

A Fiber Optic Romania Day
Let's Gigafy Romania
2 March 2016



INTRAROM
an Intracom Telecom company

Technology Shaping the Future

**Powering Smart Cities
with Virtualized Wi-Fi**

Nikos Tsantanis
Senior Product Marketing Manager

“Romanian Paradox”

- Highest Internet speed worldwide
- Poor Internet penetration

Source: conference website

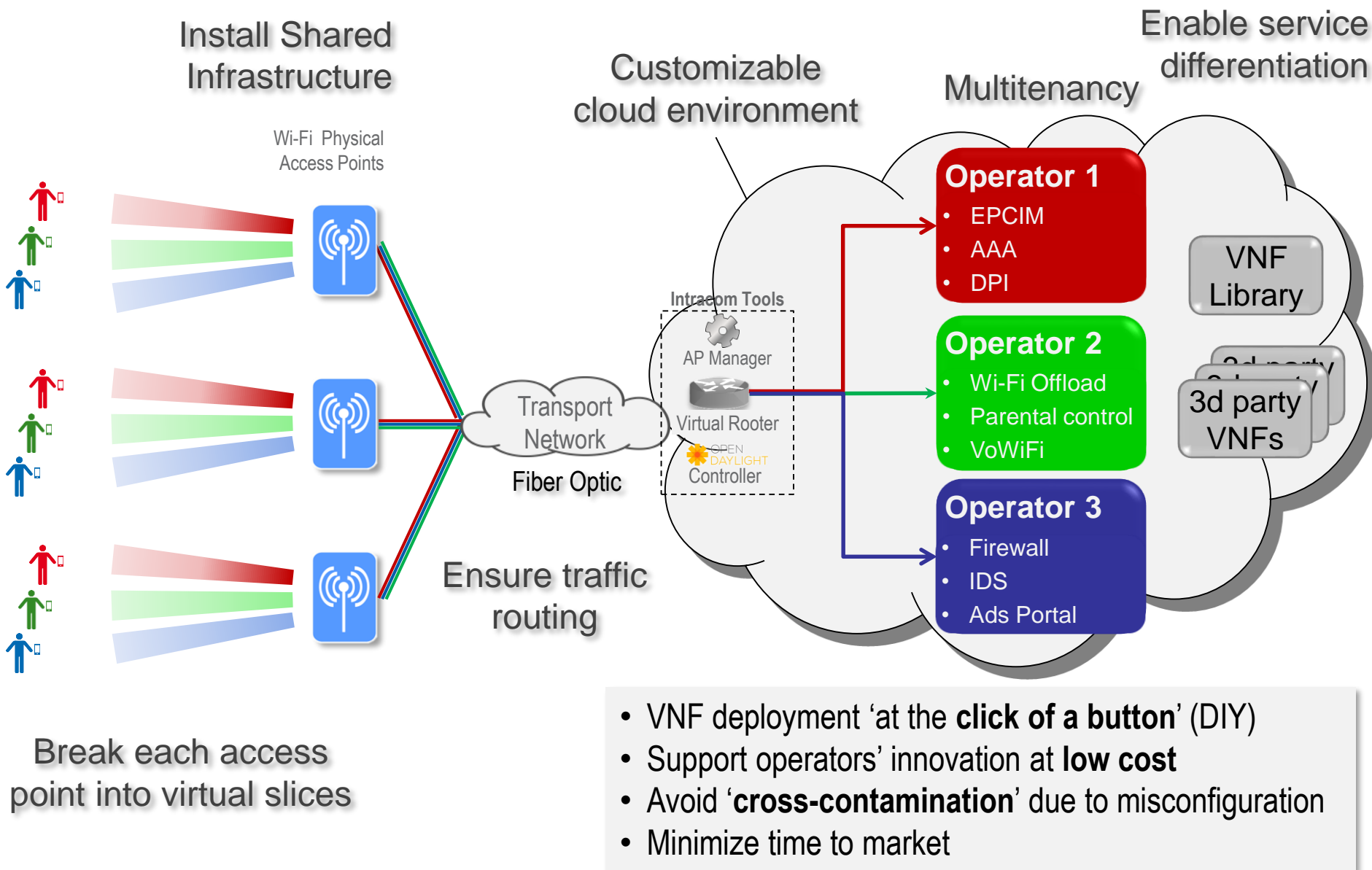
