

S305 - Colocation - Enabler for Hybrid and Multi Cloud Solutions

e-shelter innovation lab » cloud test lab

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<https://www.e-shelter.de/en/e-shelter-innovation-lab>
 @e-shelter



Introduction



Andreas Vogl

1999 – 2010 Siemens IT Solutions and Services
2010 – 2016 Computacenter
2017 – e-shelter

Sales-, Business-, Product Development & Management
Product Marketing

2005 – 2009 Microsoft Outsourcing Partner Advisory
Council (Seattle)





Disruption forces business transformation

Who wants to be a CIO or CDO?

Changing business models –

»Am I prepared to face new competitors?«

Limited capacity –

»Is my existing IT prepared to keep pace with a changing business?«

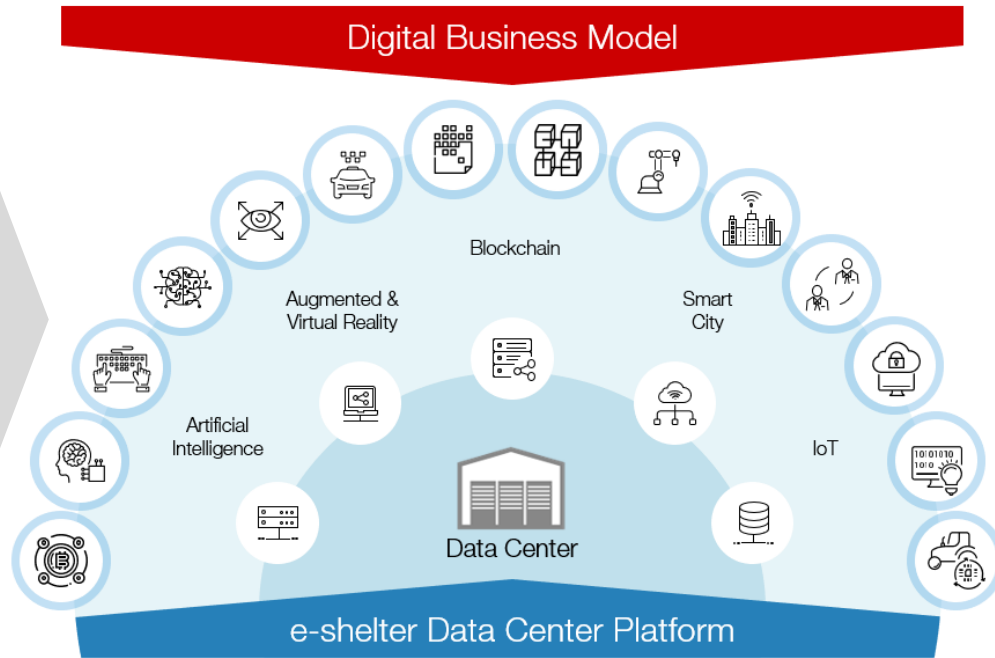
Fast change –

»Do I know the right partners and technologies that help me to achieve my goals?«

