



Software Defined EVERYTHING

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SANOQ

78%

Workload Processed
in Cloud DCs
By 2018

5TB+

Of Data
Per Person
By 2020

30M

New Devices
Connected
Every Week

277x

Created by Every
IoT Devices
By 2020

US\$
58.4 B

Big Data Market
By 2017

More data has been created in the last 2 years
than in the entire history of human race

Source IDC

The World is creating a Digital Replica of Its own faster than we all can imagine !

TODAY

- Smart Phones
- Enterprise Applications
- P2P



TOMMOROW

- Smart Machines
- Internet of Everything
- Wearables
- Automated Composition Engines

“By 2018, 50% of the fastest-growing companies will have fewer employees than instances of smart machines.”

Source:Gartner

“By 2018, 20% of all business content will be authored by machines.”

Source:Gartner



Highest Mobile Phone Penetration in South Asia with **90% Geographical Coverage** and over 140 Millions Subscribers

The cost of Telco & Internet service is **amongst the lowest** in the World

In 2016
Combined

35.4 Million

3G & 4G Users in
Pakistan

In 2016
Total

40 Million

SMARTPHONE
Users in Pakistan

By 2018 there will
be over

50 Million

SMARTPHONE
Users in Pakistan

On Average they
will spend

2.5 Hours

Daily on their Smart
phones

Mobile Internet
Users

77% Male
23% Female

A Brand New
Smartphone
Costs

US\$ 35

Approximately

Out of 27% of
Smartphone Users,
20%
Are mobile Internet
Users

There are at least
160 Million
People who have
yet to log on to the
Internet

Access Network densification

Geometric growth in number of access end points to meet broadband coverage and capacity demands

Network convergence

Fixed and mobile networks integrating to provide ubiquitous ultra-broadband services

Network Transformation

Service providers re-thinking architectures and moving quickly toward cloud + SDN / NFV for networks and data centers

Security and Compliance

SaaS: Software as a Service

PaaS: Platform as a Service

IaaS: Infrastructure as a Service

What: Diverse range of apps (eg: productivity, unified comms) available on demand, billed in usage increments.

What: Management platform and associated development tools to build, test, deploy and integrate cloud-based applications.

What: Pool of computing resources (eg: compute, storage) that are available and consumed on demand, billed on a per-usage basis.