Bridging the access gap

- Provide affordable access for all
- Monetize fiber optics network

NFV Solution

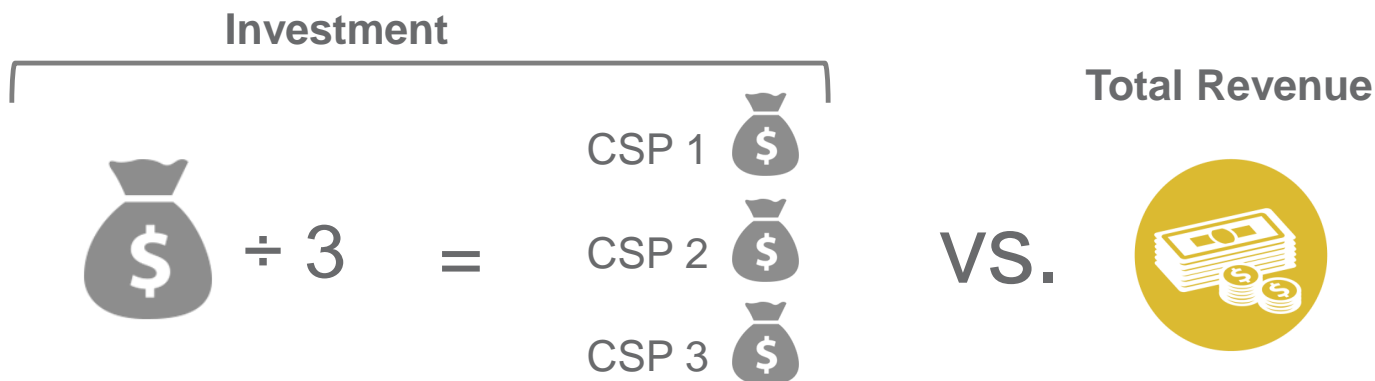
- Virtualized Wi-Fi

Virtualized Wi-Fi is an add-on over NFV





Competition



Cooperation + Competition = Coopetition



Operators

- Compete by providing distinct service offerings



Infrastructure
Owners

