
TASIM

Транс Евразийская Супер Информационная
Магистраль

Потенциал России и СНГ 2010

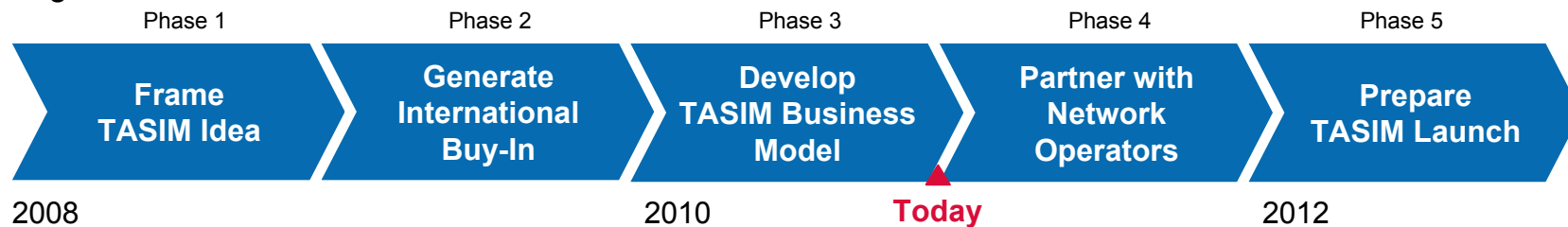
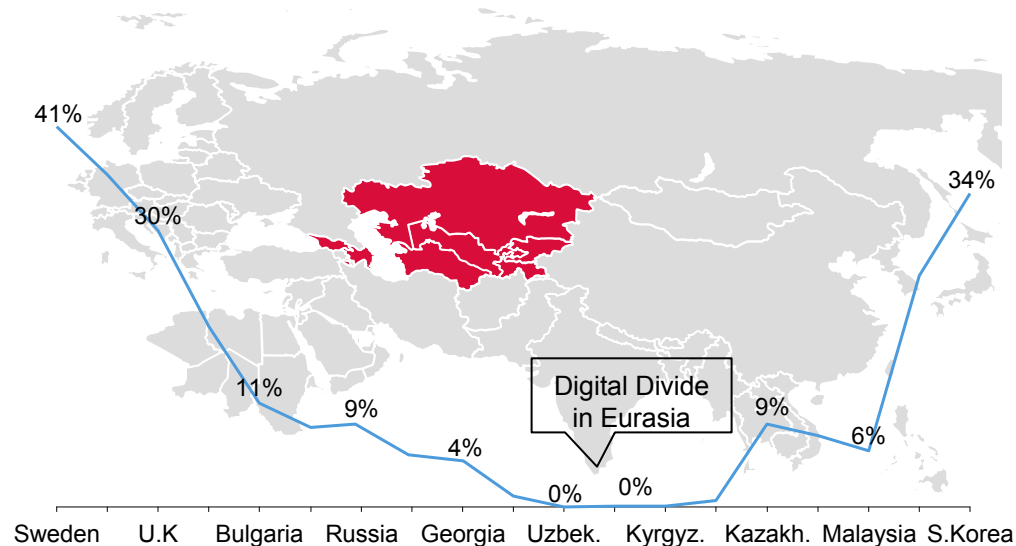
Инициатива TASIM была сформирована в 2008 году правительством Азербайджана в целях преодоления «цифровой пропасти»

TASIM Overview

- **TASIM Транс Евразийская Супер Информационная Магистраль**
 - Проект подготовлен и представлен со стороны правительства Азербайджана в 2008 году
 - Цель: Преодоление цифровой пропасти
 - Approach: Construct a regional Internet backbone
- Significant support at Bakutel 2008 and from the UN General Assembly in 2009
- Status Quo: Preparing implementation and approaching potential network operators to seek partner agreements

