

GBI EXPRESSROUTE CONNECTIVITY



Executive Summary

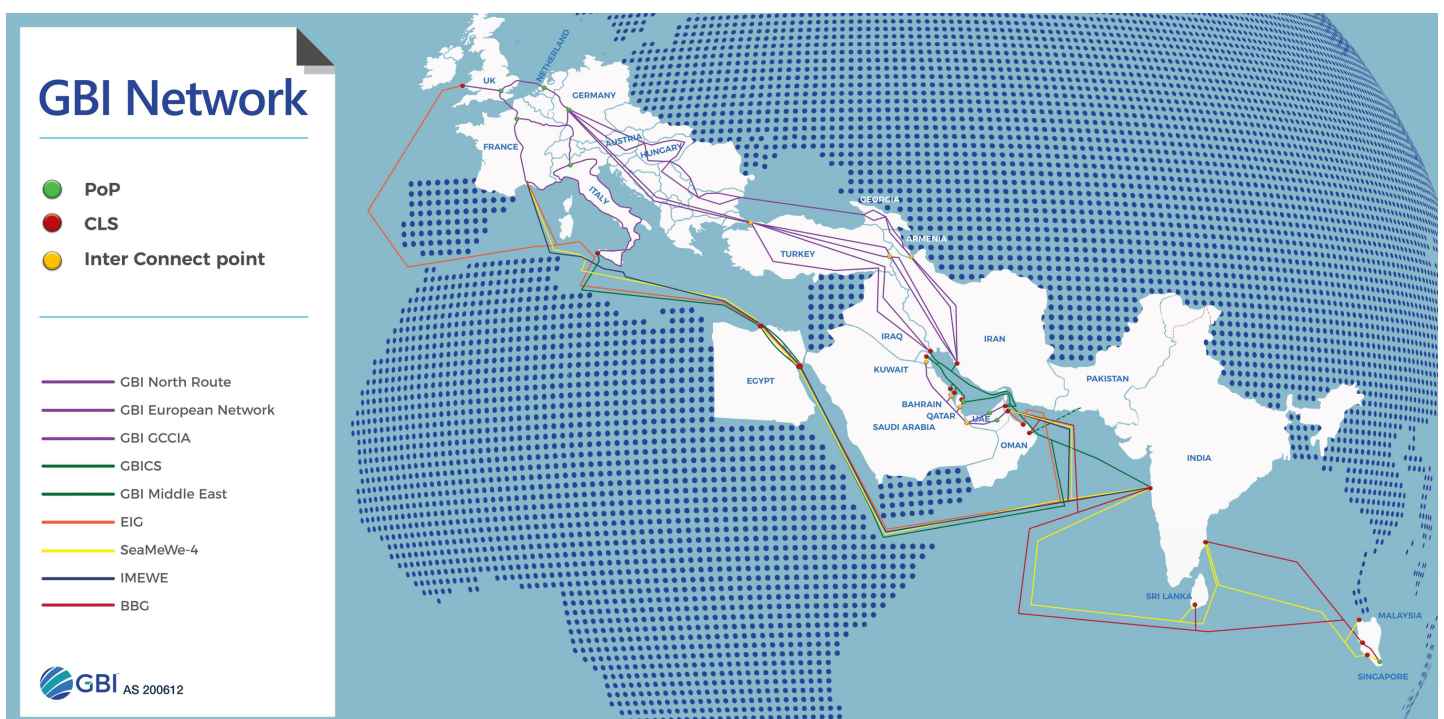
ExpressRoute is an Azure service that lets businesses create direct connections to Microsoft datacenters and on-premise infrastructures or in a colocation facility. ExpressRoute connections offer higher security, reliability, and speeds with lower latencies as they do not go over local internet.

About Gulf Bridge International

Gulf Bridge International (GBI) is a global cloud, connectivity, and content enabler that owns and operates a smart, fully managed service network. Our multilayer terrestrial and subsea cable meshed network bridges the East to the West through the Middle East, empowers businesses, connects societies, and contributes to the region's transformation towards knowledge-based economies. We are a carrier's carrier and an enterprise global managed services provider dedicated to turning the region into a global connectivity hub.