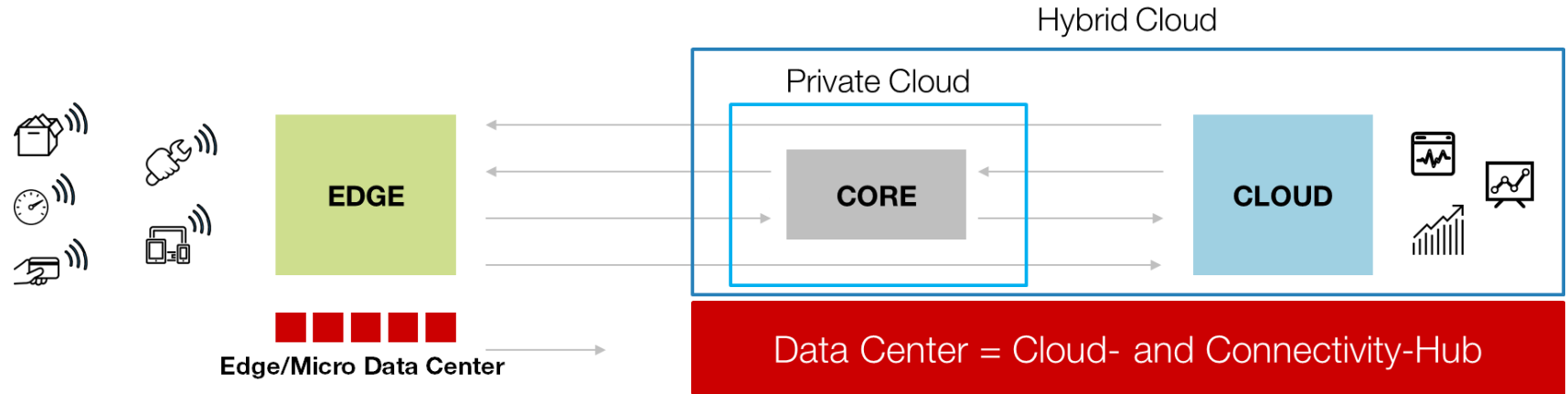




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Data Centers and Connectivity are key





Colocation or Cloud ?????



Enterprises shouldn't have to choose colocation or cloud: it is about making sure that colocation and cloud services coexist so that IT can evolve)*



*) **Source:** Lilac Schoenbeck, 2015



e-shelter » Home to the cloud

Colocation



We design, build, operate and secure high availability data centers.

Connectivity



We connect enterprises, applications, users and customers to expand your business.

Partner ecosystem



We connect customers and partners to accelerate time to market.

e-shelter innovation lab



We provide the room to explore new emerging technologies to drive instant innovation.



Large-scale Data Centers across Europe



DC Amsterdam
10 MW
16,000 sqm DC space



DC Berlin
30 MW
13,000 sqm DC space



DC Rhine-Ruhr
15 MW
2,700 sqm DC space



DC Campus Frankfurt 1
120 MW
75,000 sqm DC space



DC Campus Frankfurt 3
90 MW
8,800 sqm DC space
add'l 8,800 sqm planned



DC Campus Frankfurt 4
60 MW
24,000 sqm DC space



DC Hamburg

1 MW
1,200 sqm DC space



DC London

90 MW
24,000 sqm DC space



DC Madrid

8 MW
3,600 sqm DC space



DC Munich 2

20 MW
2,800 sqm DC space
add'l 2,800 sqm planned



DC Vienna

20 MW
2,800 sqm DC space
add'l 5,600 sqm planned



DC Zurich

30 MW
7,000 sqm DC space
add'l 6,000 sqm planned





Market | 451Research

84%



Multi-Cloud

Enterprises use Multi-Cloud-Environments due to perceived speed, cost and business agility benefits.

63%



Hybrid-Cloud

European enterprises have a **formal strategy** or pilot in place **for hybrid cloud**.

45%



Security

Data **security**, privacy and regulatory obligations – including concerns about GDPR – **will dictate the location of hybrid cloud data**

48%



Azure Stack

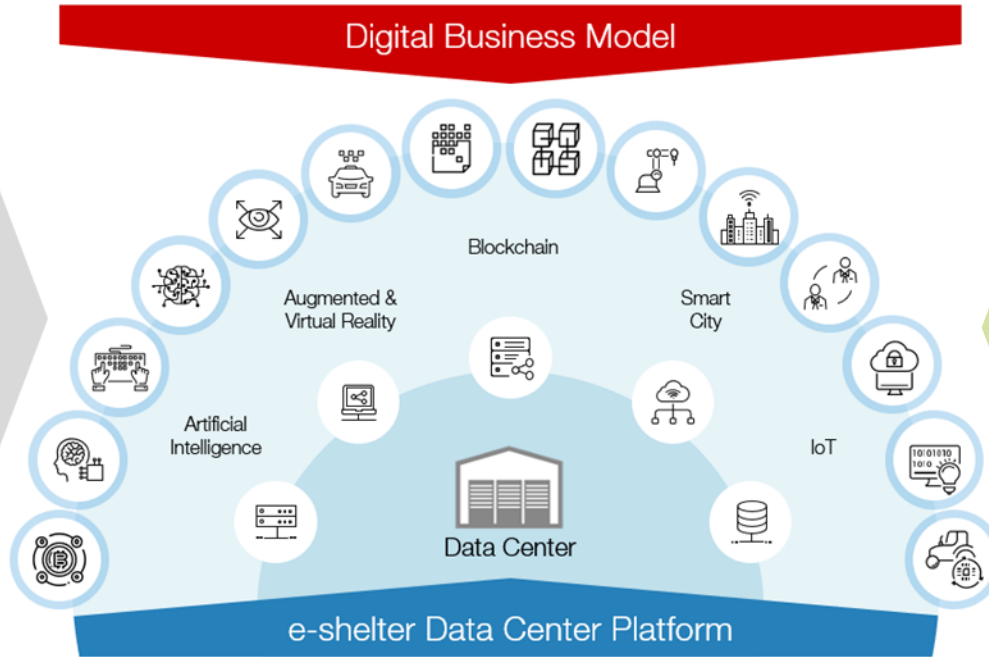
Large and multinational enterprises will use Azure Stack as a strategic gate-way to transition into 'as a service' IT delivery operations.



