



Leading New ICT

The Road to Digital Transformation

LEADING NEW ICT

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Channel Sales - EBG Italy

Huawei: Leading Global Provider of ICT and Smart Devices



Bring digital to every person, home and organization for a fully connected, intelligent world

Huawei's end-to-end portfolio of products, solutions and services are both competitive and secure. Through open collaboration with ecosystem partners, we create lasting value for our customers, working to empower people, enrich home life, and inspire innovation in organizations of all shapes and sizes.

At Huawei, innovation focuses on customer needs. We invest heavily in basic research, concentrating on technological breakthroughs that drive the world forward.



188,000

Employees



80,000+

R&D employees



170+

Countries and regions



68 in

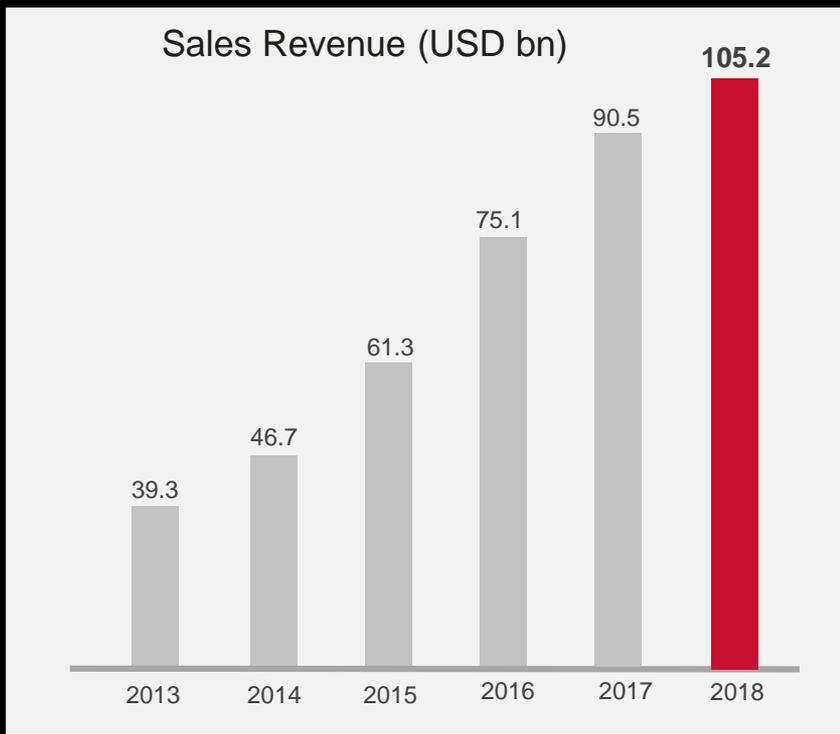
Interbrand's
Top 100
Best Global Brands



72 in

Fortune Global 500

Sustainable, Robust Growth



Robust growth across all business segments, thanks to a balanced global presence and strategic focus



Carrier business: Working with customers to explore new models of network development – shifting from investment-driven to value-driven, and aiming for new business growth.



Enterprise business: Accelerating digital transformation for companies around the world. Innovative products and solutions regarding cloud computing, enterprise campuses, data centers, and IoT are adopted in a range of industries, such as smart city, safe city, energy, finance, transport, and manufacturing.



Cloud business: Providing inclusive AI that is affordable, effective, and reliable for enterprises and developers. 160+ services and 50+ complete solutions, including EI (enterprise intelligence), SAP, HPC, IoT, Internet & media, gaming, e-commerce & retail, finance, campus, healthcare, and smart city.