GBI Smart Network Advantage

- Carrier Neutral Global Cloud Connectivity Provider
- Unique, redundant, and diverse terrestrial and subsea routes
- Guaranteed lowest latency to Microsoft Azure in Amsterdam from the Gulf
- 99.99% SLA on Network Availability



Introduction

A network diagram with nodes and connecting lines, rendered in shades of blue and white, positioned in the upper right and extending down the right side of the page.

Enterprises are rapidly evolving due to the increasing pressure to innovate to keep up with competition and increase IT agility to meet customer demands. To achieve these goals, businesses are choosing various infrastructure environments from Private Cloud to Public Cloud, and some utilizing a hybrid approach as line of business applications have varied requirements.

With the growing popularity of the cloud, businesses have started realizing the potential of utilizing Public Cloud infrastructure for non-critical data, while keeping the mission-critical data in-house. Governments are increasingly adopting this trend, whereas financial and healthcare sectors, who, until a couple of years back, were completely against any public cloud, now have started adopting a hybrid and multi-cloud approach.

Challenges in Cloud Adoption

As the adoption of public and hybrid cloud increases, businesses face significant challenges in the initial and on-going data synchronizations, security, and uninterrupted connectivity. Another significant challenge for businesses is keeping the solution's total cost under control to gain a better return-on-investment while still benefiting from cloud advantages.

Key connectivity challenges in cloud (public and hybrid) adoption are the following:

1. Creating a secure connectivity with on-premises and public cloud environments
2. The associated costs for networks
3. Latency and connection breaks
4. The high cost of bandwidth for migration

To cater to these connectivity challenges, public cloud providers work with global carriers to connect the enterprises directly or their closest datacentres. Microsoft Azure ExpressRoute connectivity offers higher security, reliability, and speeds, with lower and consistent latencies than typical connections over the Internet, and can yield significant cost benefits.

GBI has partnered with Microsoft to provide ExpressRoute connectivity to the customers in the GCC and MEA region

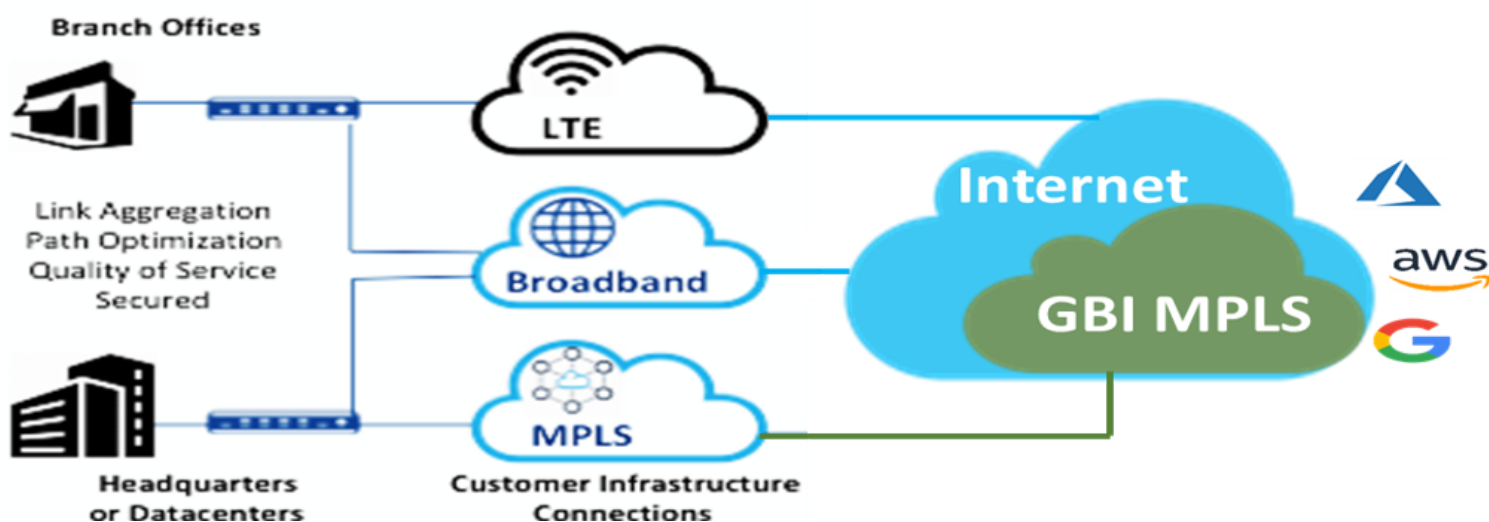
Gulf Bridge International is a carrier's carrier and has an in-house secure, redundant Global MPLS backbone, spanning 30+ countries from far-east to multiple European locations.

