The Big Kahuna

The missing middle layer
between data centers and customers

January 2024
Moving from an Analog to a Digital World

AI’s Impact on Data Center Digitization

- AI-Driven Demand for Digitization
- Real-Time Data Processing
- Enhanced Precision and Efficiency
- Sustainable Operations
Background: The Data Center Tech Stack

- Security + Access (Physical)
- Power Distribution
- Water
- HVAC, CRAC, Enviro
- GenSet
- Cybersecurity
- 2-Way Monitoring + Programming
- Vertical + Horizontal Inventory
- Transaction Processing
- Capacity Optimization
- Operations & Maintenance

Cloud / Enterprise Tech Stack
- Compute
- Storage
- Network
- Hypervisor
- Containerization
- Orchestration
- Observability
- Security

c. 8,000 data centers in operation globally
The Data Center Market is highly fragmented from an Operational perspective. Each Operator has its own Portal, API and Workflow. A Customer who is not single sourced needs to work with 5, 10, 50 or more Portals and/or APIs. Leading to **manual effort**, in most cases teams of people, processing data between sources.
Evolution of Tech Stack Orchestration

The Data Center Market is Still an Analog Operation in a Digital World

All other functions/services in the IT stack have multiple platforms to orchestrate services across vendors/platforms/technologies. Data Center Infrastructure is the only layer that has not moved past a highly manual fashion.
Through collaboration and the use of proper tools, one can extract the most value from data center deployments, high availability of an IT footprint can only be achieved jointly and in a partnership...

No data center, no matter how well run will provide 100% Service Availability...!
01 Problem
02 Solution
03 Roadmap / Our Vision
04 Team
05 Our Ask
06 Appendix
Data Center Operator A

Web Portal

Data Center Operator B

Proprietary

Interface

Data Center Operator N

API

Onboard Data Center
Tech Stack

Customer

Systems

User

LATTICE

Open, Standards-Based API

Platform is LIVE!

“Today marks a monumental achievement not just for Qarbon Technologies, but for the entire datacenter industry,” said Robert Davidson, Founder and CEO of Qarbon Technologies. “The launch of Qarbon LATTICE™ is the culmination of immense hard work, dedication, and innovation from our technical teams. This is more than just a product launch; it is a pivotal first step in our journey to reshape the digital infrastructure landscape for the better.”
01 Problem
02 Solution
03 Roadmap / Our Vision
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05 Our Ask
06 Appendix
Main Target Customer Segments

Telecommunications
Service Providers
[T]elecommunications
- Telcos
- Internet Exchanges
- Content Delivery
- Telco Support Services

Enterprise (Consumers) of
Global Colocation
[E]nterprise
- Banks
- Logistics
- ASPs
- CSPs

Data Centre
Operators
[D]ata Center
- Tier 2/3 Players
- Portal Licensing
- API Services
- App Services

Targeted Segments: [T]elecommunications, [D]ata Center, [E]nterprise
Note: [G]overnment Segment becomes viable in 2025 with LATTICE portability.
Two Year – Feature Release Plan

QarbonLATTICE™ Launch
Cross-Connect Orchestration & Salesforce APP [T]

QarbonLATTICE 2.0™ [T] [E]
6 new DCs added in ’24

QarbonLATTICE™ 3.0 Deployment
10 new DCs added in ’25
Qarbon FILLAMENT™ (AI) 1.0™
Full Platform Licensing [D][G]

QarbonEX™ [T] [E]
Expense Management

QarbonLATTICE™ 2.0™ [T] [E]
Inventory Archiving (Historical)

QarbonLATTICE™ Launch
Cross-Connect Orchestration & Salesforce APP [T]

QarbonAPI™ Rel 1.0 [T][D][E]
Full MEF Standards Based Initial Platform API Enablement

QarbonAPI™ Rel 2.0 [T][D][E]
Security Management & Compliance

QarbonESG™ [T][D][E]
PUE & WUE Compliance

QarbonCARE™ [T][E]
Escalation & Fault Management & ServiceNow APP

QarbonSEC™ [T][D][E]
Security Management & Compliance


2023
Q4

2024
Q1 Q2 Q3 Q4

2025
Q1 Q2 Q3 Q4

2026
Q1
Targeted Segments: **Telecommunications, Data Center, Enterprise, Government**
**Customer Case Study: Top multinational Telco**

**Profile**
The telco provides a range of data and voice services and operates metro networks in over 50 cities across Europe, the US, India and Asia. It has annual revenues of over $3B and recently made a large APAC acquisition for over $1B.

The telco spends over €300M pa on off-net services. A significant (and increasing) % of this spend is with the world’s largest data center operators.

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<th>Key Problems</th>
<th>Qarbon Solution</th>
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<td>Integrate major data center sites directly into the Telco’s workflow management tools, enabling:</td>
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<td>• Real-time single view of inventory and spending</td>
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<td>• Automated ordering</td>
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**Qarbon Benefits**

- **Reduce Costs**
  - Cross reference Invoices & Inventories

- **Increase Revenue**
  - Automatically identify & pass-on 3rd party charges

- **Reduce service delivery time**
  - Automate supply-chain

**Customer Feedback**

“we spend hundreds of hours working out which data center charges can be recharged to customers. For example, our customers regularly order tech support (“Smart Hands”) from the data center – we get charged for these services and the manual effort required to pass on these charges to the customer outweighs the cost. We need a solution to automate this”  
– Head of Carrier Management

“Ordering cross-connects is a manual and error-prone process resulting in delays to service delivery and booking revenue. We are looking for ways to automate our supply chain and fix this”  
– Manager, Service Delivery
Our Team

Note: Starting in January, we will start to insource parts of the, currently outsourced, Development Structure.
Thank You

Do you have any questions?

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