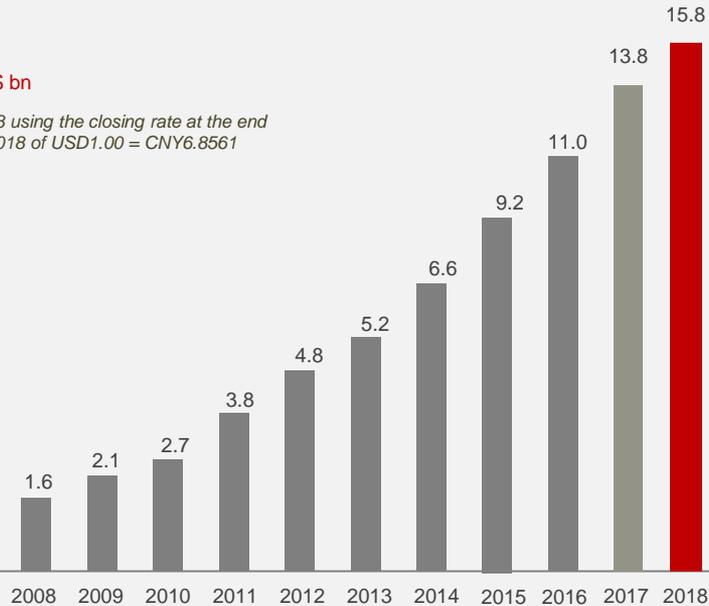


Consumer business: Key breakthroughs in the global high-end market that further enhance Huawei's brand influence.

Sustained Investment in R&D Drives Technology Breakthroughs

US\$ bn

2018 using the closing rate at the end of 2018 of USD1.00 = CNY6.8561



USD 70 billion R&D investment over the past decade

Ranks 5th in 2018 EU Industrial R&D Investment Scoreboard

- Focusing on strategic opportunities: Huawei does not waste strategic resources on non-strategic opportunities.
- Huge investment (about 10% of annual revenue) in R&D
- Realizing technological breakthroughs through perseverance, dedication, and self-reflection
- 87,805 patents; 43,371 patents authorized within China and 44,434 patents authorized outside of China.
- Member of 400+ standards organizations, industry alliances, and open source communities, with 400+ key positions; 5,000+ proposals submitted in the whole year and 60,000+ proposals submitted in total.

Huawei Italy: 1.67B Euro Revenue with 800+ Employees



800+ Employees

Local Employees **85%**
Elite+ Freshman Strategy
Future Seed Program

Rome + Milan 2 HQ

- 1 Global Microwave center in Milan
- 4 Innovation center-
Telecommunication, networking,
core network, smart city
- 1 Business Innovation Center



2018 Revenue
1.67B Euro

2018 Procurement
453M Euro





HUAWEI

Enterprise Business

Innovative Solutions Drive Industrial Digitalization

160+
Smart cities



190+
Power
companies



1,000+
Manufacturers



700+
Safe cities



300+
Financial
institutions



220,000+ km
High speed
rail track



100+
Oil companies



LEADING NEW ICT

Driving industrial digitalization

- OceanStor Dorado all-flash storage: Sales up 529% YoY, world's top seller (Gartner, 2018 H1)
- OceanStor Dorado: World's fastest at 7mn IOPS (SPC-1, 2018 Q4)
- 2nd largest vendor of Ethernet switches by sales, (IDC, 2018 Q3)
- No. 3 in global market for data center networks by sales (Gartner, 2018 Q3)
- Video conferencing solution won Frost & Sullivan Asia-Pacific Video Conferencing Endpoints Market Leadership Award (2018 Q3)
- Mobile Video Conference as a Service Solution won Best Mobile App for Business at MWC (2018 Q2)
- The Huawei OceanConnect IoV platform applied by the Groupe PSA won the award for best Business Transformation at IoT SWC 2018



