



IN PARTNERSHIP WITH  
PAIX DATA CENTRES

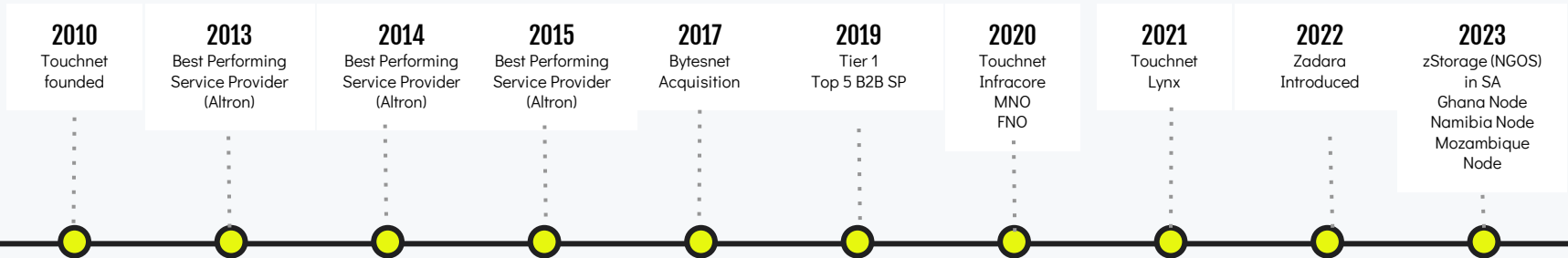
zadara

**CLOUD & DIGITAL  
TRANSFORMATION  
IN GHANA**

# ZADARA OVERVIEW

**Our mission is to accelerate  
edge cloud adoption  
across the global enterprise  
by providing access to reliable, secure,  
and innovative edge cloud technologies  
& services designed for  
MSPs, Telcos & SaaS companies.**

# Introducing Touchnet



# EDGE MARKET REPRESENTS KEY GROWTH OPPORTUNITY

1



## CLOUD PROVIDERS ARE MAKING BIG INVESTMENTS

- Metro data centers
- Seeking to provide IaaS from edge locations

2



## AI & DATA ANALYTICS ARE KEY WORKLOADS

- E.g. Video and image analysis
- Processing of large amounts of data closer to end users

3



## TELCOs ARE DRIVING GLOBAL ADOPTION

- 5G rollout driving enhanced network connectivity
- Multi-Access Edge Computing

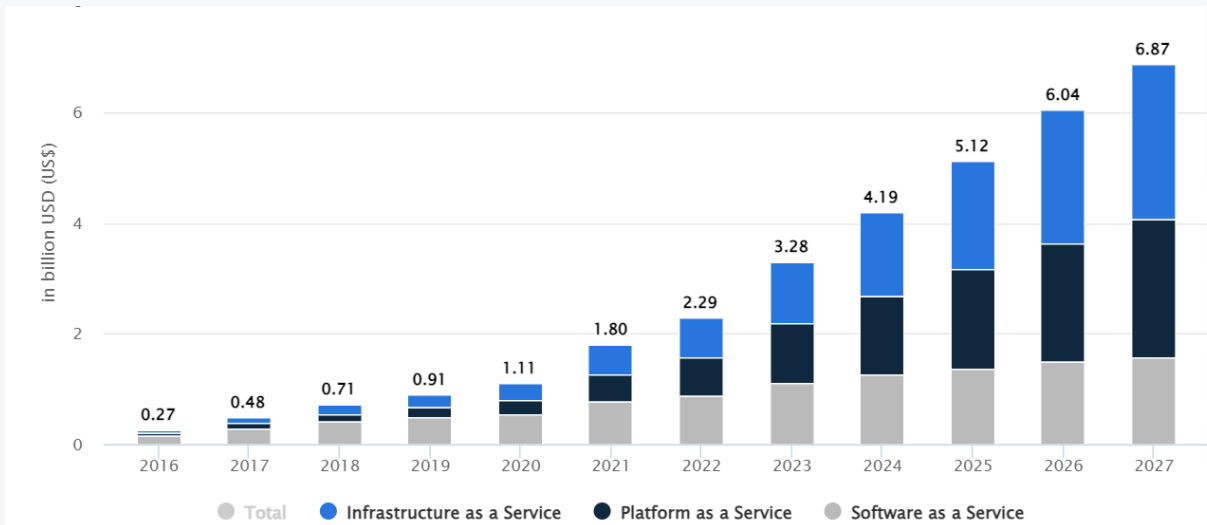
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## ENTERPRISES WANT EDGE AS EXTENSION OF CORE

