

JOIN THE FEDERATED EDGE

First publicly available, low-latency platform capable of delivering on-demand, high-performance services at the edge.

The world is changing, applications are evolving, and developers are demanding more. As the world grows ever more connected, the pace of business accelerates - but only at speeds enabled by today's internet infrastructure. To meet the increased demands for data and support the next wave of technology, applications will need to optimize for both performance and cost. Bringing the flexibility and agility of the cloud closer to the end-user (or at the 'edge') will help address this rising demand.

According to a recent Gartner study, around 10% of enterprise-generated data is created and processed outside of a traditional centralized data center or cloud today. By 2022, Gartner predicts this figure will reach north of 50%. Edge computing is positioned to significantly reshape the technology ecosystem over the next decade and offers tremendous new opportunities for managed service providers to launch new revenue streams and services to serve their valued customer base. As a leader in hosting services, is your business ready to act?

WELCOME TO THE FEDERATED EDGE

The Federated Edge (FE) introduces a new cloud architecture to help managed service providers (MSPs) unlock the business value made possible by edge computing without requiring large CapEx investments in hardware, technology or human resources. Supported by the largest global federation of managed service providers, participating FE MSPs can provision on-demand compute and storage systems anywhere in the world - even in locations that hyperscale clouds or private edge solutions can't serve.

KEY BENEFITS:

GENERATE NEW RECURRING REVENUE.

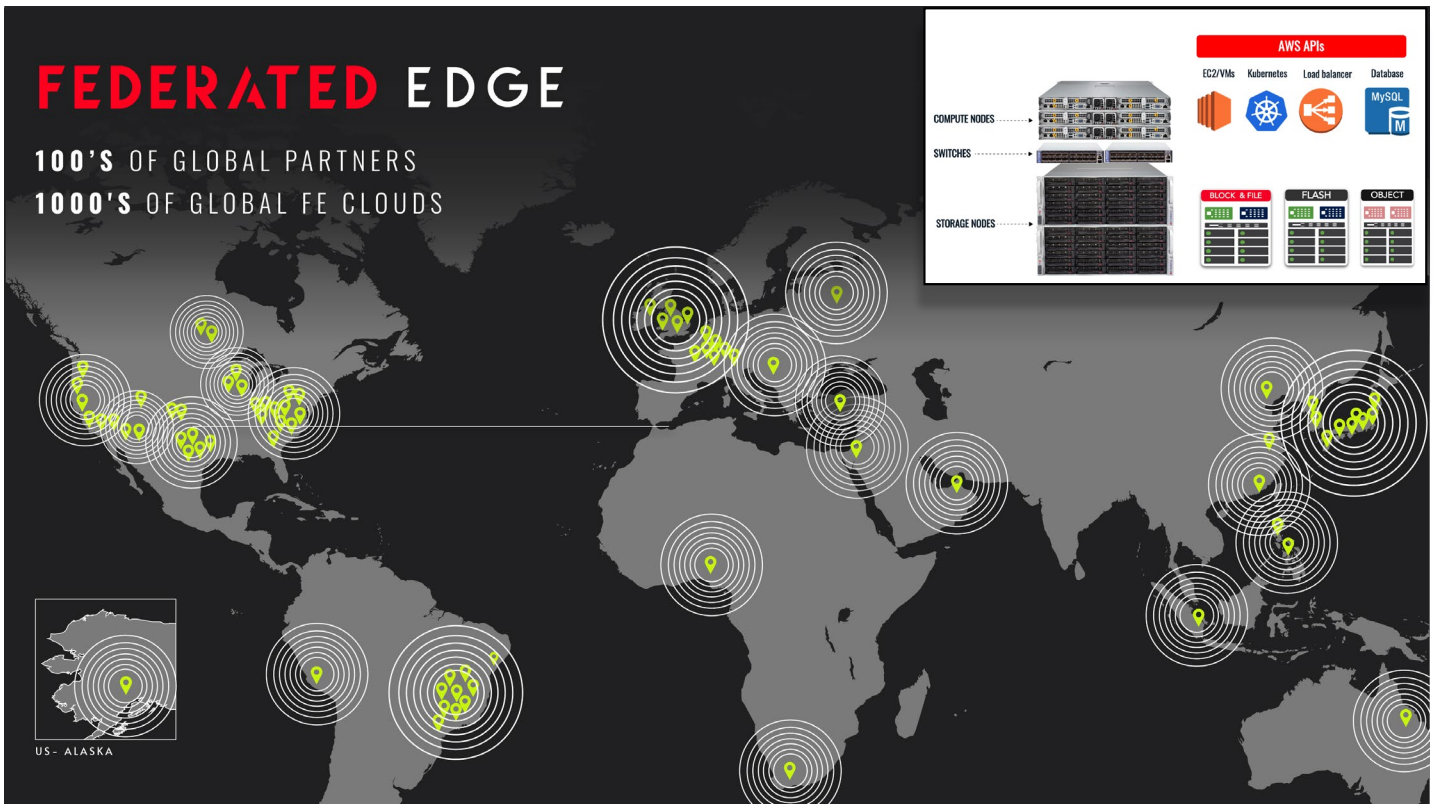
Leverage your existing footprint to provide new, global edge solutions to your existing customer base while also benefiting from revenue opportunities created by participating FE Operators and Solution Providers who sell access to your FE **Zone** directly to their customer base.

