

# Why Use an Alliance?

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# Why Fiberglass?

- In the “old world” one party was relied upon to deliver solutions.
- In Mature Markets “best in class” becomes the driver to ensure:
  - Optimum Cost
  - Minimum Risk
  - Maximum Coverage of skills...truly expert in all areas.

# Why Cisco?

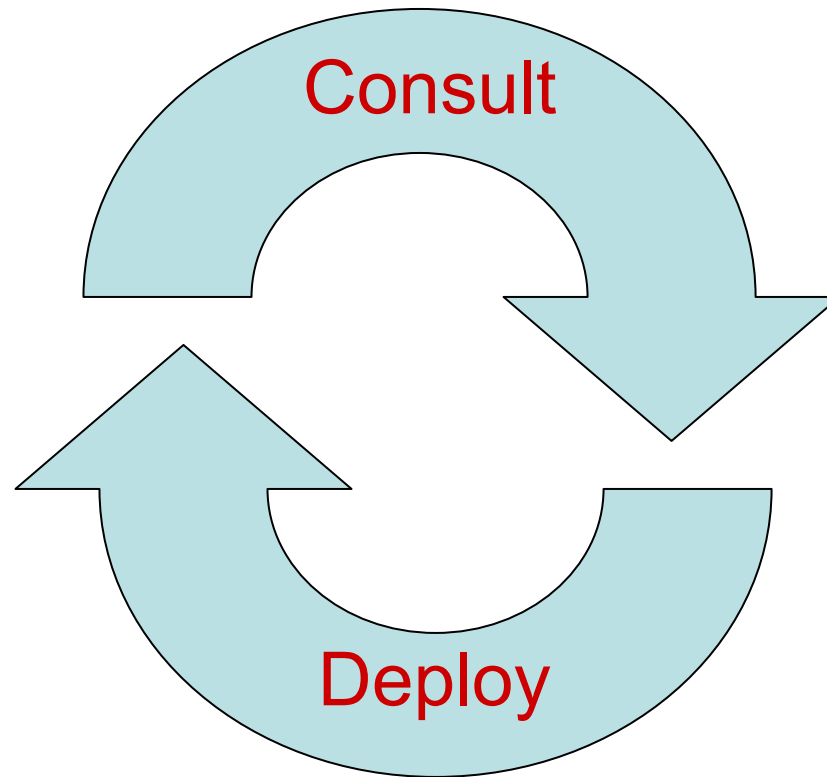
- Most comprehensive range of offerings from one stable.
- Tracking the “Consolidation” continuum.
- Proven, established market leader.
- Protocol neutrality/full offering.
- Additional compatible technology offerings.
  - IPT
  - Security
  - Etc

# Why Fibernet?

- Extensive network assets
- Market leaders in private optical networks
- Comprehensive range of services
- Flexibility of offering
- Reputation
- Proven capability

# Why Glasshouse?

- Largest Storage and data management expert organisation worldwide.
- Most comprehensive skill base in the industry.
- No storage vendor “axe to grind”.
- Experienced in all areas of storage and data management with references.
- Reputation for excellence in deployment.
- Bring industry leading best practices based on breadth of experience.



**Can't do one well without the other!!**



## Questions and answers



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