SHOWCASE

PROJECT NAME	**COUNTRY**
SmartCloudPT	Portugal

WEBSITE:
https://www.ptempresas.pt/pme/solucoes/cloud

SmartCloudPT is supported by a large data centre located at Covilhã (a city 280 km to the Northeast of Lisbon), which is considered to be one of the largest in the world. This data centre consolidates the business development strategy of Portugal Telecom, which is anchored on the shift of being a communications service provider to a technology service provider across the corporate market. Run by Portugal Telecom the new data centre will more than 30 petabytes of storage capacity and 50 thousand servers, representing one of the largest data centre in the world.

"*With this SmartCloudPT data centre launch, Portugal Telecom has ceased to be purely a communication service provider, growing our remit to become a technology service provider across the communication and IT markets,*" said Besma Kraiem, International Sales & Business Development Director at Portugal Telecom. "*It is our aim to offer our corporate customers around the world a more complete set of cloud services based on a single bill and customer service point. We want them to have access to the best cloud applications available and through this partnership WeDo Technologies can offer precisely that.*"

Security:

Based on WeDo Technologies' market-leading RAID software portfolio, the SaaS rating validation solution will help CSPs that adopt this cloud service to solve problems which occur during the rating and invoice generation process, automating the validation of billing cycles to guarantee accuracy of service charges. Using WeDo's widely adopted Roambroker software, the roaming management web-based application encompasses the entire life cycle of a roaming agreement and manages roaming service processes, resulting in decreased time to deployment, pricing flexibility and competitive advantages for increased revenues, as well as eliminating fraud revenue leakages.

"*Hosting WeDo Technologies' solutions in SmartCloudPT enables us to take advantage of a secure cloud-based infrastructure for customers to access the solutions they need, and in a pre-packaged, standardized format, which can result in faster and lower cost deployments and maintenance,*" said Sergio Silvestre, Vice-President New Markets, Marketing & Alliances, WeDo Technologies. "*With this partnership, we've enhanced our delivery capabilities by making our solutions available in the cloud to customers around the world that want to get access to our proven solutions based on a SaaS model.*"

For a limited time period, WeDo Technologies and Portugal Telecom are offering telecom operators the chance to "try and buy" a combination of SaaS solutions as part of a 60 day free trial. Currently in use by a number of major international operators, the trial can be requested in http://web.wedotechnologies.com/saas.

Innovation and Sustainability:

Portugal Telecom (PT) focused heavily on architecture, environment and technology with this build – aiming for a sustainable build. Outside the facility there is a solar farm supporting 30% of the auxiliary building power usage - where Portugal Telecom offices are located. A moat surrounds the data center. Besides having an aesthetic effect (allowing the cube like structure to look as if it is floating on the water along with the clouds above - a reflection that references PT's cloud offering), it also creates a microclimate that cools the environment and collects rainwater for chiller use when required.

Cooling is one area where this data center can attain levels of efficiency. The choice of Covilhã as its site is a result of not only its low seismic activity but also its low temperatures recorded during winter. The data center can use free cooling for 99% of the time - occasionally combined with adiabatic cooling. According to PT, it would need to use chillers for only six days a year. This helps it achieve a Power Usage Effectiveness (PUE) of 1.25."

Certification:

WeDo Technologies is a worldwide leader in revenue and business assurance, providing software and expert consultancy, to intelligently analyse large quantities of data from across an organisation helping to negate or minimise operational or business inefficiencies and allowing businesses to achieve significant return on investment via revenue protection and cost savings. WeDo was recently named the number one provider of Revenue Assurance and Fraud Management solutions according to Gartner in July 2013. The company has seen record revenue growth in 2012 with an increase of 19% across 16 different countries. WeDo Technologies works with some of the world's leading blue chip companies from the retail, energy and finance industries, as well as 140 telecommunications operators from almost 80 countries, through more than 400 highly-skilled professionals. WeDo Technologies is owned by the largest non-financial Portuguese group – **Sonae Group** which has 61,000 employees in 18 countries. As well as telecommunications, the group is active in Retail, Real State, TMT, the Wood industry and other business areas. Revenue and Business Assurance, sometimes also called Profit or Revenue Protection, are the domains where WeDo Technologies - through its Software and Services - has become recognized as a constant innovator and true market leader.

Portugal Telecom is a global telecommunications operator with more than 100 million clients worldwide. In Portugal, where it holds a leading position in the markets in which operates, PT provides a broad portfolio of telecoms, multimedia and IT and fixed and mobile services, including broadband access, voice and television, acting in all segments of the telecommunications sector: personal, residential, enterprise solutions and wholesale. Portugal Telecom assumes itself as the leading Portuguese telecoms operator with a wide and solid international presence, particularly in Brazil and Africa. PT has a diversified business portfolio in which quality and innovation are key aspects, aiming at positioning PT as a leading-edge operator in the international arena. Portugal Telecom is listed on the Euronext and New York Stock Exchanges, through a full listing of its ADR program, and is present in the reference Portuguese index and in the benchmark sustainability indexes, DJ

Sustainability and FTSE4GOOD. Information about the company is available in Reuters via the code PTC.LS and PT and in Bloomberg via the code PTC PL.