Eurasian Digital Divide and TASIM Country Scope

- Broadband Penetration 2009, Subscribers % -



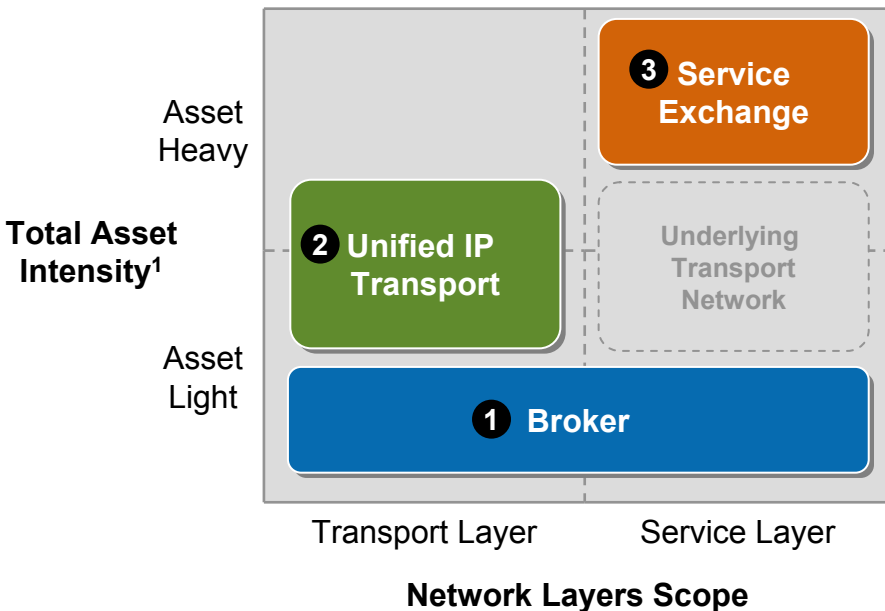
TASIM can act as a broker mediating between operators, provide IP transport services or position itself as a service exchange

TASIM Business Models

BUSINESS MODELS ARE COMPLEMENTARY

Details

Business Model Framework



3
Service Exchange

- Provide peering with other operators on a service layer, i.e. TASIM acts as a “converter” or exchange of services
- Signaling (VAS) as additional service on top of a transport network
- **Services not offered to end users**

2
Unified IP Transport

- Provide IP-based transport services to other operators
- One or more transport links to international IXPs
- Based on all means of transport (dark fiber, capacity rents, IP VPN, etc.)
- **Services not offered to end users**

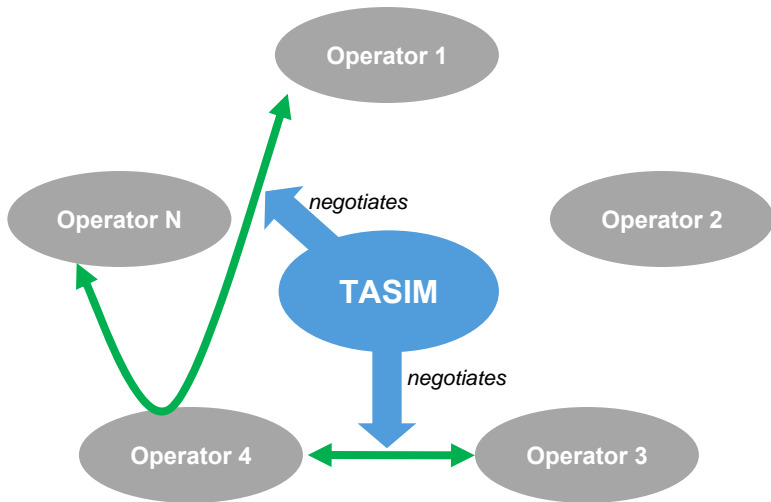
1
Broker

- Facilitate deals between operators through smart negotiations, i.e. joint deals enabled which would not be possible otherwise
- Money earned on a commission basis
- No assets or technical infrastructure owned
- **Services not offered to end users**

1) For the Service Exchange Business Model including the required underlying transport network (which could be provided by a third party)

TASIM may act as a trusted negotiator between operators with different visions, strategies and business styles

