td>File based access</td>
<td>X</td>
</tr>
<tr>
<td>Application based access</td>
<td>X</td>
</tr>
<tr>
<td>Cloud Storage Requests (Gets/Puts)</td>
<td>X</td>
</tr>
<tr>
<td><strong>Connectivity</strong></td>
<td></td>
</tr>
<tr>
<td>Public IP address</td>
<td>X</td>
</tr>
<tr>
<td><strong>Management</strong></td>
<td></td>
</tr>
<tr>
<td>Management console</td>
<td>X</td>
</tr>
<tr>
<td><strong>Assurance</strong></td>
<td></td>
</tr>
<tr>
<td>Snapshot based backup (Only for vNetwork)</td>
<td>X</td>
</tr>
<tr>
<td>Storage replication (Only for vNetwork)</td>
<td>O</td>
</tr>
<tr>
<td>Capacity reservation</td>
<td>O</td>
</tr>
<tr>
<td><strong>Provisioning and support</strong></td>
<td></td>
</tr>
<tr>
<td>Service activation</td>
<td>X</td>
</tr>
<tr>
<td>Monitoring</td>
<td>X</td>
</tr>
<tr>
<td>Service Desk</td>
<td>X</td>
</tr>
<tr>
<td>Change handling</td>
<td>X</td>
</tr>
<tr>
<td>Incident handling</td>
<td>X</td>
</tr>
</tbody>
</table>

X: included in the Service; O: available as a billable option.
**Licensing**

How does it work?

**Microsoft Server OS:**

- **Belgacom** is always responsible for the reporting of the server license.
- For vDatacenter the license is a separate product item.
- It is not possible to move your onsite server licenses to a cloud solution.

**Microsoft Applications:**

- As a partner you are responsible for acquiring the needed licenses. Belgacom is not providing any additional licenses on top of the server license.
- There are 2 possible license possible:
  - Existing or New SPLA Agreement through SPLA Reseller.
  - Leverage the customers existing Volume Licenses through License Mobility

Becloud, Belgacom cloud services
Privacy

How Private is Public?

Why ‘Data in Belgium’?

- Patriot act and Fisa act
  searches on personal data on servers in the USA, in the cloud of US companies and of their subsidiaries all over the world.

- Constitutional protection
  USA: there’s no constitutional protection for non-USA citizens and there’s no transparency

- EU Law
  there’s protection for the individuals by the ECHR

- SLA = BGC CSD per product
  Clear contractual description of; availability of service, time to repair, time for adding new users/capacity, how the solution is build, penalties, etc...
Test Drive

Becloud, Belgacom cloud services
Q&A
Backup Slides

- Becloud IaaS Portfolio
- vDatacenter vs vContainer
- Becloud Datacenters
## Infrastructure As A Service

Self Managed or Managed services

<table>
<thead>
<tr>
<th></th>
<th>Managed*</th>
<th>Self-Managed*</th>
<th>Managed*</th>
</tr>
</thead>
<tbody>
<tr>
<td>High IO / Real time</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mainstream apps</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web</td>
<td>Shared Web Hosting</td>
<td>Dedicated Web</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hosting</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>vDatacenter</td>
<td>vContainer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>vContainer</td>
<td>vCloud</td>
<td></td>
</tr>
<tr>
<td></td>
<td>vHosting</td>
<td>Managed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>vHosting</td>
<td>Managed</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dedicated</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hosting</td>
<td></td>
</tr>
</tbody>
</table>

*Managed: by Belgacom
*Self-Managed: by Customer or 3rd Parties
IAAS Your Opportunity