← **Using public or private resources**

Digital Business



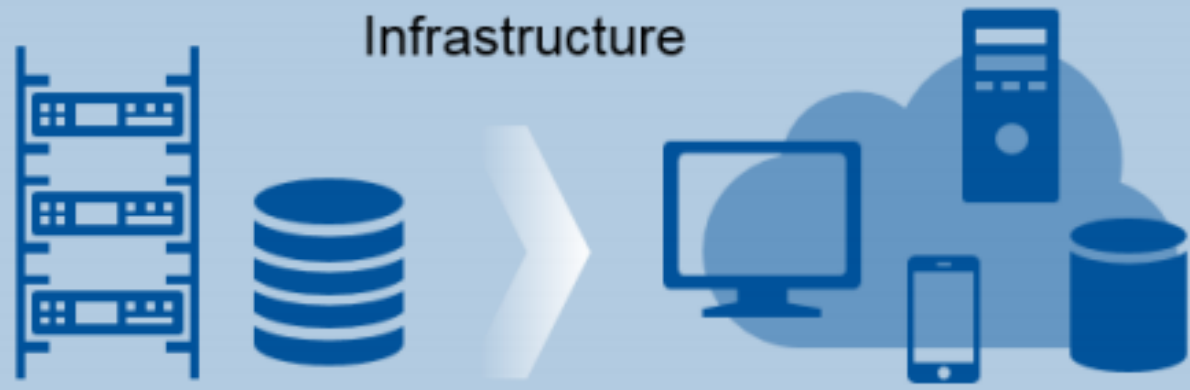
Process

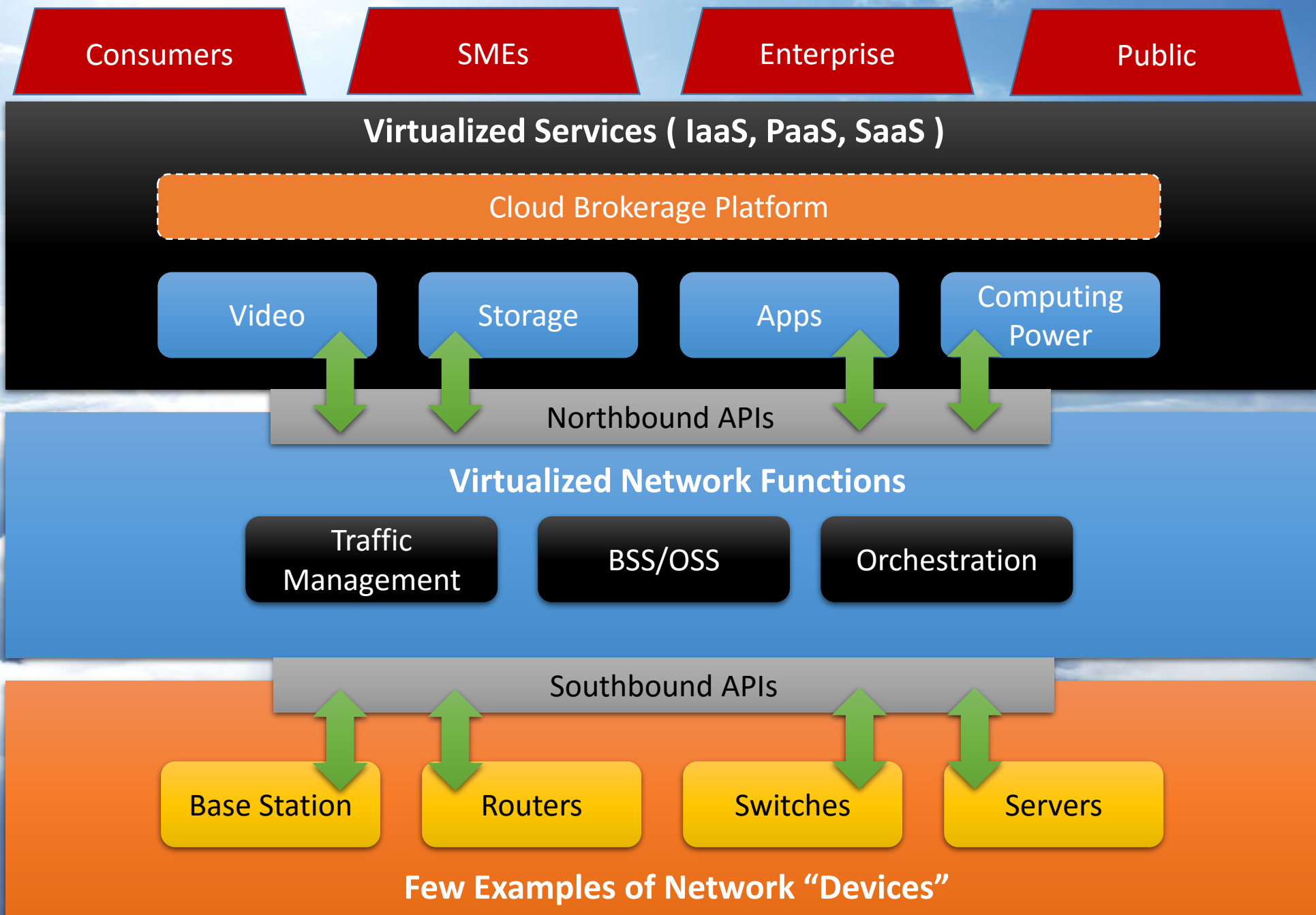


Architecture

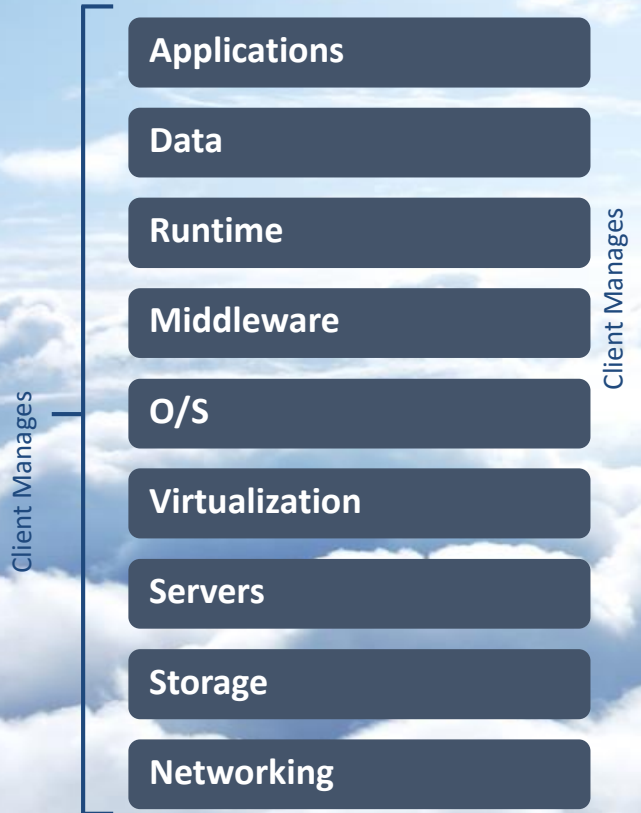


Infrastructure

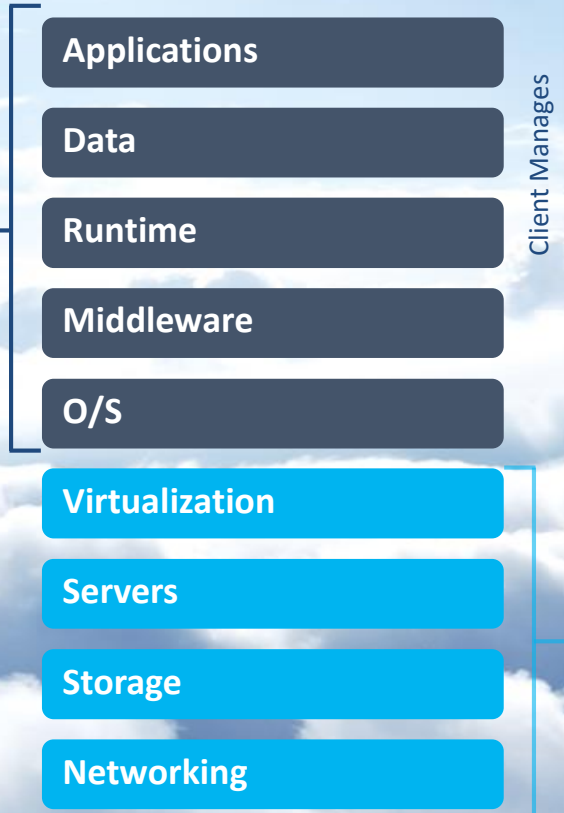




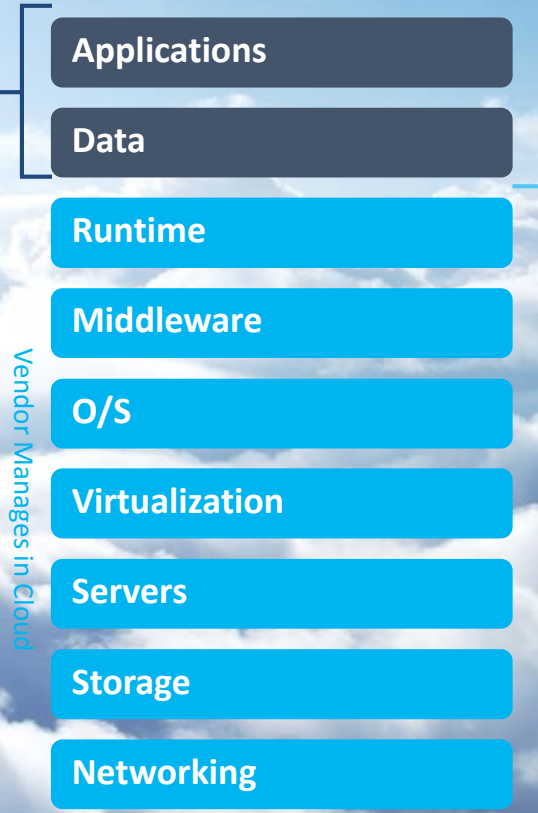
Traditional On-Premises



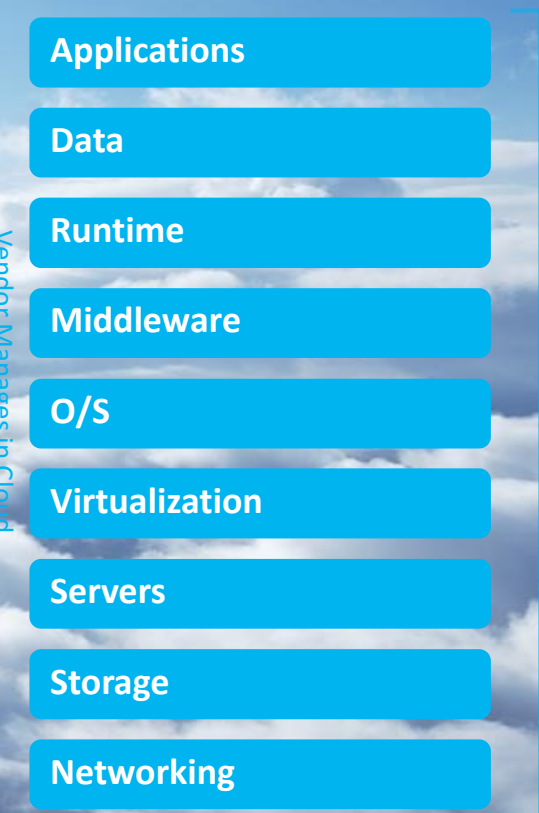
Infrastructure as a Service



Platform as a Service



Software as a Service



Customization; higher costs; slower time to value

Standardization; lower costs; faster time to value

A **better** approach
to IT infrastructure
to achieve
unprecedented
agility, predictable
scale and **low**
TCO

Integrated Compute & Storage

White BOX – x86 Servers

100% Software Defined

All Intelligence in the Software

Cluster Wide Data & Services

Distribute Every thing

Fault Isolation with Distributed Recovery

Self Healing Systems

Data Driven Efficiency

API Driven Automation & Rich Analytics



Focus on modern software architecture paradigms and frameworks.

Replace heavyweight platforms with lightweight application infrastructure

Invest in automation and strive for increased agility across the life cycle

Gear up for this
Mammoth
Growth in Traffic
and at Transactional
Layer

Just imagine an app store with on-demand and elastic network functions



What If you could have this



..... At Your Access Network

Thank You

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The logo for SANOOG, featuring the word "SANOOG" in a bold, white, sans-serif font centered within a solid black rectangular background.

SANOOG