GBI is now a Microsoft Azure ExpressRoute Connectivity Provider connecting businesses to Azure Datacenter in Amsterdam on our Global MPLS backbone at guaranteed 100ms latency on our terrestrial North Route.

GBI has now been listed as a Microsoft Azure ExpressRoute Connectivity Provider and the first in the region to have connectivity to the Azure datacentre through the GBI Smart Network.

GBI offers fast, reliable, and private connections to Microsoft Azure from the Middle East region on the GBI Global MPLS Backbone

GBI helps businesses achieve their connectivity uptime by providing SLA-backed connectivity with 99.99% uptime on the lowest latency to Azure Datacentres.



Microsoft Azure ExpressRoute provides a secure, private connection between your IT environment, Microsoft Azure, and Microsoft Office 365. ExpressRoute connectivity allows you to bypass the public Internet and utilize a faster, more reliable, and more secure connection to your Azure environment. Utilizing ExpressRoute will enable you to enjoy all the benefits of a Hybrid Cloud without compromising performance or security.

GBI offers fast, reliable, and private connections to Microsoft Azure from the Middle East region on the GBI Global MPLS Backbone

GBI Express Route Connectivity Benefits for Businesses

- Integrate with Azure for a true Public/Private Hybrid solution
- Private connections to Azure environment
- Increased reliability and speed, unified connectivity to all Microsoft Cloud Services across all regions in the geopolitical region (with ExpressRoute premium add-on option)
- Lower latency and higher security Reduce costs by taking advantage of lower transfer rates
- Layer 3 connectivity between your on-premises network and the Microsoft Cloud through a connectivity provider
- Connectivity can be from an any-to-any (IPVPN) network, a point-to-point Ethernet connection, or via a virtual cross-connection via an Ethernet exchange
- Dynamic routing between your network and Microsoft over industry standard protocols (BGP)
- Built-in redundancy in every peering location for higher reliability. Connection uptime SLA.

GBI Express Route Connectivity Benefits for Telecom Operators

Not every Telecom operator owns and operates an international MPLS. More often, they are dependant on carrier neutral providers like GBI to provide global connectivity. While we empower regional Telecoms with connectivity in larger volumes, Enterprise requirement is gaining traction, and Telcom operators worldwide are investing in Enterprise business. Enhanced ROIs and lowered year-on-year costs have accelerated Cloud adoption in all the business verticals, latest acquisitions made by governments, and financial organizations. While Public Cloud companies like Microsoft are driving the digital transformation of businesses, Telcos are in a unique position, being local incumbents to cash in on the drive leveraging GBI's connectivity to Azure.

Connectivity can be from an any-to-any (IPVPN) network, a point-to-point Ethernet network, or a virtual cross-connection through a connectivity provider at a co-location facility. ExpressRoute connections do not go over the public Internet. ExpressRoute connectivity offers more reliability, faster speeds, lower latencies, and higher security than typical connections over the public Internet.



Gulf Bridge International Qatar Science & Technology Park Tech 1, Level 2, Al Gharaffa Street, Al Rayyan P.O. Box 210153
Doha - Qatar

+974 4009 4444
+974 4009 4443

sales@gbinc.com

Gulf Bridge International "GBI" DIC, Bldg.01, EO18 P.O. Box 500577
Dubai - UAE

+971 561798521

sales@gbinc.com