1 Broker Business Model: Overview

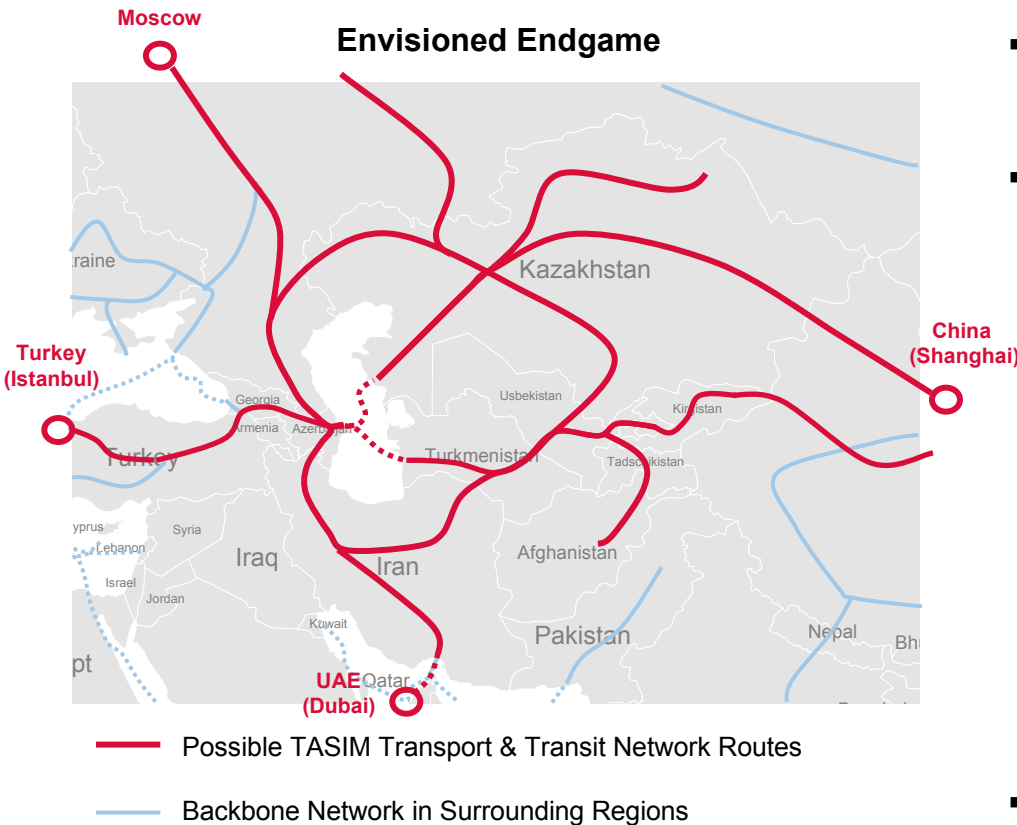


↔ Newly established network route - TASIM acted as a mediator between involved operators and therefore enabled construction of the route

- **Objective:** Improve regional operators' contacts by enabling deals between operators, some of them wouldn't be possible otherwise due to political, geographical or commercial issues
- **Approach:** TASIM's role is to deploy a smart negotiation approach to become a trusted deal broker for the majority of operators in the region serving as a "enabler" for operator-to-operator deals
- **Infrastructure:** TASIM doesn't need to own or operate any technical infrastructure. The actual network/service interconnection will be handled by the operators
- Optionally TASIM can act as a financial clearing house optimizing payments between operators

The Unified IP Transport business model aims at establishing and operating an own transport and transit network in Eurasia