HUAWEI

Enterprise Business

Innovative Solutions Drive Industrial Digitalization

160+
Smart cities



700+
Safe cities



300+
Financial
institutions

190+
Power
companies



220,000+ km
High speed
rail track

1,000+
Manufacturers



100+
Oil companies



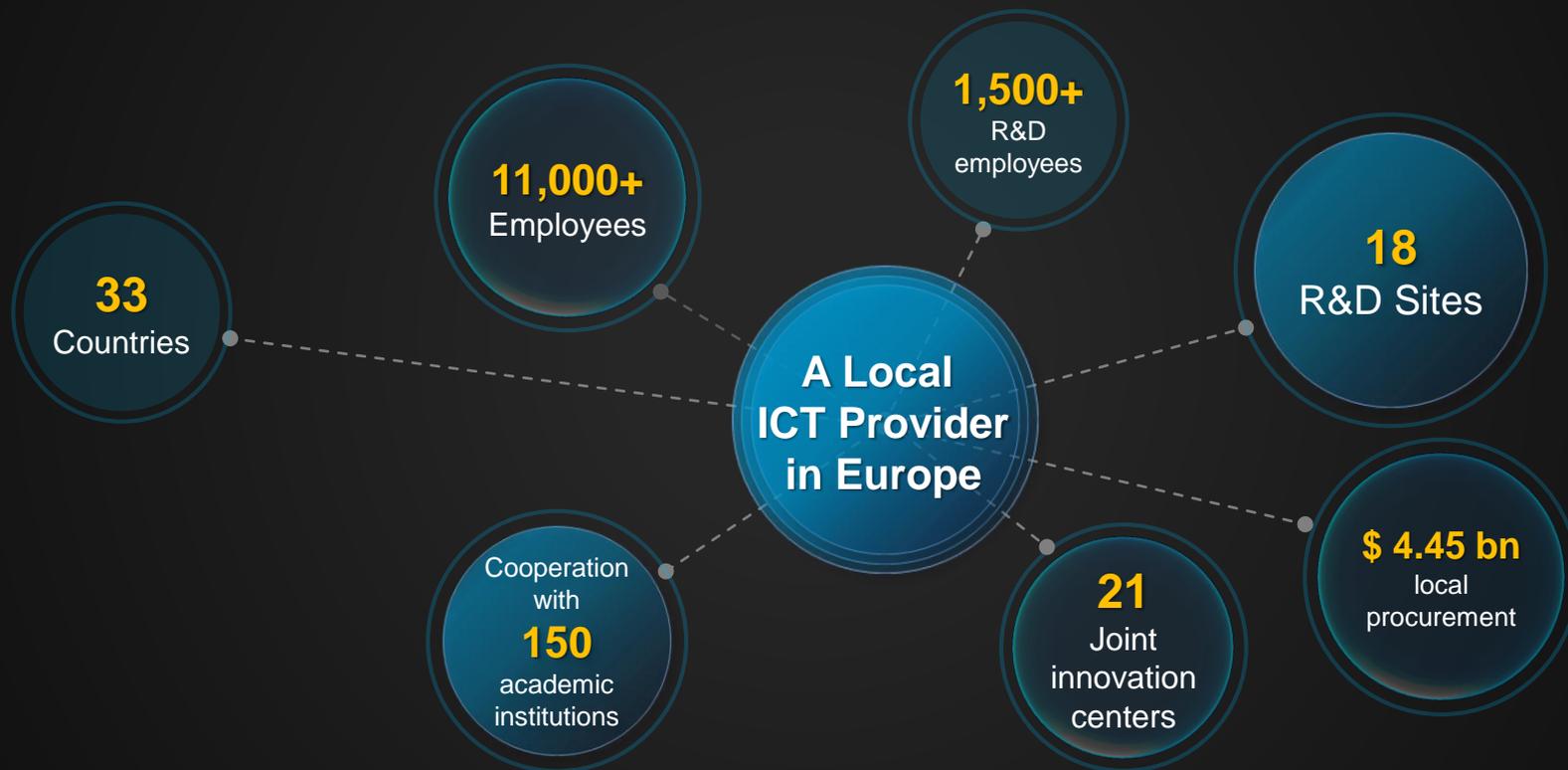
LEADING NEW ICT

EBG Global Sales Revenue



Unit: billion USD

Huawei Europe at a Glance



Industry Leaders Choose Huawei for Digitalize Journal



From Data Center to the Edge



Huawei Enterprise Cloud-Pipe-Device Portfolio

Cloud



Cloud OS:

"Strong Performer" in the global private cloud market

Source: Forrester



DC:

830+ DCs.
(Including 420 cloud Data Centers.)



Storage:

Is positioned in the Leaders quadrant.