- Common development environment
- Greater performance, unified security & management

# PROJECTIONS



\*Statista Market Research

As bandwidth doubles in just a few years on the continent, companies and governments are increasingly able to rely on cloud computing to cut costs. A new wave of investment – originally centred on South Africa and now spreading across the continent – is seeing domestic African players compete with global heavyweights.

Africa's cloud computing is a goldmine for investors

## Spend on cloud to accelerate across Africa in 2023

Jan 30, 2023

More than two-thirds of companies using cloud computing across major African markets plan to increase their spending on cloud services in 2023.

## African companies to increase spend on cloud services this year

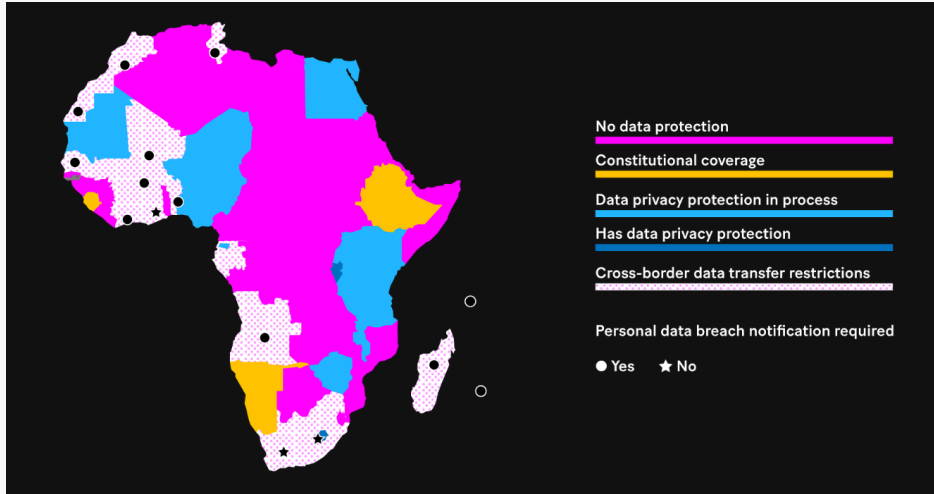
Hyperscalers to propel SA's cloud market to R80bn

The Rise of the African Cloud Market 2023: Beyond Basic Awareness to Hybrid Multi-Clouds

No signs of slowdown for Africa's cloud uptake

Microsoft expands cloud services in South African data centres to drive growth and competitiveness

# Key drivers – Data Sovereignty



empower Africans to exercise their rights through the promotion of trusted, safe and secure data systems integrated on the basis of common standards and practices;