Source: 451Research, Going Hybrid What Enterprises Want From Cloud Service Providers, March 2018

Disruption forces business transformation

- Cost reduction
- Reputation
- Availability
- Connectivity
- New technologies
- New delivery models
- Innovations



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- Experiment frequently
- Measure, improve, and iterate
- Focus on your business





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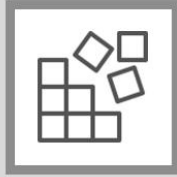
e-shelter embraces the digital transformation taking place within cloud computing, artificial intelligence, Internet of things, blockchain and other disruptive technologies.

e-shelter, as part of NTT Communications (NTT Com), is constantly searching for partners, start-ups and ideas worldwide to further advance these technological developments.



e-shelter innovation lab

Rich Ecosystem



Drive private and hybrid cloud use cases jointly with partners and customers of all sizes



Room for innovation



Test and validate distributed architectures in a real-world production environment and measure the impact on IT service delivery



Knowledge community



Share information via a regular series of webcasts, host and join bootcamps, meetups and hackathons





Offering and benefits to our customers

- Fast and reasonable tests and validations
 - » **Fast go-to-market**
- Strong support of partners, vendors and cloud providers
 - » **Focus on PoC's**
- Leverage existing footprint of 75+ use-cases of more than 100 partners
 - » **Neutrality and Independency**
- Trial distributed architectures in a real-world production environment and measure their impact on IT service delivery
 - » **Easy migration**



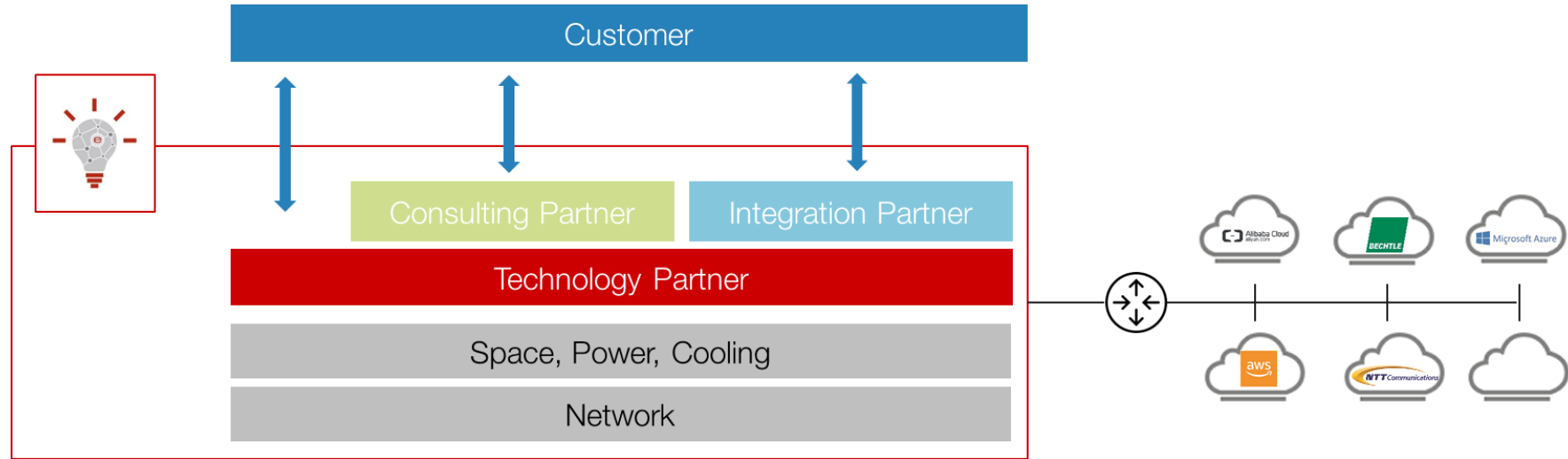


Offering and benefits to our partners

- Access to e-shelter's and NTT's customers base
» **Extended marketing/sales channel**
- Development and creation of unique use-cases
» **Opportunity for partners to differentiate from competitors**
- Creating synergies on test cases and demonstration capabilities
» **Cost and resource saving**