vDatacenter

CREATE YOUR OWN VALUE PROPOSITION

IT Reseller

vContainer

CREATE YOUR OWN VALUE PROPOSITION

TO MARKET

Becloud, Belgacom cloud services
## Positioning

### vDatacenter versus vContainer

<table>
<thead>
<tr>
<th></th>
<th>vContainer</th>
<th>vDatacenter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target group</strong></td>
<td>Best suited if you are looking for a proven and renowned infrastructure solution that offers sufficient autonomy and advanced features</td>
<td>Best suited if you are looking for an intuitive and user-friendly solution that can be deployed quickly. Standard solution at an attractive price.</td>
</tr>
<tr>
<td><strong>Application</strong></td>
<td>For high volumes, intensive use, high input/output and real-time applications</td>
<td>For general (web) applications</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td>Based on industry-grade technology for servers, storage, networking and virtualization (VMware)</td>
<td>Based on Hypervisor virtualization</td>
</tr>
<tr>
<td><strong>Shared or dedicated</strong></td>
<td>Dedicated/Shared</td>
<td>Shared</td>
</tr>
</tbody>
</table>
| **Adaptation possibilities** | • Possibility of creating several virtual data centers within a single vContainer in order to spread the load across different physical data centers.  
• Different network segments are possible to create your own VLANS, firewalls and natting.  
• You can create virtual machines based on your own template or a public template. You can also work without templates.  
• Choice of different types of disk | • Fast deployment through the online portal  
• Works with default network segments but possibility of creating network segments yourself.  
• OS to be selected from public Belgacom catalog |
| **Access**           | Access via the Internet, SSL VPN, dedicated Explore or shared private connectivity | Access via the Internet                                                     |
| **Security**         | • Security based on a two-layer firewall  
• Possibility of setting up your own security with vShieldEdge | Standard security of the platform                                             |
| **Availability**     | High availability and reliability:  
• Block-based backup  
• Replication of virtual machines and storage (option)  
• File-based backup (option) | Guarantees:  
• Snapshot backup and restore  
• Notifications by e-mail or text messages  
• Storage replication (option) |
| **Service Level Agreements** | Strong Service Level Agreements:  
- Silver: 99.5% (included in the price)  
- Gold: 99.9% (paying) | Service Level Agreement at the platform level: 99.5%                         |
| **Combination with own systems** | Can be combined with on-site systems | Cannot be combined with on-site systems                                      |
| **Pricing model**    | Two formulas:  
• Reserved capacity  
• Pay as you use: pay for the capacity actually used | Two formulas:  
• Reserved capacity  
• Pay as you use: pay for the capacity actually used |
| **Price**            | From €271.5/month (excl. VAT)                                             | From €2/day (excl. VAT)                                                    |
Belgacom Datacenters

Optimizing the assets

Datacenter services:
- Becloud Housing
- Becloud Matrix Cube
- Business Recovery
- Audit & Consultancy
- Optimization & maintenance

The ISO 27001 certificate testifies to the high quality of the Datacenter concept and the service provision.

TIER IV for power
TIER III for cooling

= TIER III+ overall
Tech Data Mobile

Think future, go Mobile

Be cloud, Belgacom cloud services
Platform for Belgacom & Proximus Business

Orderprocedure = www.techdatamobile.be/belgacom-orderform - order.telecom@techdatamobile.com
Orderprocedure = via FORM - order.telecom@techdatamobile.com

Business offering Belgacom with focus on Explore and PABX.

- Belgacom Explore
- Belgacom PABX
- Bizz Internet Pro
- ISDN Indailing, cascade

✓ TD reseller → via Tech Data Mobile platform or via Partnership BELGACOM
✓ Sales support to end users for projects
✓ Recurrent commissioning

www.techdatamobile.be/belgacom - belgacom@techdatamobile.com
www.techdatamobile.be/proximus - proximus@techdatamobile.com

Business offering Belgacom with focus on Explore and PABX.

- Belgacom Explore
- Belgacom PABX
- Bizz Internet Pro
- ISDN Indailing, cascade

✓ TD reseller → via Tech Data Mobile platform or via Partnership BELGACOM
✓ Sales support to end users for projects
✓ Recurrent commissioning

www.techdatamobile.be/belgacom - belgacom@techdatamobile.com
www.techdatamobile.be/proximus - proximus@techdatamobile.com
Tech Data Mobile Project

Tech Data Mobile

Mobility in IT

One stop shopping

Solutions for/of the future
Tech Data Mobile model
Tech Data Mobile – Team

Marjan Kegels
Order Desk Representative
Operator activations and commissions

Katrin Vereecken
Category Manager
Product Marketing

Yves Vande Velde
Category Manager
Business Development en telecomcases
Proximus Mobile Internet
& IOG portfolio
April 2013

Mobile internet/intranet
Laptop & tablet

Internet on GSM

Mobile Voice
Including
MB Bundle

Mobile Data
Value Packs

Bizz Smart XL
All In (Europe)
5 GB

Bizz Mobile XL
(Team)
10 MB

Bizz Smart XL
(Team)
1 GB

VAT excl.