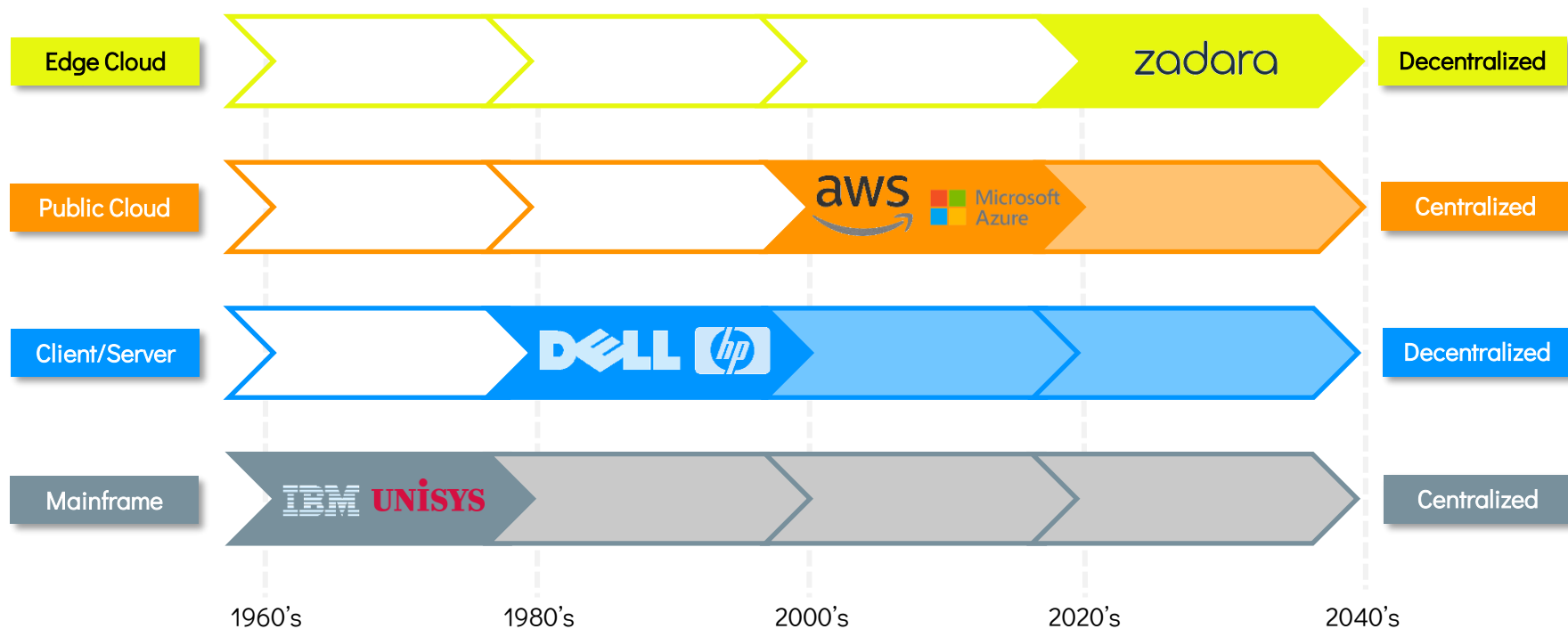
create, coordinate and capacitate governance institutions to regulate, as necessary, the ever-changing data landscape and to increase the productive and innovative use of data to provide solutions and create new opportunities while mitigating risk;

ensure that data can flow across borders as freely as possible while achieving an equitable distribution of benefits and addressing risks related to human rights and national security.

## • Data sovereignty and Digital Transformation

- Driven by AU policy
  - The Data Policy Framework envisions the transformative potential of data to empower African countries; improve people's lives; safeguard collective interests; protect (digital) rights; and drive equitable socio-economic development.
- 27 countries have **data protection legislation** with more joining the trend
- **E-government** initiatives
- Empowering Africans to **exercise rights** through secure **data systems integration**
- **Regulation** of the data landscape to create opportunities & mitigate risk
- Ensure free flow of data **across borders**

