



# SDN/NFV Truths

Stuart Bates – Strategy & Innovation – Axians Networks

Imtech ICT becomes  Axians

# Who?



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“Software is cheap”



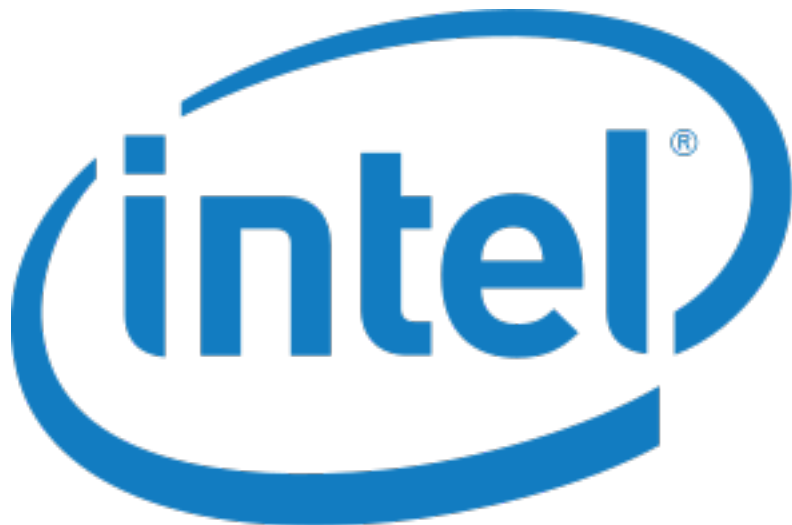
“must be Open Source”



**“Free at last!”**

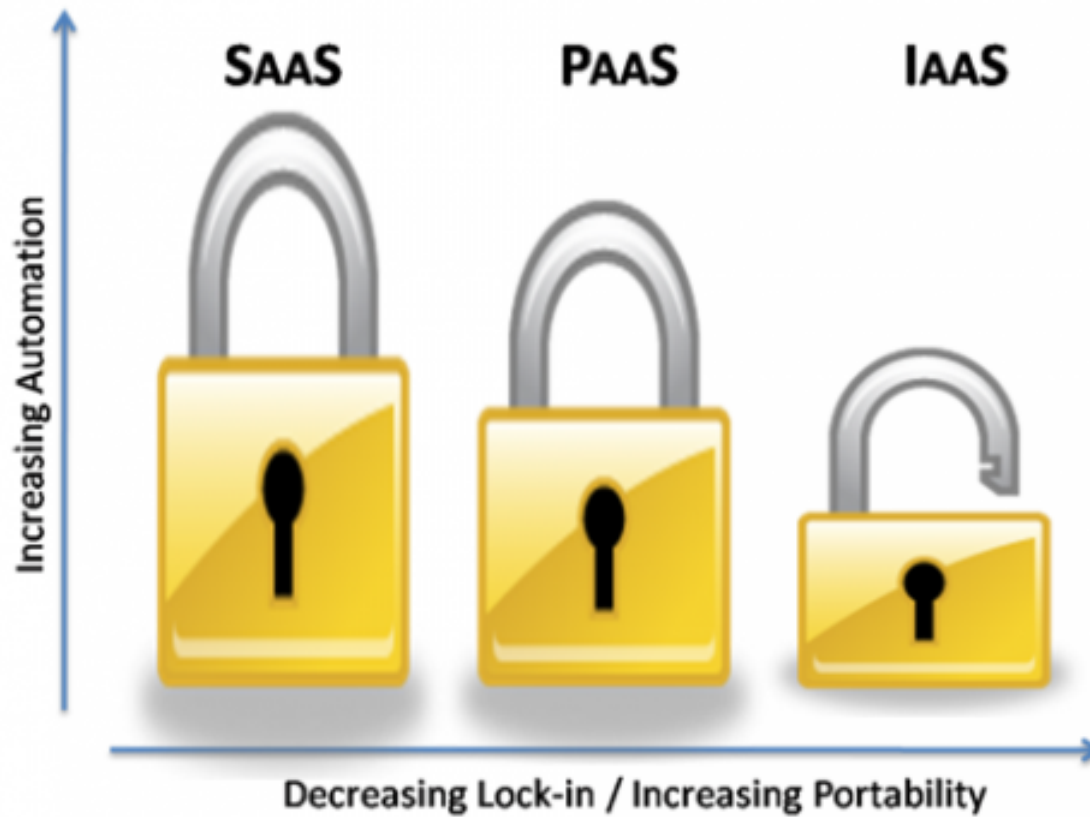


Really?



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# What's right for you?



“I’m out of a job”





“It’s all so EASY”



# “Everything Virtual”



“Virtual doesn’t scale”



# Marketing Hype

**Viceroy**  
*FILTER*  
**the Smoke!**

As your Dentist,  
I would recommend  
**VICEROYS**

VICEROY  
Filter Tip  
CIGARETTES

VICEROY

The advertisement features a central illustration of a man in a white lab coat, holding a dental mirror and looking at his reflection. To the left, a pack of Viceroy cigarettes is shown with a gold and blue ribbon award on the front. In the foreground, a single cigarette is shown in its white and gold filter packaging. The background is a dark red with a white banner at the top containing the brand name and slogan. A speech bubble from the dentist contains the endorsement text.

**You don't believe?**



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Thank you.

Stuart Bates

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