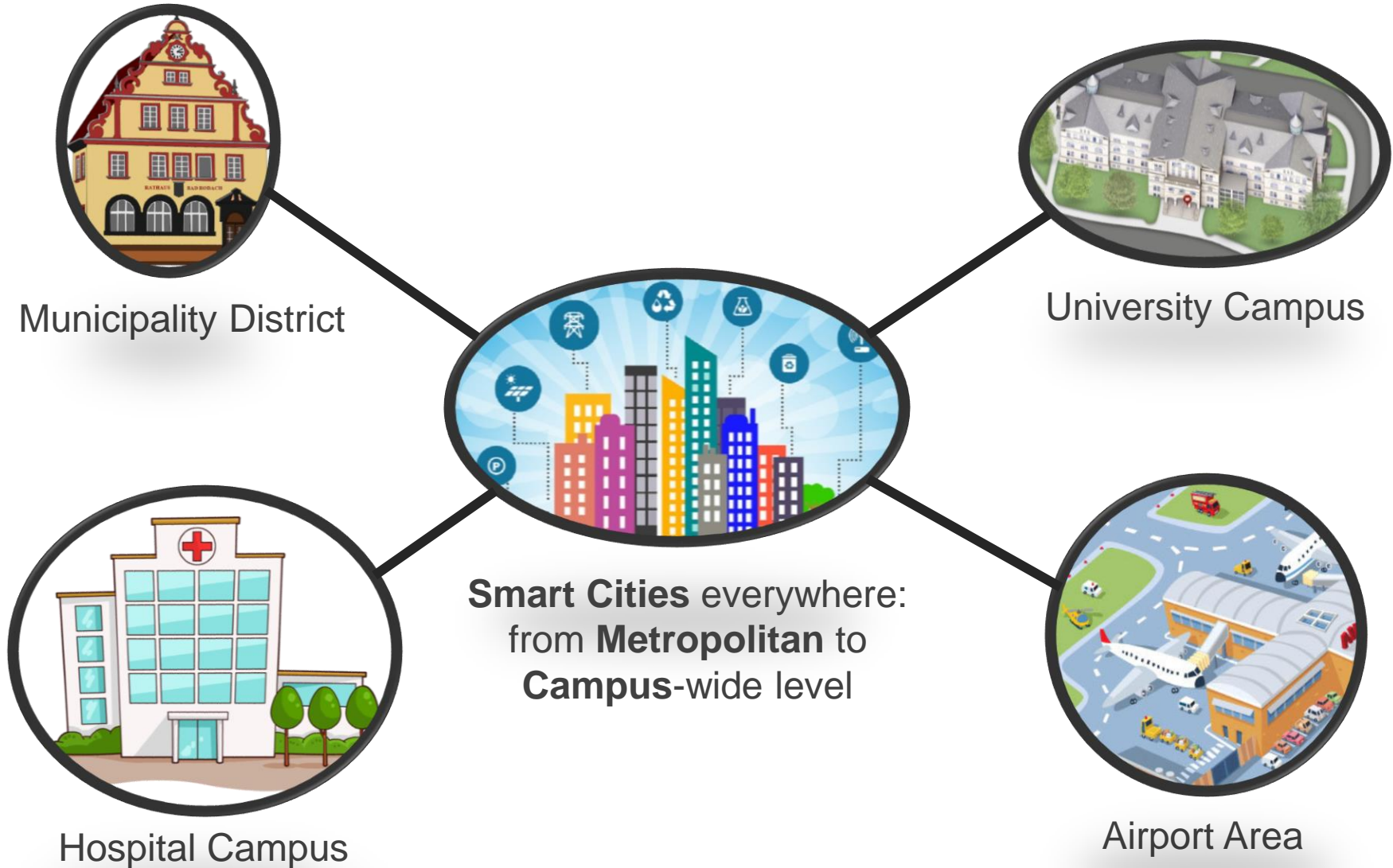
- Realize new revenue streams



End-users

- Enjoy services of their favorite operator everywhere

Who is Virtualized Wi-Fi for?





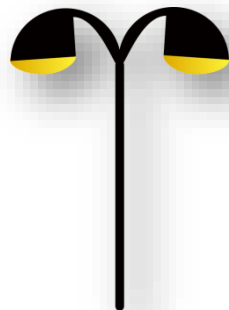
Use Case

Smart Lighting + Virtualized Wi-Fi



City Challenges

- ▶ Meet environmental & economic objectives
- ▶ Offer innovative digital services
- ▶ Generate new streams of revenue