4G Option on NEW Smart* ppl
4G Access + Extra 1 GB
for € 8,26

* Smart + Bizz Smart XL

MI Daily
€ 4,13

MI Comfort
2 GB
€ 16,52

MI Favorite
3 GB
€ 20,65

MI Favorite
4 GB
€ 28,92

MI Pro
6 GB
€ 42,95

IOG Start
50 MB
€ 4,13

IOG Comfort
500 MB
€ 8,26

IOG Favorite
2 GB
€ 16,52

IOG Pro
4 GB
€ 28,92

IOG Pro XL
6 GB
€ 42,95

MI  Daily
€ 4,13

MI  Comfort
2 GB
€ 16,52

MI  Favorite
3 GB
€ 20,65

MI  Favorite
4 GB
€ 28,92

Bizz  Smart XL
All In (Europe)
5 GB

4G Option on NEW Smart* ppl
4G Access + Extra 1 GB
for € 8,26

* Smart + Bizz Smart XL
Your “mobile hotspot”
in your pocket

- 10 simultaneous users/devices
- 4G
- Easy to start with & to use
- microSD to share your files
- 113 x 62 x 13.5 mm
Belgacom Office&Go:
A powerful connectivity adapted to the cloud

Thanks to the Cloud, your applications are accessible anywhere

Thanks to Belgacom Office&Go, you can access the cloud anywhere anytime and benefit from the 3 following advantages:

**Mobility**
- Internet Everywhere
- Fon spots
- 3G
- On all devices

**Business continuity**
- Next day or Same day repair
- Technical support by phone: 24/24 7/7
- PC Security
- IT Assistant

**Cloud**
- Back-Up of your data thanks to Becloud PC Backup
## Office&Go portfolio

<table>
<thead>
<tr>
<th>Plan</th>
<th>1 PC</th>
<th>2 PC</th>
<th>4 PC</th>
<th>10 PC</th>
<th>Unlimited</th>
<th>Unlimited</th>
<th>Unlimited</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Office&amp;Go Comfort</strong></td>
<td>50Mbps</td>
<td>50Mbps</td>
<td>50Mbps</td>
<td>50 Mbps</td>
<td>50 Mbps</td>
<td>50 Mbps</td>
<td>50 Mbps</td>
</tr>
<tr>
<td><strong>Maxi</strong></td>
<td>3 Mbps</td>
<td>4 Mbps</td>
<td>5 Mbps</td>
<td>6 Mbps</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td><strong>Intense</strong></td>
<td>3 Mbps</td>
<td>4 Mbps</td>
<td>5 Mbps</td>
<td>6 Mbps</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td><strong>Pro</strong></td>
<td>50 GB</td>
<td>50 GB</td>
<td>50 GB</td>
<td>50 GB</td>
<td>50 GB</td>
<td>50 GB</td>
<td>50 GB</td>
</tr>
<tr>
<td><strong>Pro Extended</strong></td>
<td>150 GB</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td><strong>Pro Essential</strong></td>
<td>1 mailbox</td>
<td>4 mailboxes</td>
<td>4 mailboxes</td>
<td>10 mailboxes</td>
<td>Incl. option</td>
<td>Incl. option</td>
<td>Incl. option</td>
</tr>
</tbody>
</table>

### Business continuity
- Guaranteed repair
- PC Security
- IT Assistant (value : 35€)

### Mobility
- Via free Wi-Fi spots
- Mobile Internet (3G)

### Cloud
- BeCloud PC Backup
- DNS

### Offre d’entrée
- 34,84€
- 43,31€
- 54,95€
- 86,7€
- 143,7€
- 120€

---

**Becloud, Belgacom cloud services**