## Introduction – Our Company - OTE

### CUSTOMER BASE – 2018

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed access line connections</td>
<td>2,650,995</td>
</tr>
<tr>
<td>Fixed broadband active retail subscribers</td>
<td>1,896,336</td>
</tr>
<tr>
<td>Cosmote TV subscribers</td>
<td>541,907</td>
</tr>
<tr>
<td>Mobile communications subscribers / Greece</td>
<td>7.9 mn</td>
</tr>
</tbody>
</table>
IT Architecture - Before

FRONTEND

MIDDLEWARE

BACKEND SYSTEMS

NETWORK PLATFORMS

Enterprise Service Bus (OSB)

Portal ATG

App

API Gateway

Wholesale

MyCosmoView

Mobile OC

Siebel OC (Fixed)

OSM COM

Siebel CRM Fixed

Billing Fixed

Siebel CRM Mobile

Cosmote Digital ID

Oracle UCM

Legacy Applications

OSM SOM-TOM

Billing Mobile

SAP - ERP

Network Platforms

Cosmote In Memory Data Grid
• Intermediate layer of Customer Systems (OneApp, Portals, MyCosmoView etc.)

• Unified Information System providing Customer Data (fixed and mobile)

• Hiding the complexity and overcoming the limitations of a traditional architecture
CIMDG Architecture

Enterprise Service Bus

Aggregation layer

API Gateway

Portal

App

MyCosmoView

Cosmote In-Memory Data Grid

CRM Fixed

CRM Mobile

Billing

GG HotCache

Stage DB

ERP

Cosmote ID

UCM
CIMDG Architecture

1. Synchronization
CIMDG Architecture

Enterprise Service Bus

Aggregation layer

Cosmote In-Memory Data Grid

1. Synchronization

2. Advance Replication

Portal  App  API Gateway  MyCosmoView

CRM Fixed  Stage DB  GG

HotCache  CRM Mobile  Billing  ERP  Cosmote ID  UCM
1. Synchronization
2. Advance Replication
3. Caching
4. Aggregation layer
What we wanted to achieve and we have achieved

The Principles

- Always on, always available for all Digital Channels and main agents applications
- Increased Performance and Throughput for best CX in a world that customer does not want to wait in his interaction with COSMOTE
- Future proof solution, build something that will be here also in the next years in an Digital and IT world which is continuously changing
- Support all the important business digital vision without reaching a dead-end with COSMOTE IT Infrastructure
Faster response time
• Bigger throughput
• High performance
• High availability

IT Benefits

Financial Benefits
• Hardware Infrastructure
• Operational support
• Licenses of third party vendors

Business Benefits
• Easy to scale allowing the support of increased number of new users and new functionalities
• Digitalization of processes – minimizing customer calls and physical presence at COSMOTE’s shops
• Zero downtime for Customer Systems
A total of 70 Services online
More than 200 replicated tables
More than 0.5TB of Cached Data

85% of sync calls are routed to COSMOTE in Memory Data Grid

~Complete Customer View: Customer Info, Assets, Tickets, Offers, Orders, Interactions

10 Source Systems: CRM Fixed, CRM Mobile, UCM, ePOS, Geneva, IRM, UIM, ERP SAP, BSCS, Promitheas

~20M Service Calls / day
~17ms response on Aggregation layer

“COSMOTE In Memory Data Grid has become an indispensable part of our architecture”
Thank you!