Smart Lighting

- ▶ Electricity savings
- ▶ Traffic info measurements
- ▶ Public messaging

Hint: Smart lighting infrastructure is very often **Wi-Fi enabled**

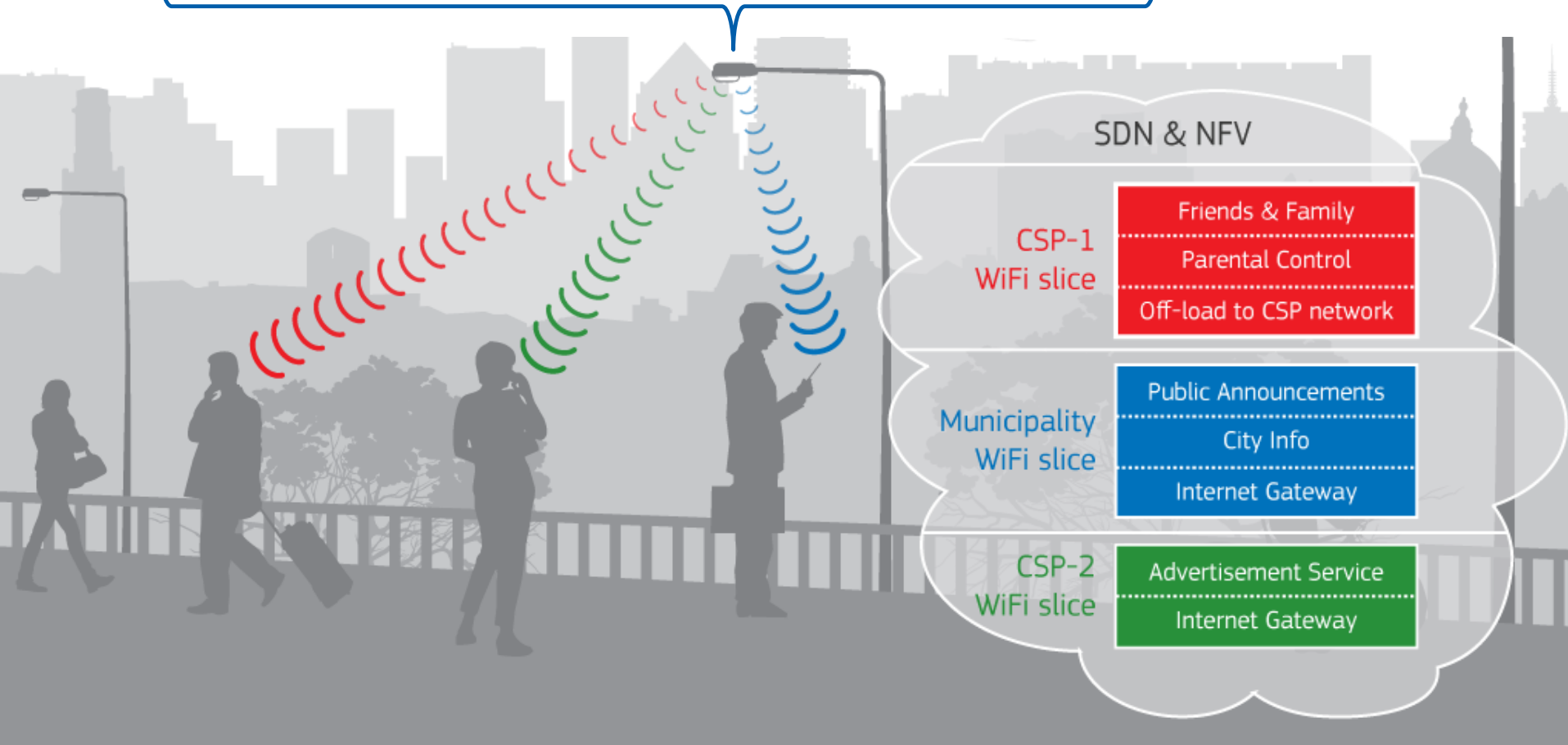