2 Unified IP Transport Business Model: Overview

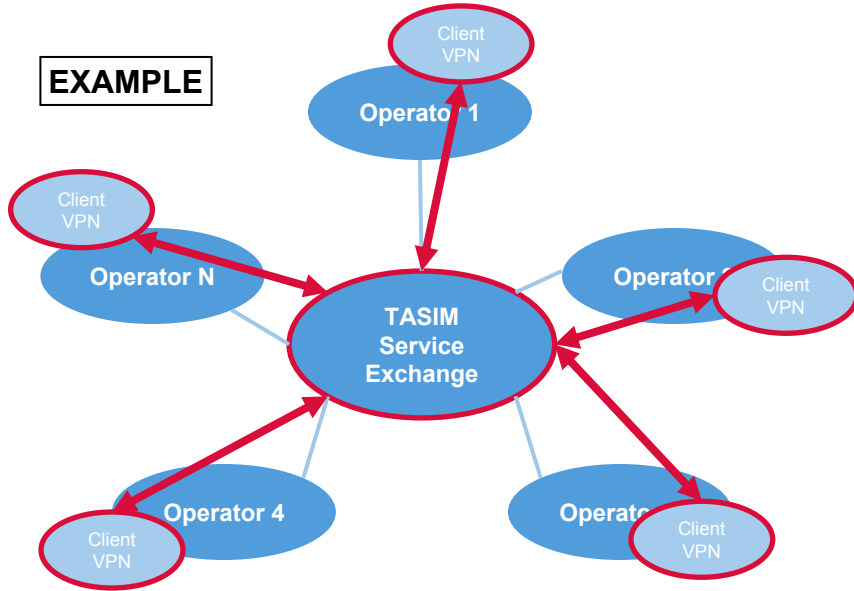


- **Objective:** Establish a regional transport and transit network for IP traffic which is wholesaled to international and regional operators
- **Approach:**
 - TASIM leases fiber or capacity from several operator partners, creates an interconnected backbone and wholesales the network back to the partners and other operators
 - TASIM creates value by
 - Providing connectivity to 2nd/3rd level countries (countries without direct border to the operator home country)
 - Consolidating capacity and therefore creating scale effects
 - Committing capacity so that new routes can be built or existing ones upgrade
- **Infrastructure:** TASIM owns and operates own active infrastructure in its network

In the Service Exchange model TASIM can help operators to jointly provide services

3 Service Exchange Business Model: Overview

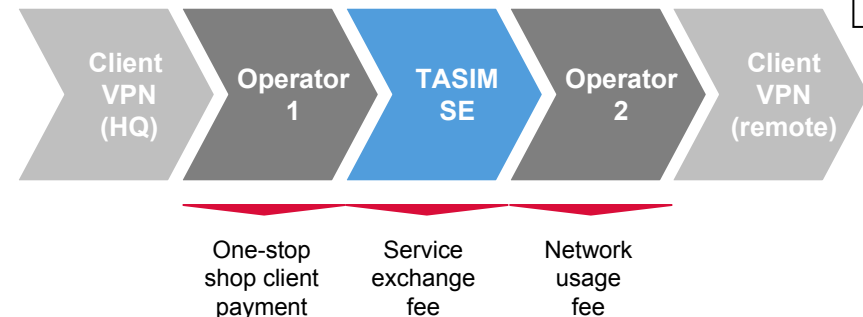
EXAMPLE



— Underlying network connectivity
↔ Client's VPNs connected via TASIM service exchange

- TASIM's objective is to improve regional operators' national and international footprint by facilitating the exchange of services between operators
- For example, if an international company wants to interconnect offices in several countries, TASIM can help operators to avoid each-to-each contacts by becoming a single point of contact for all
- TASIM's role is to simplify service integration between operators by introducing single point of contacts, and common standard on parameters of services

EXAMPLE



In each business model operators will connect to TASIM on different layers

ILLUSTRATIVE

Service Exchange

TASIM acts as intermediary connecting services of different operators, e.g. P2P, video, VPN

Transport


TASIM provides IP connectivity for participating operators via the TASIM network based on rented fiber/capacity

