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## BT, Vodafone, Colt and Verne Global discuss Cloud success stories at NetEvents

*3-day Cloud intensive climaxes with run down of 'real world' solutions and benefits*

FRASCATI, Italy--([BUSINESS WIRE](#))--BT, Vodafone Colt and Verne Global took the stage on day 3 of the NetEvents Summit to demonstrate how leading Service Providers are already turning the Cloud's potential into profitable real world benefits.

"In a commodity industry, which cloud will eventually become, you will get the best profit by moving to the most efficient location"

Following a presentation "*Transformative Business Models*" by Informa Principal Analyst Camille Mendler, the series of case study presentations rounded off the 3-day conference.

**"Telcos are the bottom feeders of the market" said Camille Mendler in an insightful presentation that challenged delegates to exercise lateral thinking in search of new, exciting opportunities in the Cloud.**

Full session transcript: <http://www.netevents.org/events/binaries/Italy2011/Mendler.pdf>

Alessandro Canzian, Head of BT Global Telecom Markets (GTM) Italy, followed with a presentation on the *Virtual Data Centre* – a cloud-based IaaS offering allowing customers to create, deploy and manage their own service via a secure self-service portal. Canzian described the experience of developing a white-labelled wholesale version of BT Virtual Data Centre On Demand. Key highlight: "Analysts say our differentiator is our strong central platform and solid professional services organisation," Canzian said.

Full session transcript: <http://www.netevents.org/events/binaries/Italy2011/Alessandro-Canzian-BT.pdf>

*Challenges and Opportunities in Emerging Markets* was the theme of a presentation by Tim Gigg, Head of International Transport Programmes, Vodafone Group, focusing particularly on Africa where mobiles outnumber fixed line users while capacity has been limited both in-country and to the outside world. Key highlight: "When it comes to cloud, Africa will leapfrog and learn from the mistakes we've made in Europe," Gigg said.

Full session transcript: <http://www.netevents.org/events/binaries/Italy2011/Tim-Gigg-Vodafone.pdf>

Tate Cantrell, CTO, Verne Global & Akber Jaffer, Vice President Strategy, Colt Data Centre Services, joined forces on *Power Plans for Datacentres*, describing how they are tackling the challenge of datacentre power-greed head on to deliver a collocation service 100% powered by renewable resources. Key highlight: "In a commodity industry, which cloud will eventually become, you will get the best profit by moving to the most efficient location," Cantrell said. Full transcript: <http://www.netevents.org/events/binaries/Italy2011/Cantrell-Verne-Global-Jaffer-Colt.pdf>