Virtualized Wi-Fi

- ▶ Sell virtual slices of Wi-Fi capacity
- ▶ Fund shared infrastructure

Smart Lighting Use Case

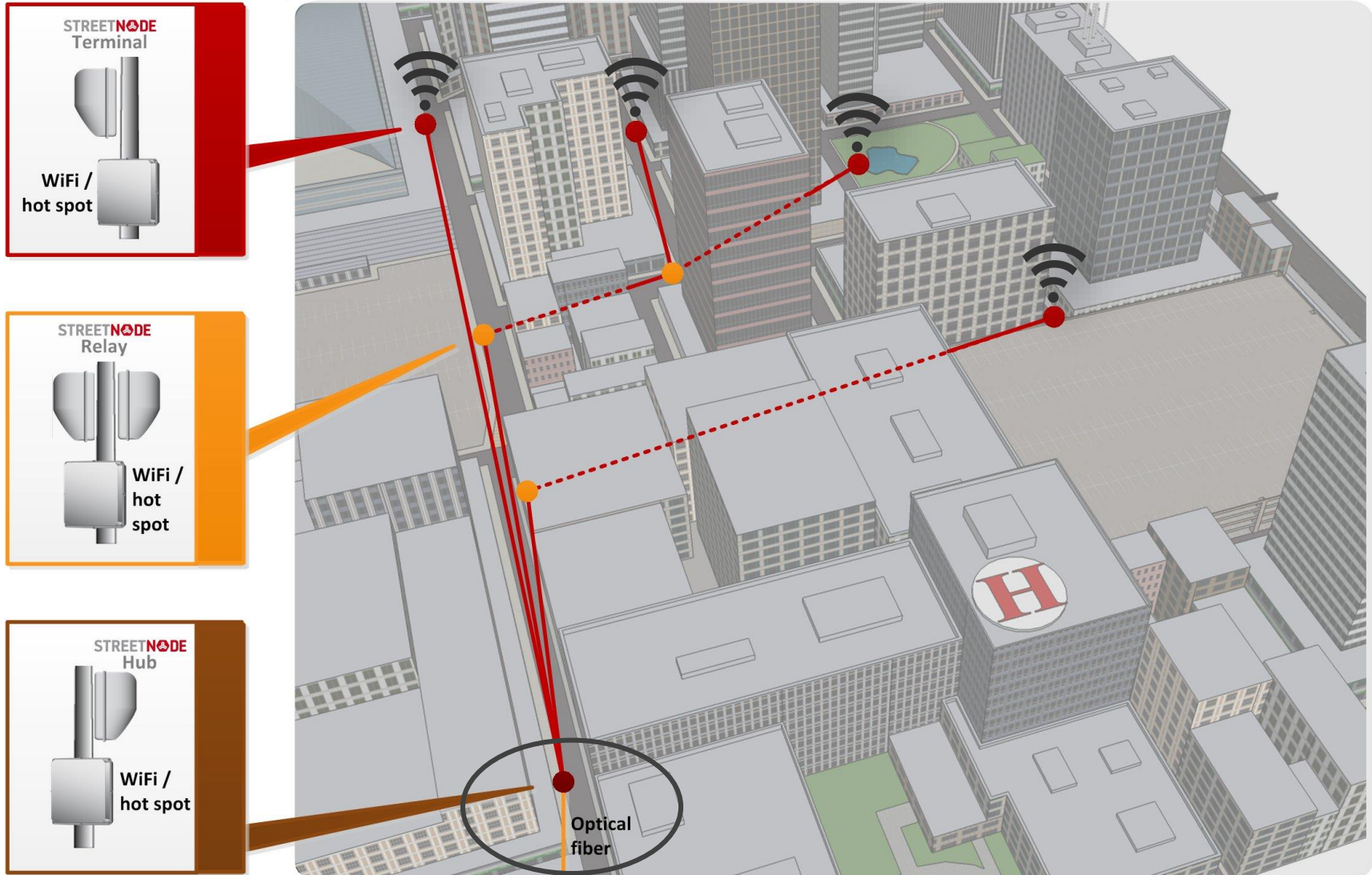
Wi-Fi access points are installed across the Smart City



