

# Tune your business towards higher efficiency



**Do you need to be in two places at once? Do you want to meet your foreign business partners without having to travel? Are you losing time and money on your company's server room? Are you still reluctant to embrace the Cloud?**

Over the past year, GTS has observed a continued necessity to streamline business processes and decrease operating cost. In this article, GTS Slovakia, a new AmCham member, outlines several tips on how to make a business both more efficient and more innovative.

## **Videoconference**

GTS Slovakia offers its clients a solution that completely eliminates the time needed to get from point A to point B: Videoconferencing. GTS Videoconferencing transmits pictures, sound, contents and video all together. The client conduct a videoconference using a conference room communication system, a laptop, a smartphone or a tablet. The system provides HD-quality face-to-face communication between colleagues, business partners, customers or entire groups of people. Videoconferencing works outside the office as well!

The wide range of supported devices means the customer can use the system with existing IT infrastructure, so there is no need to invest in new computers or mobile devices. All the customer needs to do is purchase and run GTS Videoconference as a service.

The system portal is accessible from any device equipped with a web browser and a network connection, which gives the user the required freedom and flexibility. The system itself is based on VidyoRouter architecture with patented

Adaptive Vidyo Layering™ technology and video using the H.264 SVC (scalable video coding) standard.

**Our highest priority is the satisfaction of our customers. Service excellence, which to us means the combination of the perfect offer, technical implementation, availability of service and a customer-oriented approach, is a matter of course for us.**

## **Data Center**

Modern data centers are not intended for large businesses only. Today the SME sector can afford IT management services just as easily. The competition between providers is constantly intensifying, which pushes prices down. Therefore, we recommend all businesses take advantage of these services.

GTS Slovakia and its data center service helps clients save on operating costs otherwise accrued from the operation of their own server room. These savings are related to the rental of premises, administration, supervision, cooling, energy costs, and network operation center services.

GTS CE is a leading provider of data center services in the CEE region. At present it operates 15 data centers with a total area in excess of 14,000 square meters in five different countries. It has one of the largest data centers in Slovakia, located in Bratislava, with total floor space of 1,100 square meters. This project meets the TIER3 quality standard, and in some parameters it even meets TIER4 standards.

## **Virtual Private Server (VPS)**

GTS VPS is a turn-key solution that allows clients to go about their usual business at PCs while working "in the cloud" at the same time. This service provides on-demand resources to clients, which gives them the possibility to expand capacities and performance in the future as needed. This means that the client does not pay for resources that are not being used currently (such as a hard drive). In the same way, clients do not incur any capital expenditure otherwise needed to purchase servers and pay for installation time.

Statistics suggest that the cloud will only continue to expand. IT analysts claim that during 2012, up to 80% of newly established businesses will use the cloud platform. In 2013, cloud business could generate up to \$150 billion.



*Jozef Hlubik  
Junior Sales Executive  
GTS Slovakia*

GTS Slovakia is a nationwide telecommunications operator offering a comprehensive portfolio of voice, Internet, data and hosting services with guaranteed quality. GTS Slovakia came to the Slovak market in 1999. Since 2006, after a merger of five companies, it has done business under the name "GTS Nextra." In 2010, GTS Slovakia reinforced its position as one of the most important telecommunications providers through the acquisition of Dial Telecom.

GTS Slovakia is part of a strong international telecommunications group – GTS Central European Holding B.V. (GTS CE) – which includes telecommunications operators from Poland, Hungary, Romania, the Czech Republic and Slovakia. In the CEE region, GTS CE utilizes its own optical network spreading all the way from Frankfurt to Istanbul.

For customers who treat Central and Eastern Europe as a single region, the coverage provided by GTS Slovakia provides benefits based on simplicity, cost savings and increased efficiency, which cannot be achieved when services are provided by multiple suppliers.

Our company provides the highest quality B2B solutions for business clients and public administration. GTS Slovakia is proud of its successful cooperation with multiple large Slovak banking, insurance, energy, IT and automotive players.

Please send your questions and meeting proposals to:  
[jozef.hlubik@gtsce.com](mailto:jozef.hlubik@gtsce.com)  
+421 915 859 420