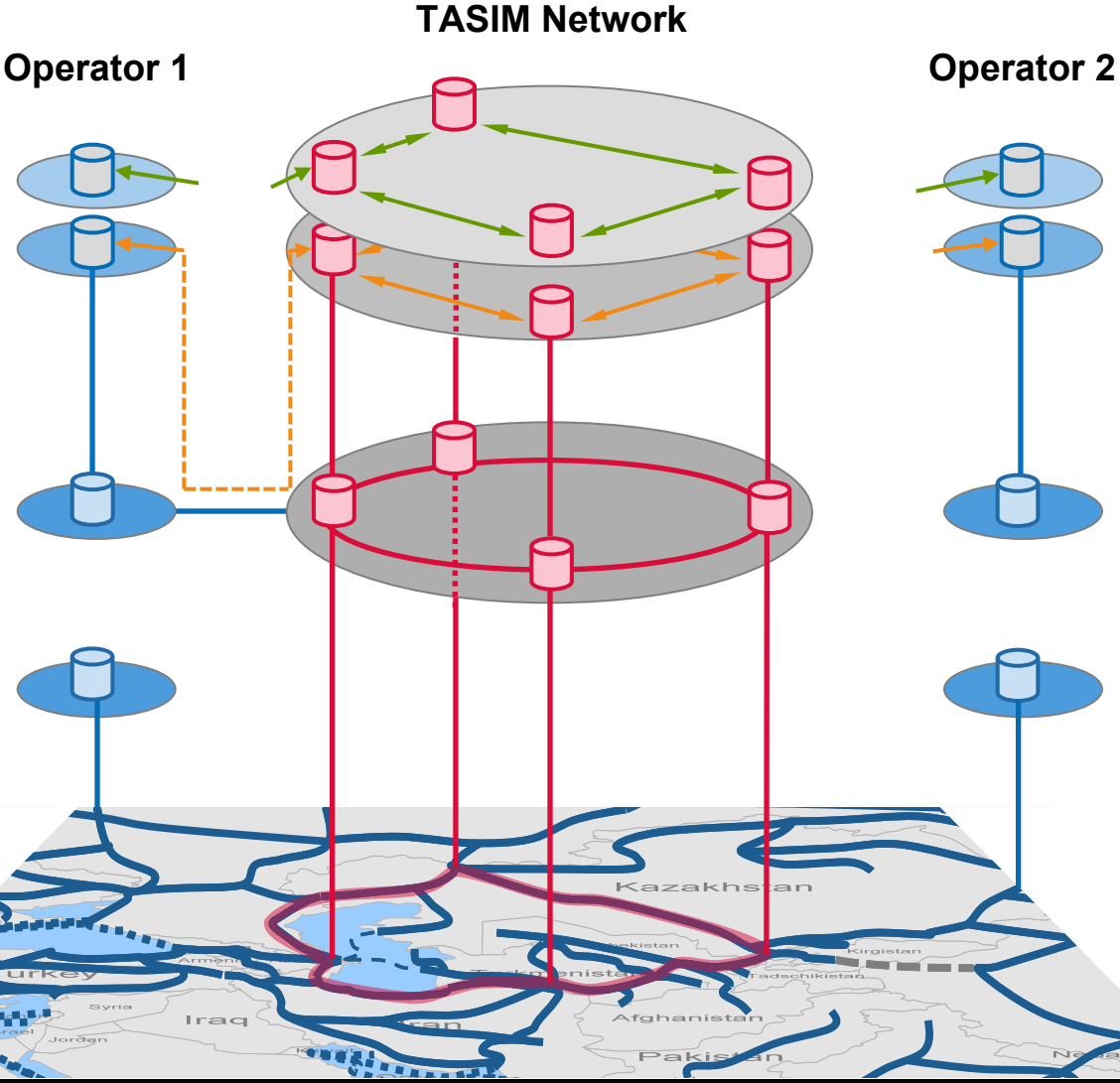
Brokering

TASIM negotiates route deals between multiple operators, but does not own or operate any infrastructure

Existing Fiber Infrastructure

Owned by operators

 Network equipment (e.g. node)



Воздействие на региональный рынок

- New business model for regional transit
- Win/win for participating operators
- Service Exchange as added value
- Improved regional connectivity