# ADDITIVE TRENDS IN DATA INFRASTRUCTURE TECHNOLOGIES



# TRUSTED BY GLOBAL BRANDS



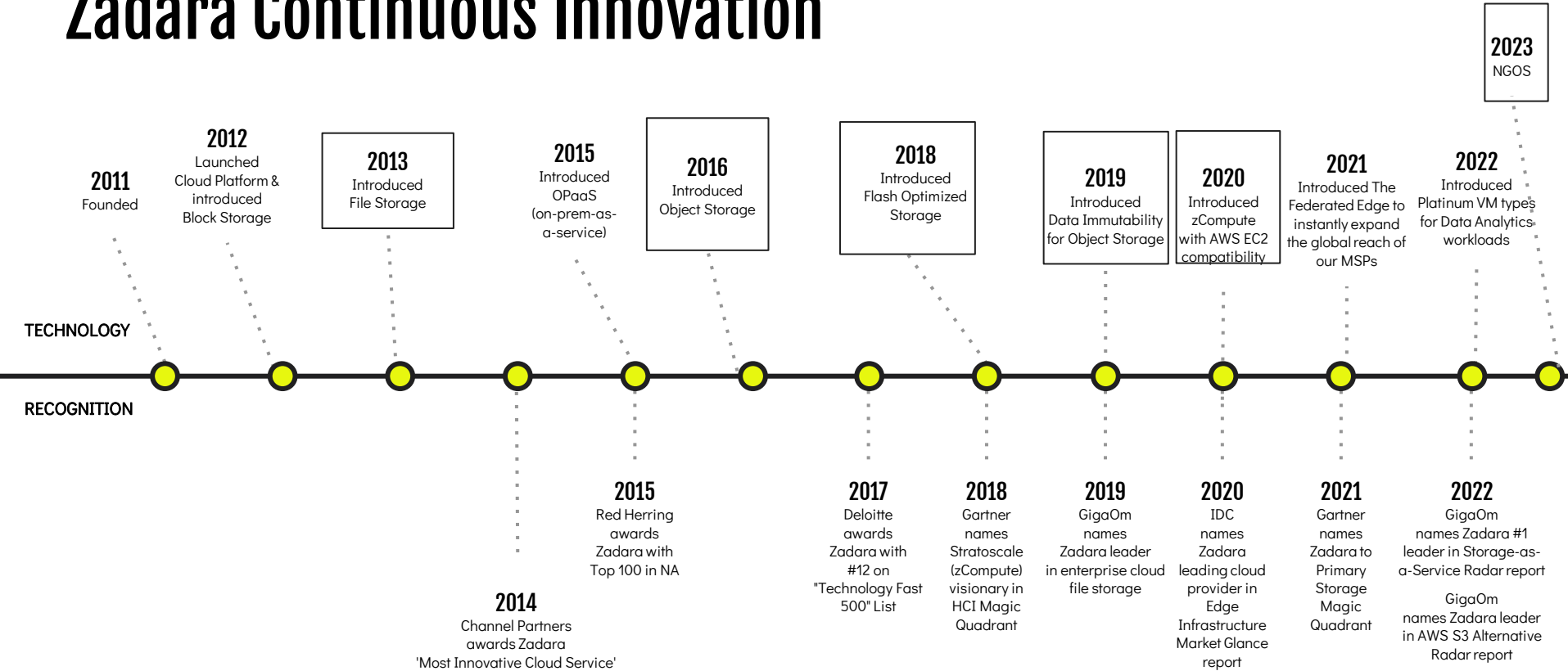
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# POWERED BY GLOBAL & LOCAL PARTNERS



# Zadara Continuous Innovation



# Zadara Unique Values

- Own **your “mini AWS” cloud** from both security and regulations perspectives
- **Global distribution** of the clouds → Low latency
- All the important **features and services of both VMware and AWS**
- Zadara SLA - Zadara has 99.999% availability on storage
- Zadara **Flexibility** - Zadara allows complete flexibility to swap hardware for different hardware (drives, chassis, etc.)
- Zadara Drive Isolation - Zadara VPSA and ZOS customers enjoy dedicated drives and no noisy neighbors

# Cloud Services

aws	vmware®	zadara
<ul style="list-style-type: none"><li>✗ Expensive</li><li>✗ Unpredictable costs</li><li>✗ Strong vendor lock-in</li><li>✗ Scarce / expensive support</li><li>✗ Storage with limited features</li><li>✓ AWS compatible</li><li>✓ 100% OpEx, pay per use</li><li>✗ Marketing &amp; Sales Support</li><li>✗ Mutual Business Objectives</li></ul>	<ul style="list-style-type: none"><li>✗ Expensive</li><li>✓ Predictable costs</li><li>✗ Strong vendor lock-in</li><li>✗ Expensive support</li><li>✗ Shared block storage (vSAN)</li><li>✗ Not AWS compatible</li><li>✗ CapEx/license business model</li><li>✗ Marketing &amp; Sales Support</li><li>✗ Mutual Business Objectives</li></ul>	<ul style="list-style-type: none"><li>✓ Affordable</li><li>✓ Predictable costs</li><li>✓ No-egress migration, multi-cloud</li><li>✓ Included support</li><li>✓ Full-featured enterprise storage</li><li>✓ AWS compatible</li><li>✓ 100% OpEx, pay per use</li><li>✓ Included Support</li><li>✓ Tethered to your success</li></ul>

