

Cloud is beautiful

Elena Zvarici
President
Eurocloud Romania

Cloud is beautiful

The Internet is about trust

- ▶ From small academic network to global network of networks of today
- ▶ Cloud computing technologies: a game changer

Cloud is about trust but also about:

- ▶ **Freedom**, self service managed from everywhere,
- ▶ **Flexibility**, elasticity- scale up or down anytime,
- ▶ **Technical efficiency**, pooled resources,
- ▶ **Cost efficiency**, pay as you go and only what you consume.

Need more ?

Get a private cloud

- ▶ Private Cloud adds additional control and customization.
- ▶ Private Cloud is cloud computing, dedicated to you.

Cloud is beautiful

Cloud is here to stay

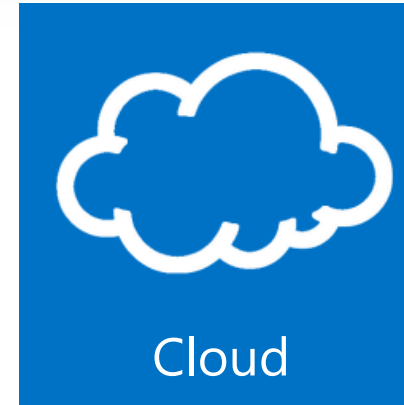
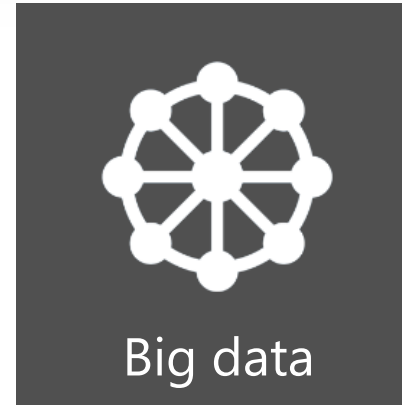
- Estimated 600 billion euros GDP growth by 2020 in Europe (European Cloud Strategy)
- 2.5 million jobs

You too can benefit from the power of cloud.

Cloud the future of productivity

Daniel Rusen
Product Manager
Microsoft Romania

Today's Technology Megatrends



“

After fire and the wheel, cloud is the new game changer.

– *Montreal Gazette*, November 2011

”

The Power of Productivity

World-class customer experiences begin with your people.

But your people face challenges every day.

By giving your people the right tools you can amplify their impact.

Attract more prospects



Close deals faster



Secure existing customers



Discover insights



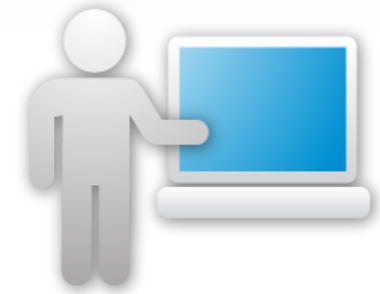
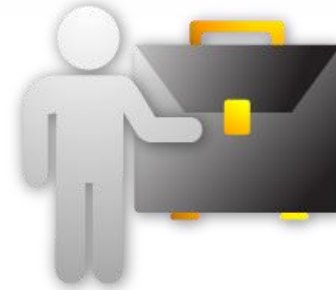
Enhance relationships