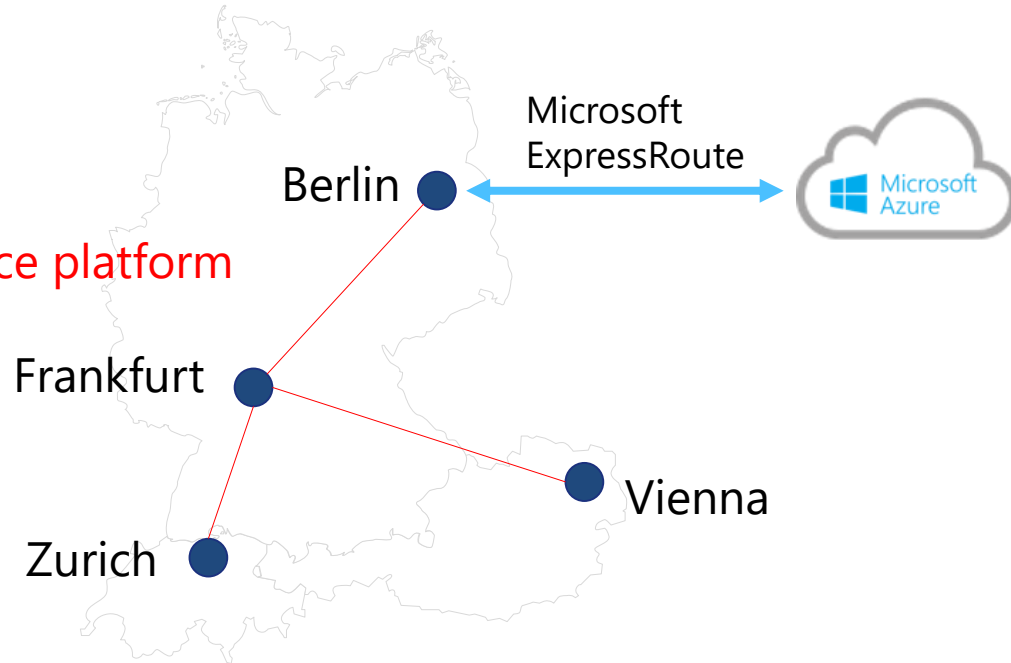


The partner network will be the main link between customers and innovation lab



e-shelter multi service connectivity platform

e-shelter multi-service platform





Available Azure Stack use cases



Transform data center resources into cloud services

- Productive environment
- Test and validate all major OEM systems
- Microsoft ExpressRoute available
- Access via VPN

The Dell EMC logo, with "DELL" in blue and "EMC" in grey.

3 x single node system (Developer kit)

The Cisco logo, featuring the word "cisco" in blue with a stylized bridge icon above it.

2 x 4 node system





The Lenovo logo, with the word "Lenovo" in white on a red background.