LEAD FROM THE FRONT.

Align your business with the next transformational shift in enterprise IT. Respected experts and analysts, alike, have gone on record to state the importance of edge computing. Can you - or your customers - afford to miss this next great wave? Join the first-ever publicly available edge cloud today!

1 + 1 = 3.

We believe edge is not just technology, but an ecosystem where businesses can participate and leverage their existing assets and investments to generate new experiences and new revenue streams.



FEDERATED EDGE SOLUTION & BUSINESS MODEL

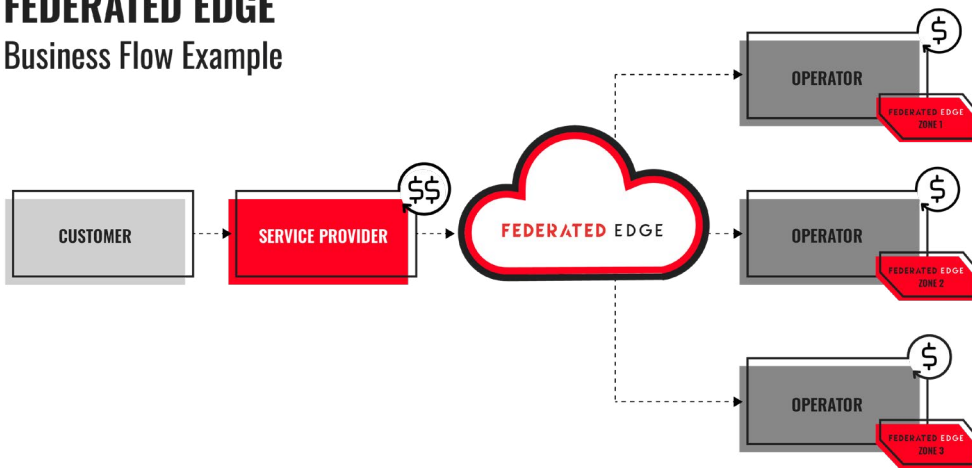
The products and services available as part of the Federated Edge (FE) are similar to AWS Cloud (i.e. EC2, EBS, VPCs, S3) and will consist of Zadara's Edge Cloud Services solution, including zCompute and zStorage. These products will have competitive pricing to AWS (both in value and use of a consumption based, per hour model) and will be similarly discounted based on contract length. If the Customer agrees to a 12-month term, they will be eligible for up to a 20% discount off of the list price. If the Customer commits to a 36-month term, they will be eligible for up to 50% off list.

The below image depicts an example of the Federated Edge business flow. In this example, one Customer inquires about Federated Edge services directly with their local MSP (a 'Solution Provider' in the FE network).

The Solution Provider then assumes responsibility for completing the transaction and provisioning services for the Customer using the FE marketplace. This specific example highlights a Customer that requires FE services across 3 global FE Zones. The Solution Provider will then leverage the FE marketplace to deploy services to 3 unique Operators who are responsible for maintaining FE Zones in each of their respective regions (note: it is possible for a Solution Provider to also be an Operator). It is our mission to offer fully-automated, end-to-end deployment capabilities via the self-serve FE Program marketplace.

The Federate Edge model is a revenue-share-based model where revenues generated by Federated Edge customers are shared by *all* parties responsible for selling (Solution Providers), provisioning (Zadara) and delivering (Operators) Federated Edge compute & storage services. If you'd like more details on the FE business model or pricing, please contact your Zadara business specialist.

FEDERATED EDGE Business Flow Example



FEDERATED EDGE OPERATOR REQUIREMENTS

The Federated Edge provides a best-in-class, consistent user experience for our global customer base. To ensure consistent service is delivered, Zadara will define minimum capabilities and SLAs that are required to be met by participating Operators. Among these requirements, approved Operators must commit a minimum of one (1) rack dedicated to Zadara equipment, in a Tier III data center that includes:

- ✓ Multiple independent bandwidth paths
- ✓ Redundant power feeds
- ✓ N+1 power plant configuration
- ✓ 24 x 7 x 365 on-site security, monitoring, customer support
- ✓ Service level guarantees at or exceeding 99.98%

“

Global enterprises and IT service providers are realizing that for the growing number of business-critical applications requiring low latency, it is no longer acceptable - or practical - to send huge amounts of data to and from the centralized cloud. They are beginning to see the business value of technology that allows data processing and management to take place closer to the end-user. We're excited to lead the innovation in this space - along with participating MSPs and technology partners - to help organizations solve these difficult business challenges with the Federated Edge.”

Nelson Nahum, CEO and Co-Founder of Zadara

THE FE NETWORK

SERVICE PROVIDER

Party responsible for selling FE service

OPERATOR

Party responsible for operating a FE Zone

CUSTOMER

End user paying to access FE services

INFRASTRUCTURE PROVIDER

Party responsible for providing the compute & storage services that power FE Zones, as well as the FE marketplace (provisioning portal)

FEDERATED EDGE

For more information on the Federated Edge or to inquire about becoming a member, email:

joinFE@zadara.com