

# **CABLE&WIRELESS WORLDWIDE LAUNCHES ITS ENTERPRISE CLOUD COMPUTING EARLY ADOPTERS PROGRAMME**

- **C&W WORLDWIDE INSTIGATES CONSULTATIVE APPROACH AND BESPOKE MIGRATION STRATEGIES TO HELP ENTERPRISE CUSTOMERS MOVE TO CLOUD COMPUTING**
- **ENTERPRISE CLOUD COMPUTING SOLUTION HELD WITHIN A WIDE AREA NETWORK**

**29 June 2010:** Cable&Wireless Worldwide has announced the Early Adopters Programme (EAP) for its enterprise cloud computing solution. Available for the first participants in early July, the EAP is intended to refine the roadmap to the adoption of cloud computing for enterprises. The programme will help shape the consultative approach and migration strategies C&W Worldwide will use to help its customers move to its enterprise cloud computing solution.

Accessed through C&W Worldwide's next-generation network, the enterprise cloud computing solution is specifically designed to facilitate the trust, security, compliance, control and availability requirements of enterprises. Based on Cisco's Unified Computing System (UCS) it is an extension of its data centre management and virtualised hosting services portfolio that is used by many enterprise and UK Government customers.

By combining dedicated virtualised environments with enterprise cloud computing, C&W Worldwide's customers will be able to make the most of the cost and performance benefits that cloud computing will offer for day-to-day operations and on a project-by-project basis. Its secure cloud computing platform will help cut hardware costs, improve power and cooling efficiency, enable better server management and flexibility, create a shared IT infrastructure and enhance disaster recovery and business continuity.

Nigel Stevens, Product Management Director at C&W Worldwide comments, "Until now enterprises have been unable to take advantage of the agility cloud computing can provide. By working alongside our customers, and assisting with each step in the migration process, we can help them realise a seamless transition to a cloud based solution and the associated benefits it offers. Once

the EAP is complete, the methodologies developed will be integrated into the ongoing collaboration process that will form part of the migration strategies for all enterprise cloud computing customers. Our customers will benefit from a complete package, the enterprise cloud computing platform, best practice processes for adoption, and people to help with the migration - a unique proposition in the enterprise cloud computing market.”

Through customer collaboration C&W Worldwide’s EAP will help outline the best possible migration paths for enterprises looking to embrace cloud computing. The company will also advise businesses on the amount of resources required to embrace virtualisation and cloud computing and facilitate a low-risk approach to address adoption issues associated with governance, service levels and assurance. C&W Worldwide will act as external consultants, providing impact analysis throughout the project. Customers embracing the EAP will be able to take part in an open forum, enabling them to discuss their progress via an online collaboration platform, interacting with other EAP participants through interactive blogs, webinars and discussion forums.

Stevens concludes, “C&W Worldwide’s consultancy and impact analysis can not only ease the transition to cloud but also help minimise the business impact associated with the adoption of enterprise cloud computing. Overall the EAP will help businesses realise the long-term benefits that cloud computing will enable, helping our customers be more flexible with their IT resources today and also to be ready for future technologies.”

C&W Worldwide has established a number of key partnerships for its enterprise cloud computing solution in order to ensure the best possible end-user experience. These include selecting Cisco’s Unified Computing System (UCS) as its next-generation data centre platform, as well as technologies from VMware and EMC, to deliver a secure, resilient and easy-to-use cloud computing infrastructure for enterprises. It will also be using newScale’s FrontOffice™ Suite for easy-to-use self-service provisioning.

For more information on the C&W Worldwide enterprise cloud computing EAP please contact [sales@cw.com](mailto:sales@cw.com).

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**About Cable&Wireless Worldwide**

Cable&Wireless Worldwide (LSE: CW.) aims to be the first-choice provider of mission critical communications. The Company is one of the world's leading critical communication providers delivering a range of high-quality managed voice, data and IP-based services and applications to large corporates, multinational companies, governments, carrier customers and resellers across the UK, Asia Pacific, India, Middle East & Africa, Continental Europe and North America.

In the UK, Cable&Wireless Worldwide owns the country's largest fibre network dedicated to business users of telecoms reaching 20,500km in length, and providing ubiquitous UK access through a combination of fibre, digital, microwave, radio and leased circuits. The network has presence in more than 400 towns and cities in the UK, with 802 unbundled exchanges covering 55% of the population.

On an international scale, Cable&Wireless Worldwide's global next-generation network (NGN) stretches to more than 500,000km, including interests in 69 global cable systems, and provides connectivity to 153 countries. The Company's Multi-Service Platform, an IP-based next-generation platform that operates across the NGN, offers a single environment on which voice and data applications can be converged to drive business efficiencies. The network is uniquely designed with inbuilt resilience and the capability to re-route traffic across diverse paths in the event of failure of one or more paths, particularly at the international level.

With more than 6,300 colleagues globally, Cable&Wireless Worldwide is committed to delivering exceptional customer service and developing long term partnerships with its customers.

To find out more, please visit [www.cw.com](http://www.cw.com)