

PTC

HONOLULU, HI

OCOLO

Optimizing Colocation Services: Search. Compare. Buy Smarter.

Lightening Talk: *Data Center Efficiencies and Automation*

09:00-10:00



PACIFIC
TELECOMMUNICATIONS
COUNCIL

25

OCOLO | Marketplace

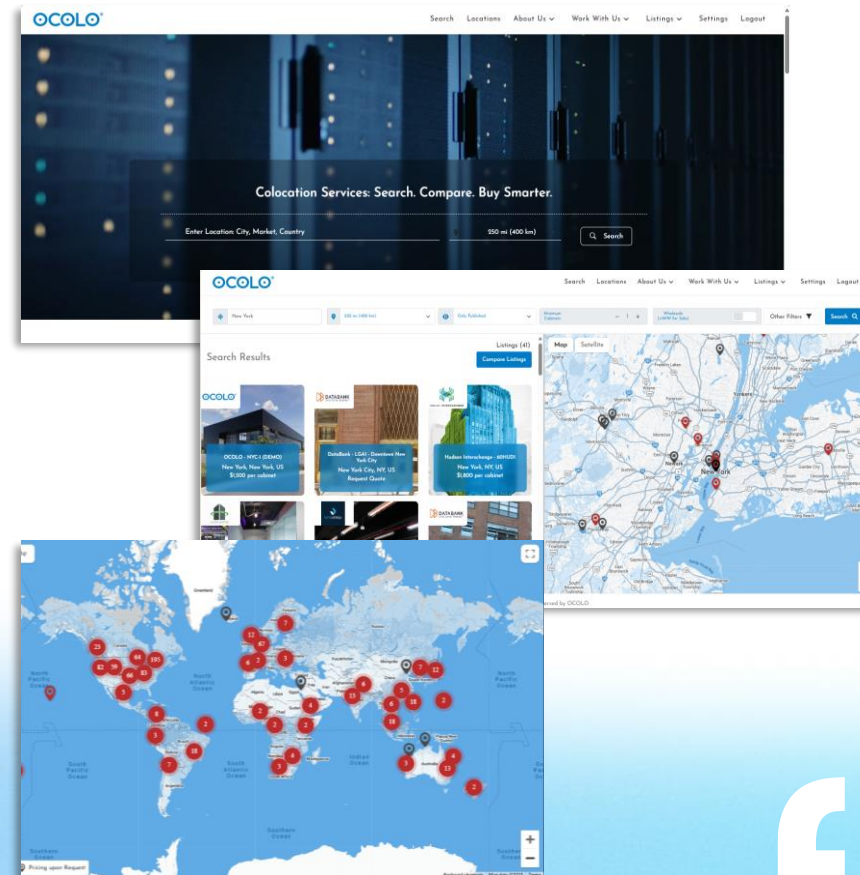
Your Source for Data Center Colocation Services Worldwide



HONOLULU, HI

Welcome to OCOLO!

- Team of **industry veterans**
- Recognized a need to **automate** and **streamline** the colocation procurement process
- Our industry is **data rich**, but **information poor** in many respects
- Enterprise IT Buyers **want easy access to information** related to data center colocation services
- Service Providers benefit from **extended reach** and greater visibility to their product portfolios – optimizing go-to-market strategy
- OCOLO creates a **marketplace** for bringing benefits to both IT Professionals and Service Providers



Visit us @ ocolo.io

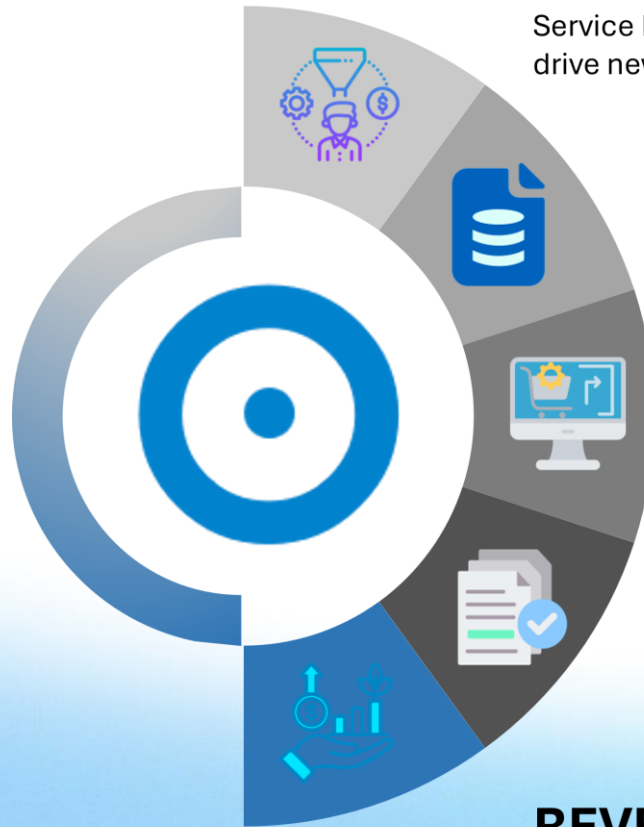
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CHALLENGES | Service Providers



OCOLO is designed to address the many challenges Data Center Service Providers face in eliminating inefficiencies that inhibit revenue growth.

While we can't promise any "quick fixes," by transforming the way customers engage and procure colocation services through automation, we're confident our model puts Service Providers on a trajectory for success.



LEAD DEVELOPMENT

Service Providers are challenged to identify and drive new logo development on a global scale

DATA MANAGEMENT

"Data rich and information poor" – best describes how most Service Providers struggle accessing data readily

SALES AUTOMATION

High cost of sales figures driven by Sales talent sourcing and retention challenges coupled with a greater need for automation

STANDARDIZATION

Colocation sales tend to be customized – increasing complexity, expertise, and life-cycle management (Contracts, Pricing, Products, Configurations, & Renewals)

REVENUE ASSURANCE

Customer churn, lack of standardization, and collections challenges often lead to margin and profitability leakage/breakage



SOLUTIONS | Service Providers



HONOLULU, HI

Coverage:

950+

Data Centers

100+

Service Providers

200+

Global Markets

30+

Countries

70,000+

Cabinets

Features:

Search
Made Easy

Online
Purchases

Bid My
Project

Online
Advertising

GTM
Extension

Platform
Licensing

Global
Capacity
Check

Wholesale
Capacity



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Optimizing Colocation Services: Search. Compare. Buy Smarter.

Thank you!

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