4 node system





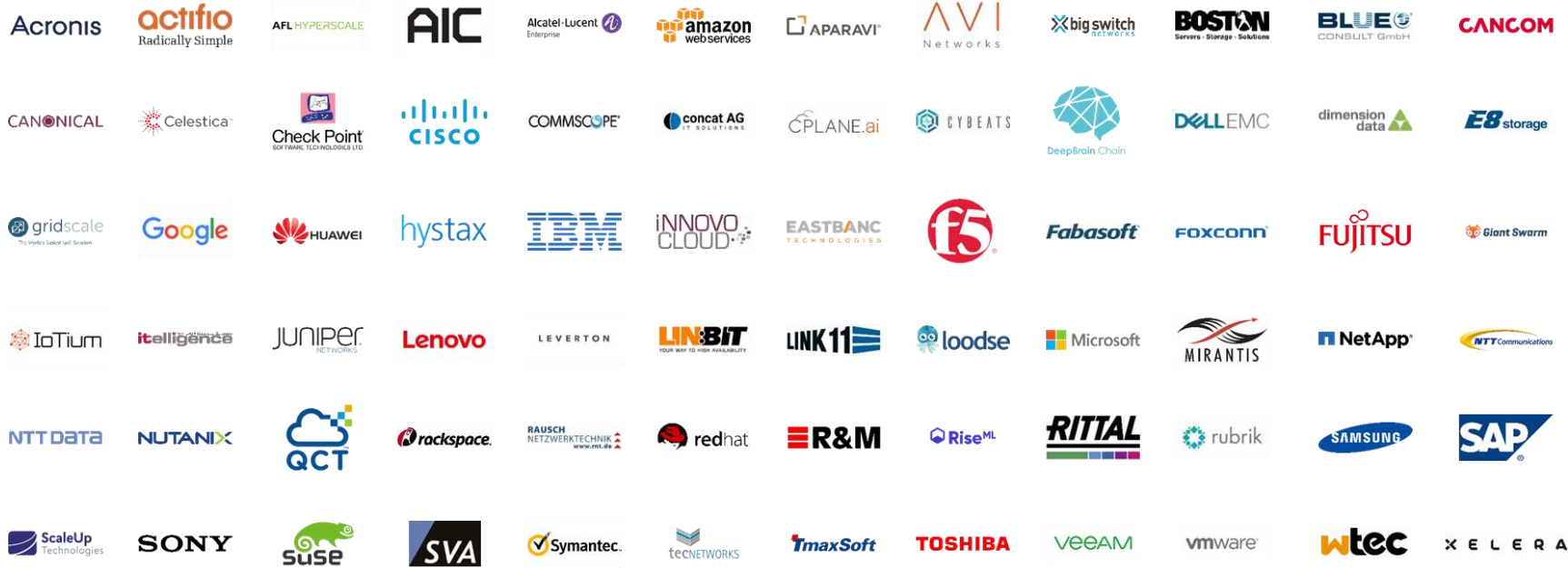
Facts and Figures since July 2017

	100+	Partners Dimension Data, itelligence, NTT Security, Dell EMC, Lenovo, Huawei, Toshiba, Mellanox, ...
	45+	Start-ups Loodse, Leverton, Galactic Fog, Cybeats, Anyon, LinBit, Xelera, ...
	15	Fairs CloudFest 2018, Cloud Expo, Start-up Days Berlin, Google Summit, AWS Summit, ...
	25+	Events Cisco Cloud Days, Bearingpoint – CFO Round Table, Broadcast and Beyond

	250+	Visits Large Enterprise, SMB, all Industries, Press, Analysts, ...
	1000+	Leads IT Decision Makers, Experts, Entrepreneurs, Start-ups, ...
	20+	Articles Süddeutsche Zeitung, FAZ, it-business, Datacenter Insider, ...
	5	Analysts ISG Research, Research in Action, IDC, Crisp Research, 451 Research



Innovation Lab partner ecosystem (excerpt)





Global Network of Innovation Labs

Available:

- Frankfurt
- Berlin
- Vienna

Coming Soon:

- Tokyo
- Bangkok
- Johannesburg
- Amsterdam
- Zurich
- Madrid
- London





Data Center business is evolving



Data Center

Wholesale and Colocation

- Facility
- Power
- Cooling and
- Security



Interconnected & Carrier neutral

Connectivity

- "Carrier Hotels"
- Large number of carriers



Cloud neutral

Hyperscalers

- CloudConnect (Bandwidth and Latency)
- "Magnetic Effect"



Partner neutral

ICT-Partner

- Value Added Services
- Partner Ecosystem
- Innovation Lab



Decision
Maker:

Facility Management



IT Department





The Data Center is the epicenter of digitization

Market drivers

Innovate

Move faster

Reduce cost

Industry seeks
Leadership



Enterprise seeks
Partnership

e-shelter – your trusted facilitator

Colocation – Home to the cloud

- Leading data center provider in DACH with scale with NTT's Global Network of 140 Data Centers
- 700+ Networks and scale with NTT Communications global network

Partner ecosystem

- 100+ consulting, Hybrid IT, and technology partners

Innovation lab – Where ideas become reality

- Test and validate new emerging technologies

Enterprises need a home for their data as they face global competition and disruptive business models.





Contact



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