End-users experience the unique service offerings of their associated operator

Each virtual network manages only the traffic of its own subscribers

Wi-Fi Hot Spot Backhauling: Bridging the last mile from Fiber to Access Points





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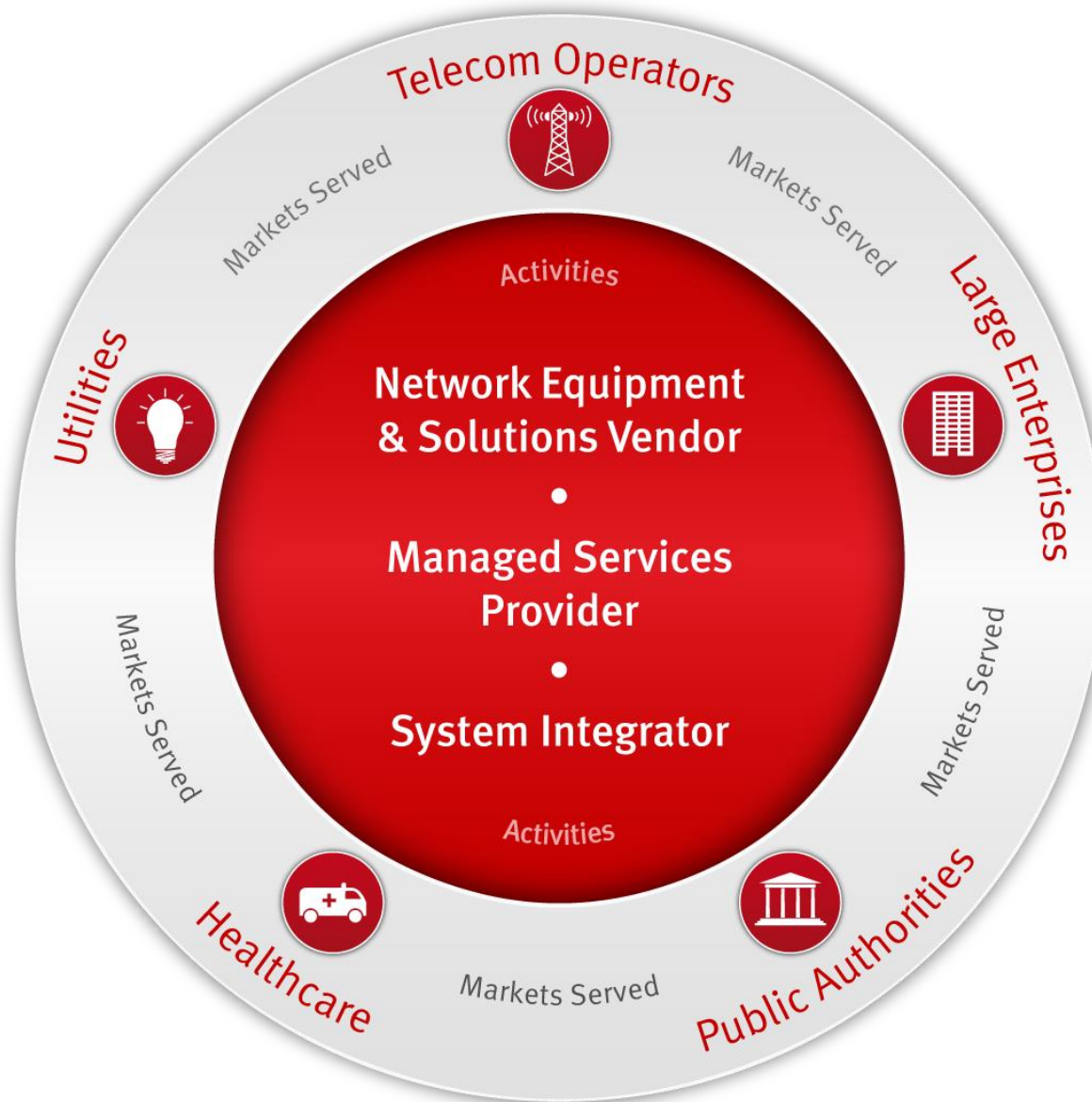
About Intracom Telecom Group

Intrarom:

- Established in 1993
- Employees: 394
- Company assets: €24M
- Facilities in Pipera (35k sq.m.)
- Pan-Romanian coverage
- Successful track record

- **Global** telecom systems & solutions vendor
- **35+ years** experience in the telecoms market
- Exports to **70+ Countries**
- **1,900+ employees** worldwide
- Advanced **R&D** and **Production** facilities
- **18 subsidiaries**





Core Offerings & Partners

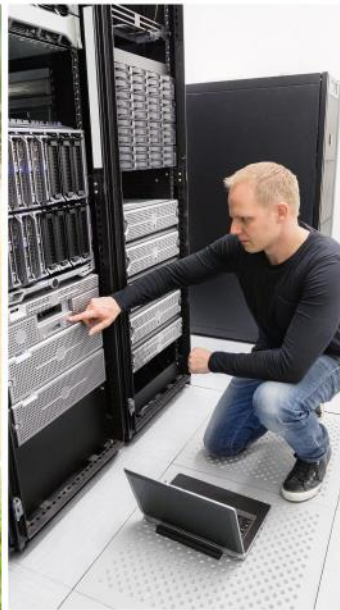
Wireless Access & Transmission



Telco Software Solutions



ICT Solutions & Services



Renewable & Energy Management Solutions



eHealth Services



Major Partners



Genesys

NICE

IBM

CISCO

hp
invent

NetApp

ELGAMA
ELEKTRONIKA

GE Healthcare

Cambridge University
Hospitals
NHS Foundation Trust

JDSU

ERICSSON

Polystar

hp
invent

HUAWEI

Coriant

vmware

AMD
Global Telemedicine

RamSoft
Innovators in Web Radiology

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EMC²
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ca

amdocs

ORACLE

FORTINET

HITACHI
DATA SYSTEMS

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