Improve service



Marketing Aspirations



Marketing VP

Target the right campaigns to the right audience

Marketing Manager

Quickly orchestrate campaigns across multiple channels

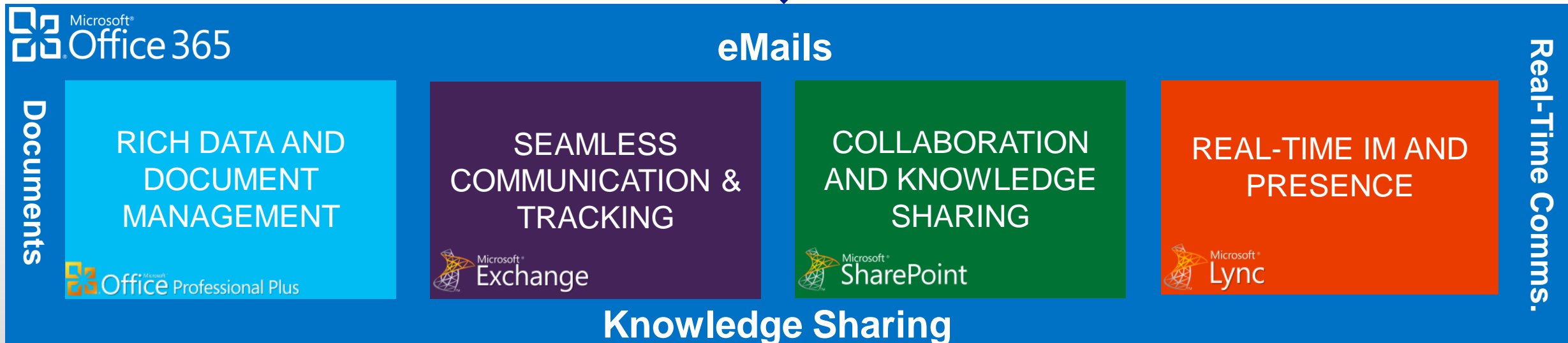
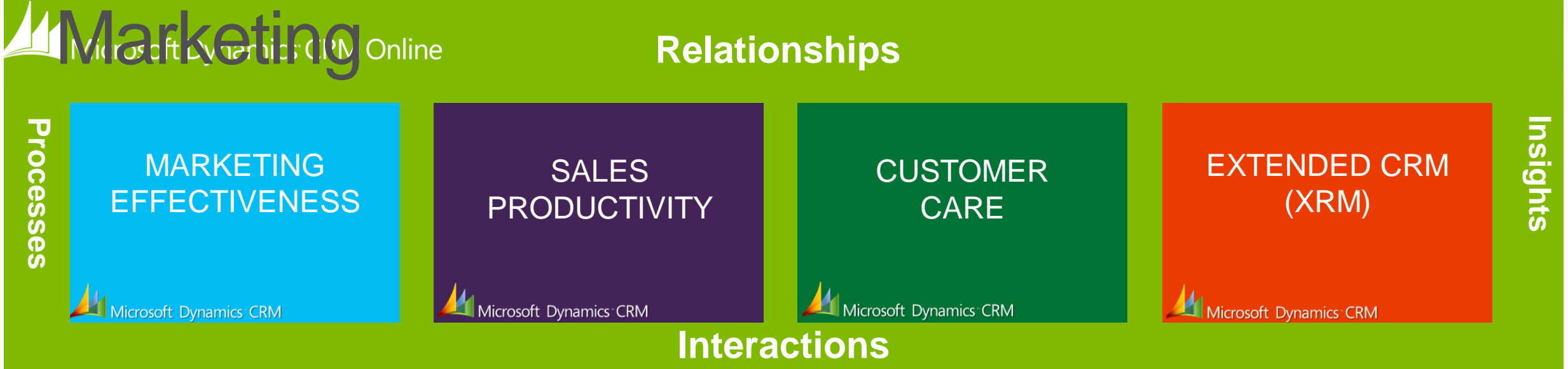
Marketing Professional

Automate key processes (lead qualification, approvals, etc.)

Customers

Effectively track marketing impact and discover insights

Driving Productivity Across Sales, Service &



Amplifying Productivity with the Cloud

Reduced Management



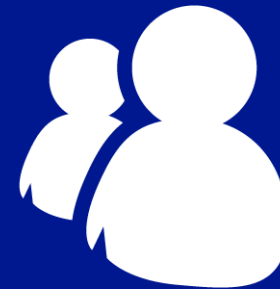
- No patching, maintenance
- Faster deployment
- Robust multi-layered security
- Reliability and fault-tolerance

Better economics



- Pay for what you use
- Lower and predictable costs
- Shift from CAPEX and OPEX
- Accelerate speed to value

Increased Productivity



- Latest software for users
- Internet collaboration
- Anywhere access
- Instant self-provisioning

Cloud on your terms

Case study

Eugen Iacob
CIO, Provident Financial Romania

Andrei Suciu
Partner, PRAS Consulting

International Personal Finance

- A robust international consumer credit company with a business model based on 130 years of experience
- UK-based; listed on London Stock Exchange since July 2007
- A FTSE 250 and FTSE4GOOD company
- 2,5 million customers in 6 countries, 2 continents
- 6,300 full time staff; 29,000 part-time self employed agents
- 2nd largest British employer in CEE