Source: Gartner

Pipe



LAN Switch:

No.3 in terms of global market share,
No.1 with a growth rate

Source: IDC



DC Switch:

71% growth
No. 1

Source: IDC



Router:

No.2 in terms of global market share,

NO.1 in terms of growth rate.

Source: Gartner



LTE:

249 industrial LTE networks.

NO.1



GSM-R:

Covers 46,000 km railways.



WLAN:

No.2 in China enterprise network market in terms of revenue.

Source: IDC

Device



eLTE Terminal:

IF Industrial Design Award.



Videoconferencing:

No.1 in China with a market share of 36.8%.

Source: IDC



UC:

No.1 in China with a market share of 20.1% for IP voice and 17.1% for Call Center.

Source: IDC

Various Industry Benchmarks Chose Huawei

 <p>Finance</p>						
 <p>Gov</p>						
 <p>Transportation</p>						
 <p>Larger Enterprise</p>						
 <p>Energy</p>						
 <p>Edu</p>						
 <p>ISP & Media</p>						

Innovative ICT Products and Solutions



Omnichannel Finance



Smart City



Smart Transportation



Smart Manufacturing



Smart Energy



Smart Education



Cloud



IOT



Big Data



Mobility



Social



Security

Anything As a Service



Collaboration



Telepresence



Conferencing



IVS



Contact Center

Clouding



Server,HPC



SAN, NAS,Unified Storage



Cloud Computing



Networking Power

Unified Management

Connectivity



Enterprise Networking(LAN,WAN, etc)



Industry Networkgng(GSM-R/LTE, NB-IOT,etc)



Firewall



Full Range of Network Products, E2E Solutions

Network management, user management and business management convergence platform eSight