2025/04/17

# MONITOR YOUR APPLICATIONS & CLOUD SERVICES FROM A SINGLE PLATFORM

With Zadara's web-based interface, you have the option to give your customers visibility into the services they consume:

- Visualized Dashboard
- Automated Monitoring & Alerting
- Detailed Reporting



# Rainmaking in Africa

Strong partnerships

Focus on the entire ecosystem

Unlocking the potential of service providers

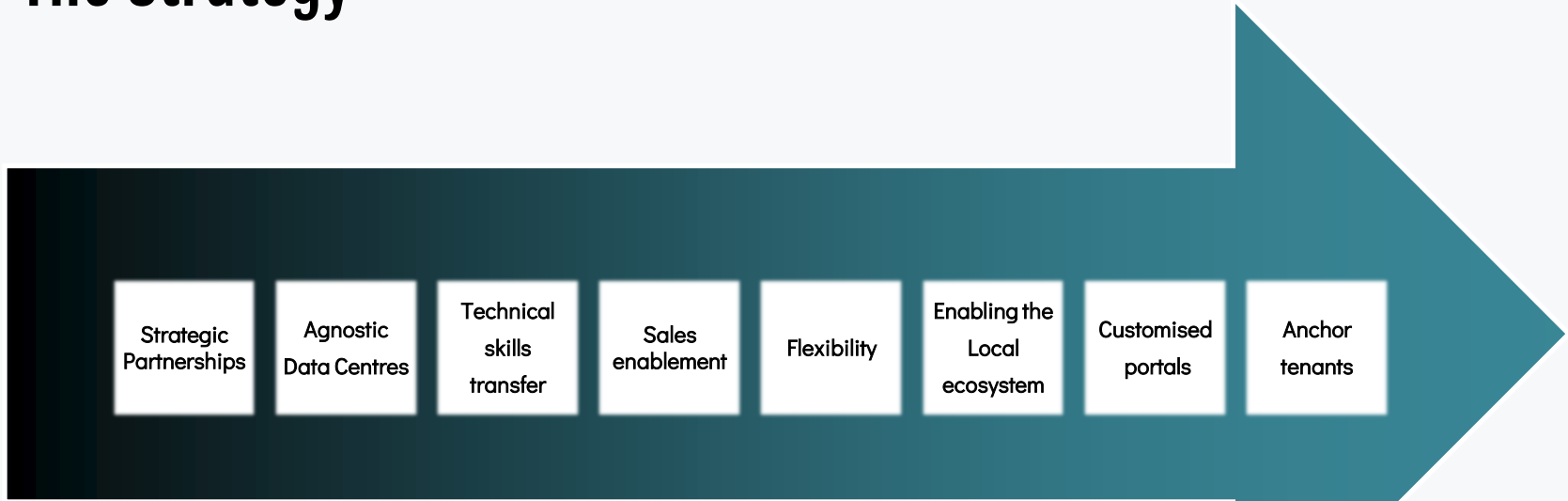
Enabling SaaS partners (global & local)

Take local content to the world

Host the world's content locally



# The Strategy



## SaaS *(locally)*



## Global Network Operators



## Content Providers & Data Centres



# Some examples

 NOVA CLOUD africa

## The Challenge:

- 23% increase in AWS and Azure costs
- Ingress / Egress fees
- Billing in US\$
- POPIA Compliance

## The Solution:

- Zadara Edge Cloud Services
- Video streaming
- Kubernetes-based microservices
- Object storage

 Mozambique Community Network, SA

## The Challenge:

- Launch a data centre
- Provide cloud services based in country

## The Solution:

- Zadara Edge Cloud Services as an anchor offering in the data centre
- Full range of Cloud services to government as well as Enterprise customers