Provident Financial România

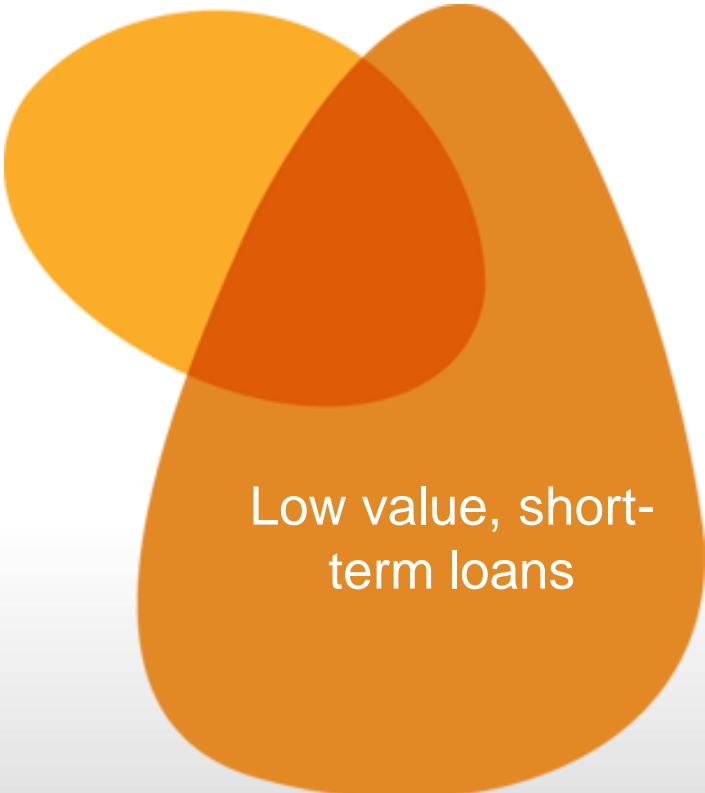
- Listed in the General Register of NBR
- Member of ALB, AmCham, BRCC, FIC
- Active partner of the British Embassy
- Over 500,000 customers served in 6 years
- Over 700 employees and 3,900 agents
- Over 100 million EUR worth of credit issued in 2011
- Investments of over 140 million EUR
- (600.000 EUR in CR programmes)



Over 500,000
customers in 6
years

Our products

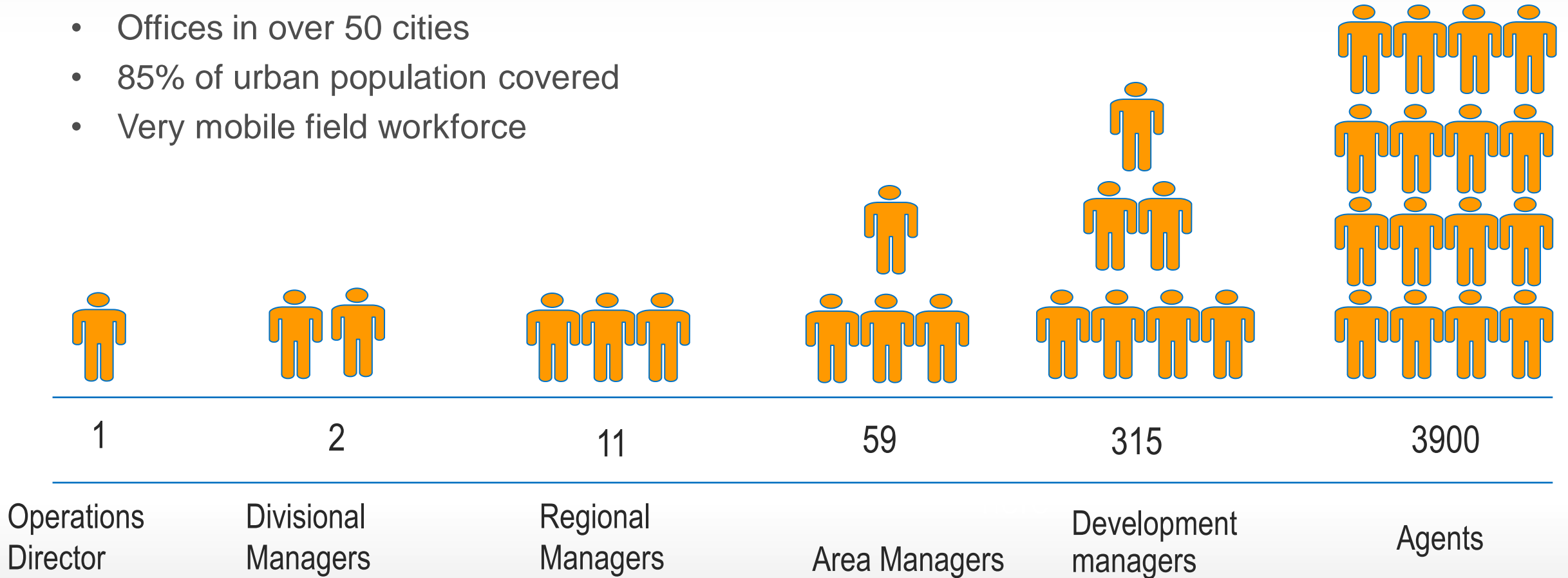
- small unsecured loans over short period of time
 - bank transfer or home service
- optional, unique service in Romania: home credit
- transparent credit agreement, no hidden charges
- no late payment fees, cost cannot increase