A wide range of cooperative products

Switch

Core Switch



S9700

Aggregation Switch



S7700



S6700

Access Switch



S5700



S3700



S2700

SMB Switch



S1700

Datacenter Switch



CE12800

Routing & Security

Core Router



NE40E-X3/X8/X16

Access Router AR G3



AR 150/200



AR 1200



AR 2200



AR 3200

Firewall



Eudemon 200E



Eudemon 1000E



Eudemon 8000E



SVN 3000



NIP200

Transmission & Microwave

WDM



OSN 1800



OSN 6800

OSN 8800

MSTP



OSN 500

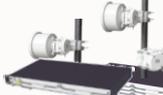


Metro 1000/500/100



OSN 2500/3500/7500/8800

Microwave



RTN 910



RTN950



RTN980

Optical Access & Wireless Access

PON



MA5600T



MA561x/2x/3x



HG7022/7024

WLAN AP



AP6x10SN/DN AP5010SN/DN/AP7110DN

WLAN AC



AC6605

Wimax



BTS



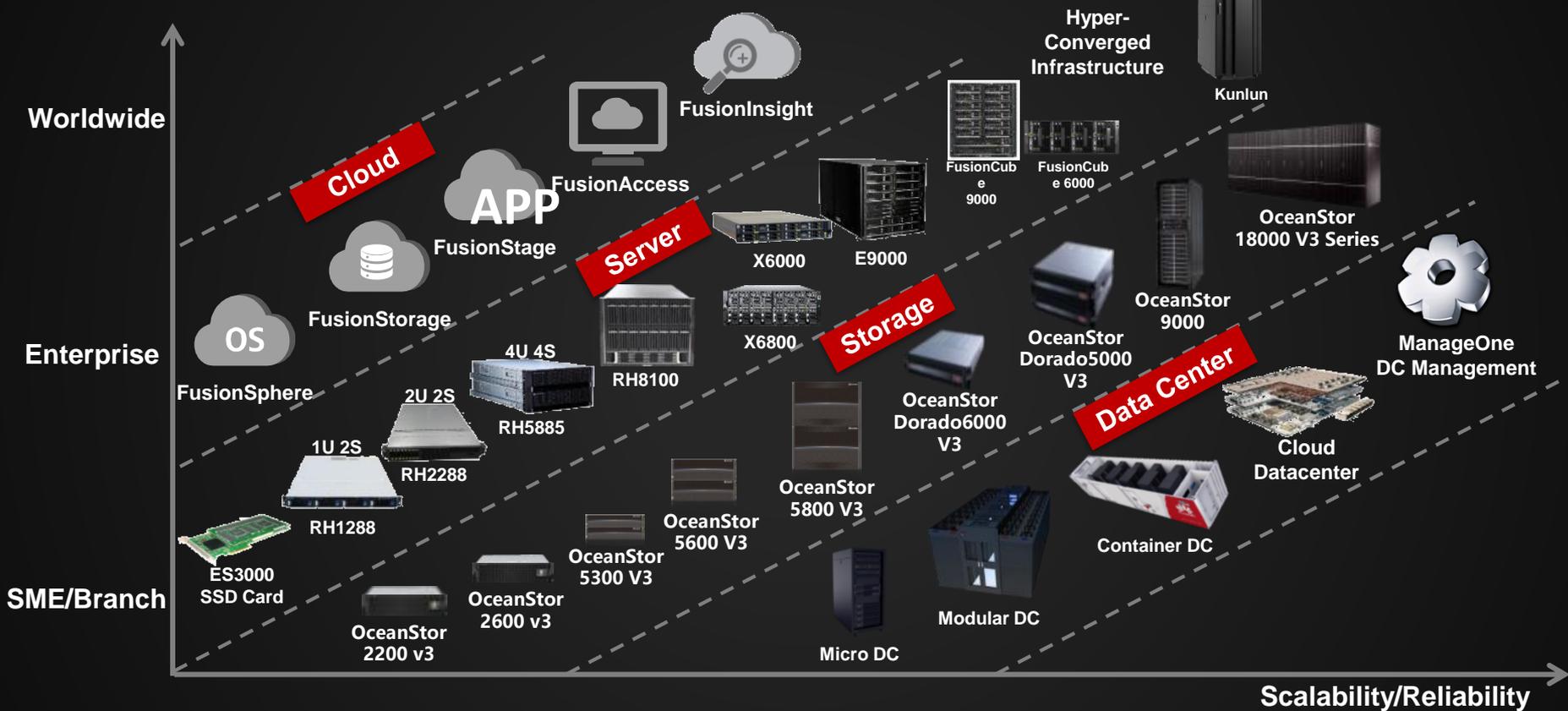
