



INFORMATION
SERVICES

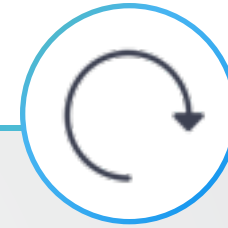
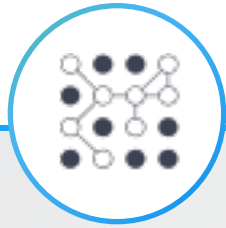
A Hybrid Network Experience

Phillip Morris International

London, October 2017

Network Managers Nightmare

THE INSATIABLE DEMAND FOR MORE BANDWIDTH



MORE INFORMATION

MORE THINGS

MORE OFTEN

Someone's moved my Data Centre

THE SHIFT TO HYBRID CLOUD, PAAS AND SAAS



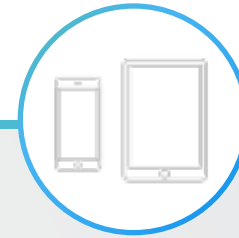
ON PREMISE

HYBRID AND CLOUD

TRANSPARENT DIRECT
ACCESS

Where are my users?

THEY WERE OVER THERE LAST TIME I CHECKED



HIGH DEMAND
TRADITIONAL

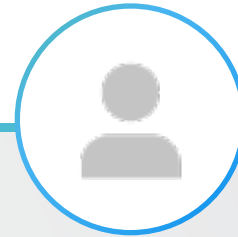
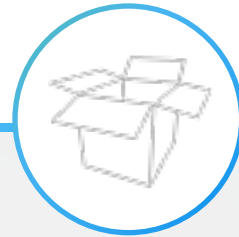
RAPID CHANGE