Low value, short-term loans

Business infrastructure

- Offices in over 50 cities
- 85% of urban population covered
- Very mobile field workforce



PRAS Consulting

- Since 2002, with a results-driven attitude, helping clients to achieve better, quicker and more sustainable results
- Focused on Microsoft Technologies
- Microsoft Best Partner for Public Cloud in fiscal years 2011, 2012
- Case studies on:

www.pras.ro

www.o365.ro

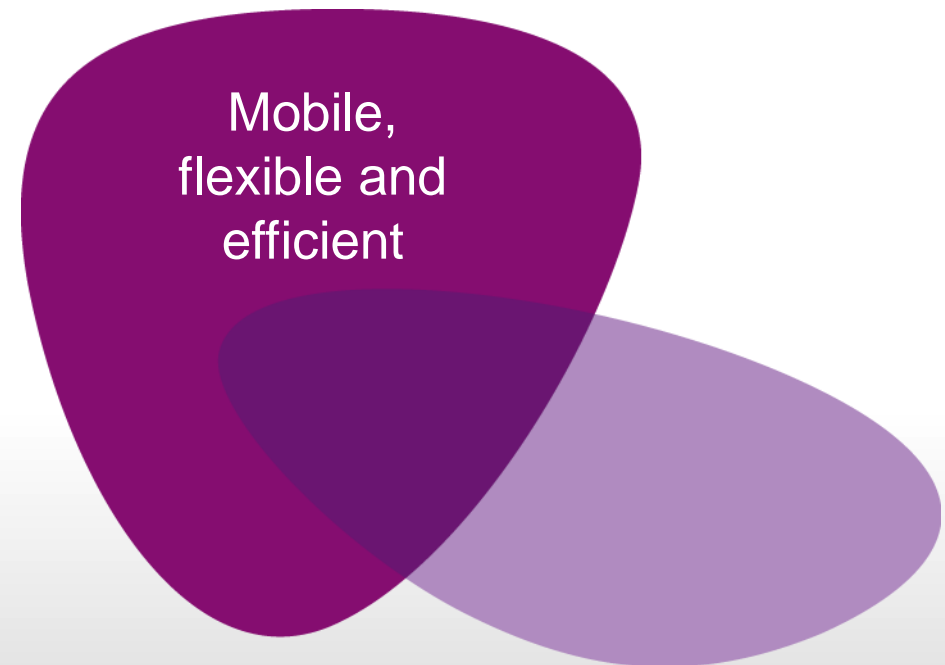
Do you know?

- Cloud computing will create nearly 14 million new jobs between 2011 and 2015.
- By 2015, business revenues from IT innovation enabled by the cloud could reach US\$1.1 trillion a year.
- Cloud-related jobs will accrue evenly to businesses with 500 or fewer employees and those with more than 500 employees.
- More than one-third of cloud-enabled jobs will occur in the communications and media, banking, and discrete manufacturing industries.
- China and India will account for about half of all new cloud-related jobs.
- Romania: Cloud market will develop 5x faster than general IT market

Source: IDC

Office 365 solution

- Enterprise-class security and reliability
- User familiarity and productivity
- Integration with internal domain; Single Sign-On
- IT control and efficiency



Office 365 and Provident

- Reliable and secure email and calendar services
- Access to emails from anywhere on any device
- Instant messaging and video conferencing capability
- Ability to share documents and collaborate in real time
- Standardized Office software



Benefits

- People engagement
- Better performance management
- Easier communication
- Improved collaboration
- Reduced costs
- Enhanced Productivity for Mobile Workforce