Terminal

GSM-R



DBS 3900

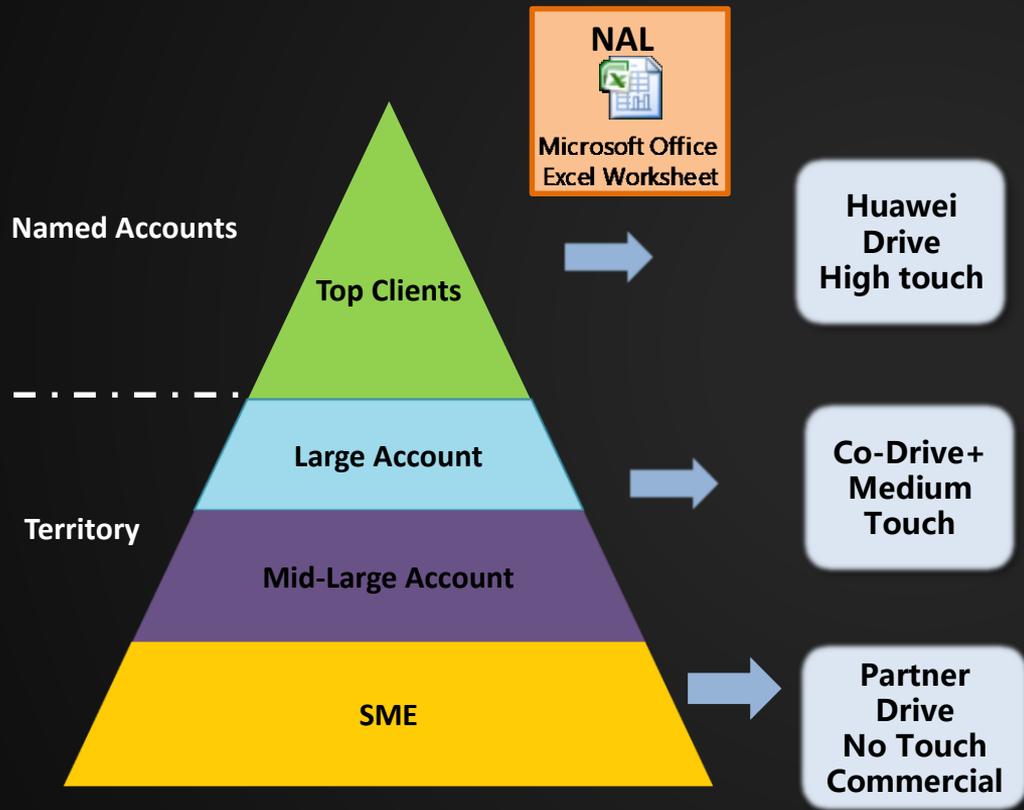
Scalable and Reliable IT Coverage



Smart city overview



Go to Market Strategy 2018



Huawei High Touch Vertical Focus



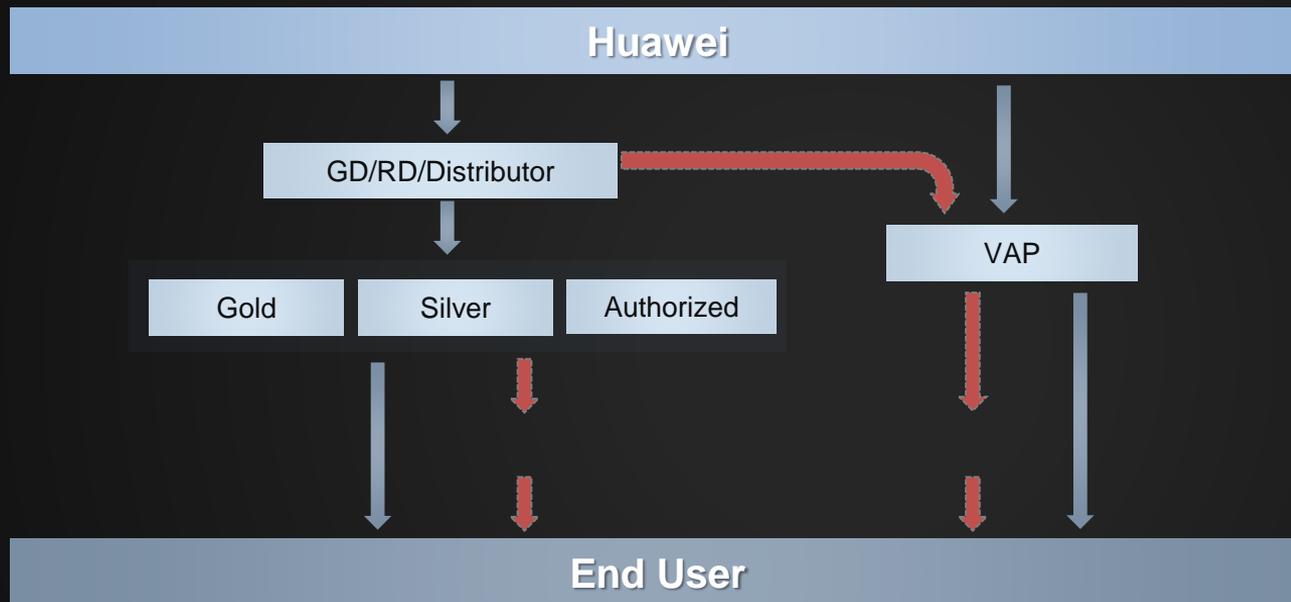
NA- NC mapping
Joint Development 1-10



Enablement & Co- Marketing
Deal Registration 10-100

Resell program, innovative Service
Deal Registration

Channel Partner Structure



- According to Huawei's *Channel Partner Registration Process for Enterprise Business*, only channel partners who have registered successfully can apply for certifications of Tier-1 or Tier-2 Channel Partner. Successful registration is a prerequisite for channel partners to obtain Huawei products, solutions and services.

THANK YOU

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