Инициатива TASIM была сформирована в 2008 году правительством Азербайджана в целях преодоления «цифровой пропасти»

**TASIM Overview**

- **TASIM Транс Евразийская Супер Информационная Магистраль**
  - Проект подготовлен и представлен со стороны правительства Азербайджана в 2008 году
  - Цель: Преодоление цифровой пропасти
  - Approach: Construct a regional Internet backbone

- Significant support at Bakutel 2008 and from the UN General Assembly in 2009

- Status Quo: Preparing implementation and approaching potential network operators to seek partner agreements

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**Eurasian Digital Divide and TASIM Country Scope**

- Broadband Penetration 2009, Subscribers % -

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**Frame TASIM Idea**

2008

**Generate International Buy-In**

2010

**Develop TASIM Business Model**

Today

**Partner with Network Operators**

2012

**Prepare TASIM Launch**

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Sources: ITU, Booz & Company analysis
TASIM can act as a broker mediating between operators, provide IP transport services or position itself as a service exchange

TASIM Business Models

1) For the Service Exchange Business Model including the required underlying transport network (which could be provided by a third party)
TASIM may act as a trusted negotiator between operators with different visions, strategies and business styles

**Objective:** Improve regional operators’ contacts by enabling deals between operators, some of them wouldn’t be possible otherwise due to political, geographical or commercial issues.

**Approach:** TASIM’s role is to deploy a smart negotiation approach to become a trusted deal broker for the majority of operators in the region serving as a “enabler” for operator-to-operator deals.

**Infrastructure:** TASIM doesn’t need to own or operate any technical infrastructure. The actual network/service interconnection will be handled by the operators.

**Optionally** TASIM can act as a financial clearing house optimizing payments between operators.

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 Newly established network route - TASIM acted as a mediator between involved operators and therefore enabled construction of the route.
The Unified IP Transport business model aims at establishing and operating an own transport and transit network in Eurasia

Unified IP Transport Business Model: Overview

- **Objective:** Establish a regional transport and transit network for IP traffic which is wholesaled to international and regional operators
- **Approach:**
  - TASIM leases fiber or capacity from several operator partners, creates an interconnected backbone and wholesales the network back to the partners and other operators
  - TASIM creates value by
    - Providing connectivity to 2nd/3rd level countries (countries without direct border to the operator home country)
    - Consolidating capacity and therefore creating scale effects
    - Committing capacity so that new routes can be built or existing ones upgrade
- **Infrastructure:** TASIM owns and operates own active infrastructure in its network
In the Service Exchange model TASIM can help operators to jointly provide services

### Service Exchange Business Model: Overview

- **TASIM**’s objective is to improve regional operators’ national and international footprint by facilitating the exchange of services between operators.

- For example, if an international company wants to interconnect offices in several countries, TASIM can help operators to avoid each-to-each contacts by becoming a single point of contact for all.

- **TASIM**’s role is to simplify service integration between operators by introducing single point of contacts, and common standard on parameters of services.

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**Example**

*Underlying network connectivity*

*Client’s VPNs connected via TASIM service exchange*
In each business model operators will connect to TASIM on different layers

**Service Exchange**
TASIM acts as intermediary connecting services of different operators, e.g. P2P, video, VPN

**Transport**
TASIM provides IP connectivity for participating operators via the TASIM network based on rented fiber/capacity

**Brokering**
TASIM negotiates route deals between multiple operators, but does not own or operate any infrastructure

**Existing Fiber Infrastructure**
Owned by operators

Network equipment (e.g. node)
Воздействие на региональный рынок

- New business model for regional transit
- Win/win for participating operators
- Service Exchange as added value
- Improved regional connectivity