 DIGITAL FIRST STRATEGY  
MOBILE ACCESS. ANYTIME. ANYWHERE

## The Challenge:

- Facilitate digital transformation and e-government initiatives

## The Solution:

- Zadara Edge Cloud Services as a local cloud service offering
- Full range of private and public cloud computing services and back up solutions



## The Challenge:

- Reduce the CAPEX associated with deploying edge hardware in country

## The Solution:

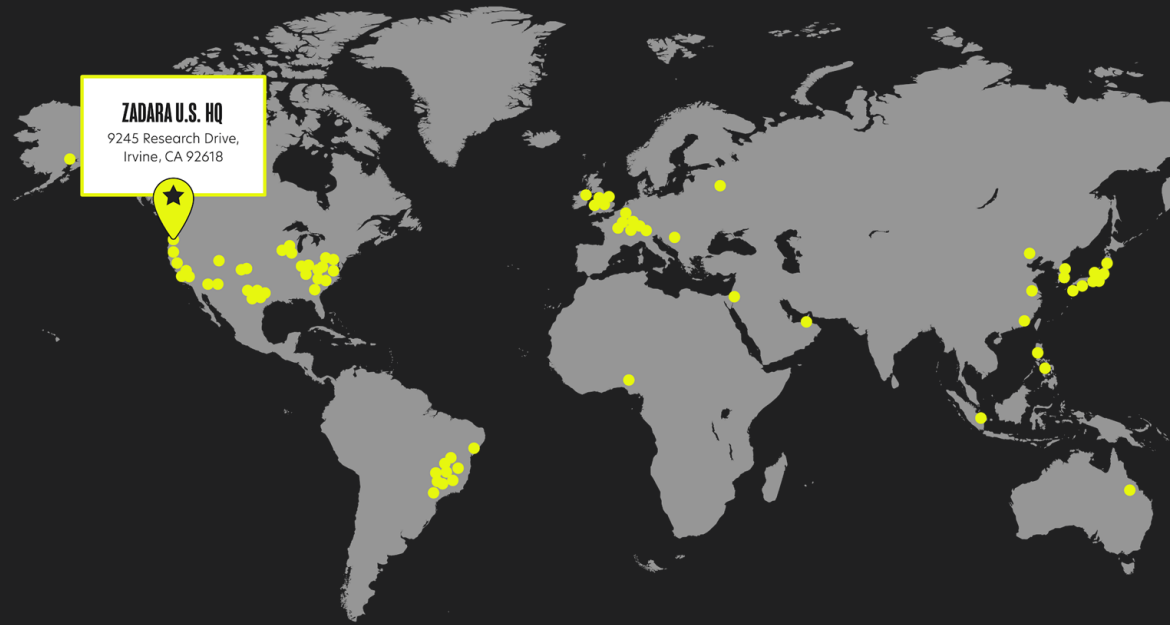
- Virtualisation of edge services using Zadara technology
- Expansion of service offering to include cloud services and storage



# COMMERCIALS

Total price per month (on demand)	\$ -	<b>Discount</b>	
<b>Discounted Price</b>	\$ -	50%	
<b>Z2 Compute Instances</b>	<b>Price per hour</b>	<b>Qty /mo</b>	<b>Price</b>
Z2 Large - 2 vCPUs, 4 GiBs memory	\$ 0.085	0	\$ -
Z2 xlarge - 4 vCPUs, 8 GiBs memory	\$ 0.170	0	\$ -
Z2 2xlarge - 8 vCPUs, 16 GiBs memory	\$ 0.340	0	\$ -
Z2 4xlarge - 16 vCPUs, 32 GiBs memory	\$ 0.680	0	\$ -
Z2 8xlarge - 32 vCPUs, 64 GiBs memory	\$ 1.360	0	\$ -
Z2 12xlarge - 48 vCPUs, 96 GiBs memory	\$ 2.040	0	\$ -
<b>Z4 Compute Instances</b>	<b>Price per hour</b>	<b>Qty /mo</b>	<b>Price</b>
Z4 Large - 2 vCPUs, 8 GiBs memory	\$ 0.100	0	\$ -

# THANK YOU



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