SHORT DURATION
FLEXIBLE

MOBILE

Going Digital

ADDING THE CONSUMER TO THE PICTURE



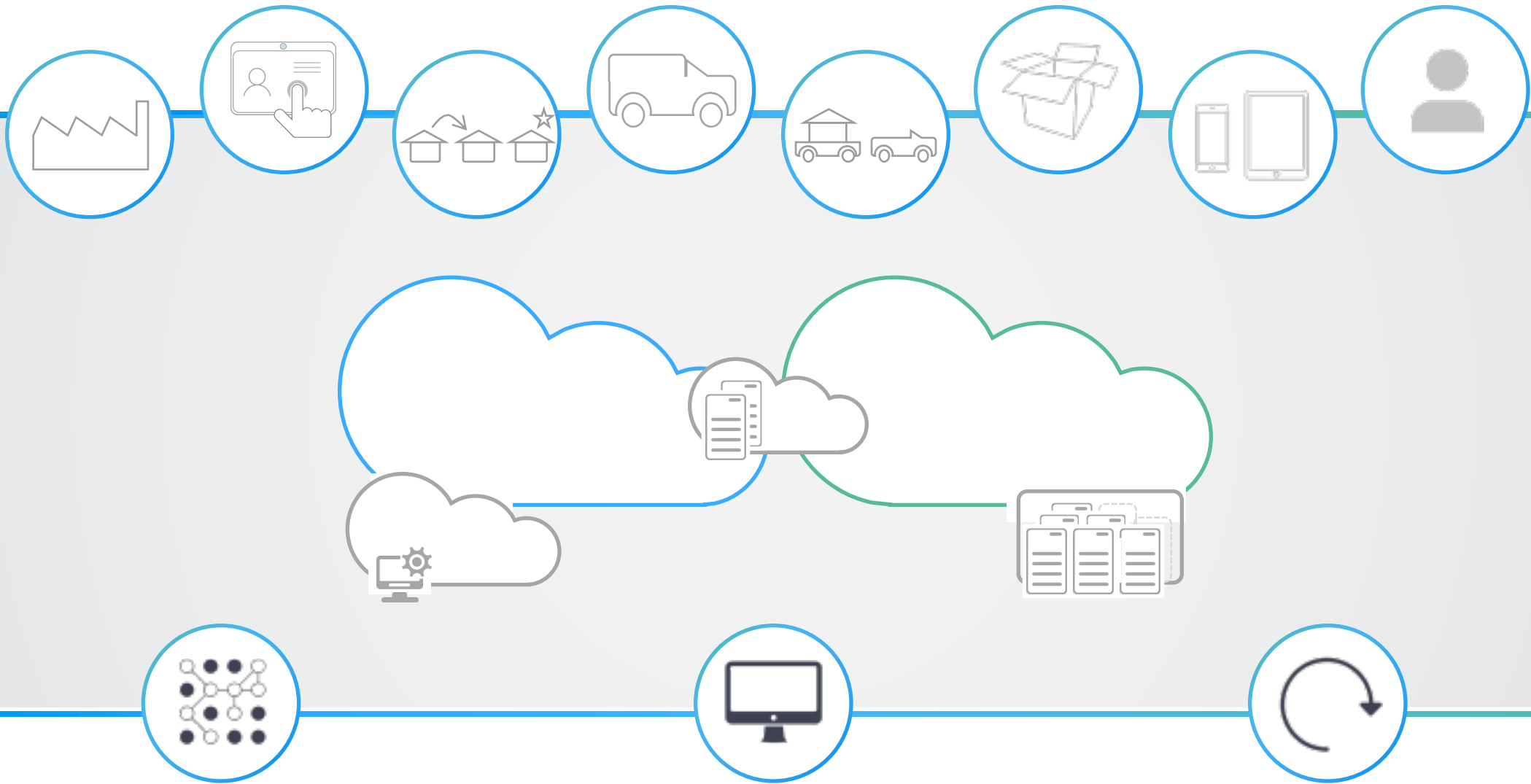
MORE USERS

MORE DISPERSED

DEMAND CONSTANT
PERFORMANCE

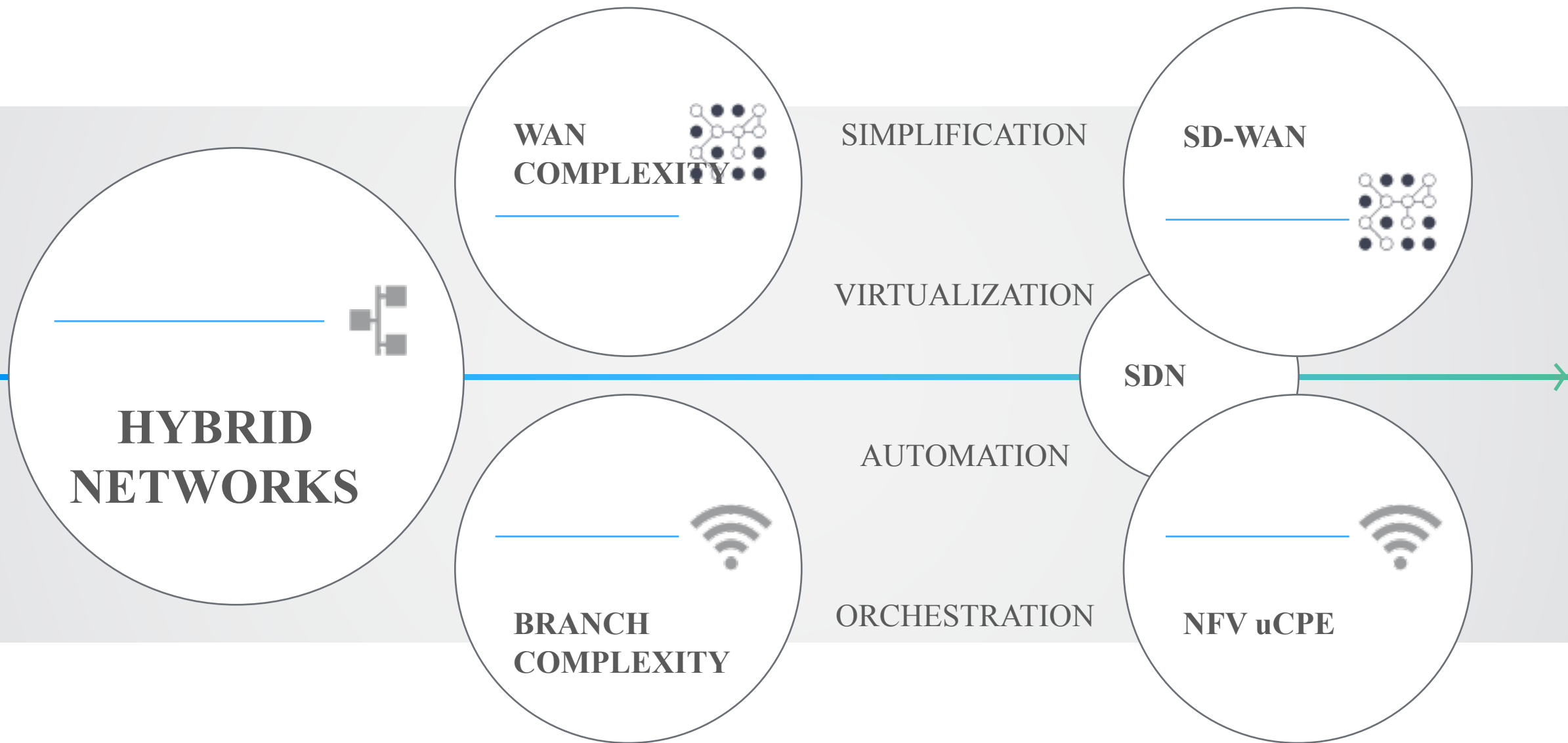
Hybrid

AN ESSENTIAL AND A DIGITAL ENABLER



Hybrid made feasible

THE BUILDING BLOCKS



Thank you.