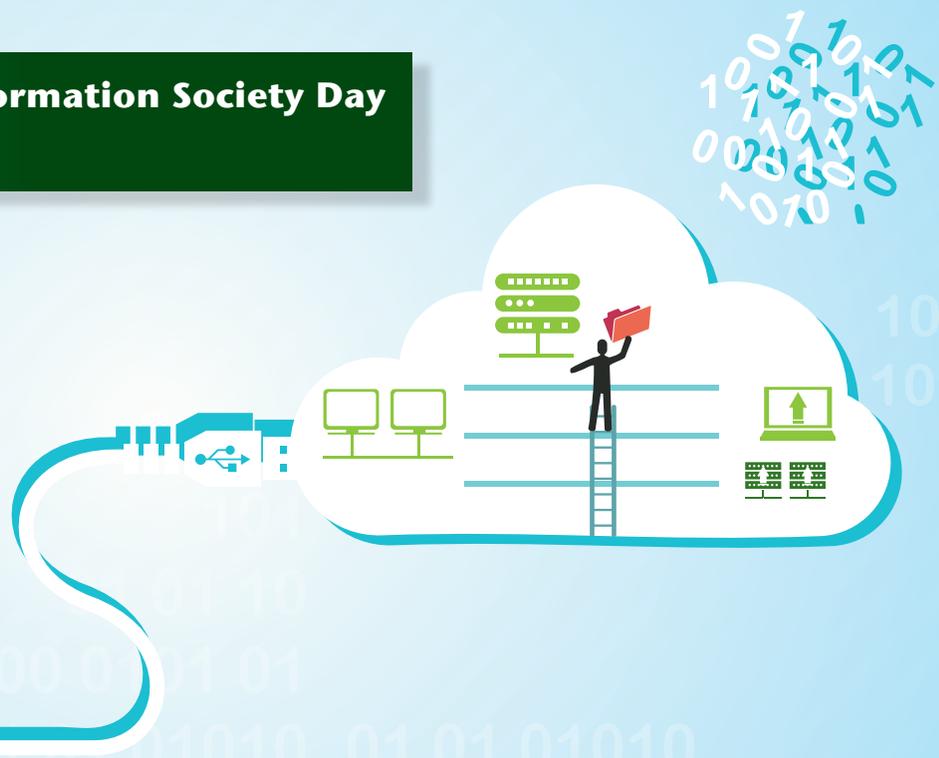


17 May, World Telecommunication and Information Society Day  
Big Data for Big Impact

# BIG DATA



## Cyta, your reliable business partner in the strategic management of Big Data with Cloud services

The use of data in decision making, provided that the current data protection legislation is applied and followed, is a success factor for businesses and organizations; meanwhile, the volume and form of such data has dramatically changed.

Big Data is created at any time by everything around us. Every digital interaction with social media produces data: from browsing on your computer to online purchases and Facebook likes.

By using an integrated Big Data strategy, each business may improve its activities, understand its clients' preferences and, at the same time, find opportunities to attract new clients since data analytics may reveal the reasons the business does or does not appeal to certain niche markets.

### Cyta: "one-stop shop" for safekeeping your business' Big Data

The outstanding know-how, the technological excellence of networks and infrastructures and the high-quality customer service make Cyta the most reliable "one-stop shop" provider for Cloud services.

It is almost certain that most businesses deciding to adopt an integrated Big Data strategy will turn to Cloud services because of the prohibitive cost of investing in hardware, due to its large volume.

Cyta offers a full range of telecommunication services and Cloud solutions. The needs of every modern business are thus covered in terms of reliability, security, speed, service and support on all levels.

**Reliability:** By investing in the reliability of its networks and infrastructures, Cyta disposes of: multiple systems, double independent symmetric internet connections, automatic move to alternative routes and infrastructures, disaster recovery systems, multiple supply through alternative sources and UPS.

**Security:** Cyta offers its clients protection of their privacy and data security for their business. The security and protection measures of Cyta infrastructures and service provision systems, are considered exemplary on a local as well as on an international level. This has been asserted by the very demanding ISO27001 certification included in the infrastructure projects completed in 2016, in addition to the Data Centres upgrade to TIER III, also in line with the global standards.

Additionally, Cyta invests in infrastructure and solutions to offer integrated solutions for the protection of a business

network and applications against the (increasing, more often and more complex) malicious cyber-attacks. These solutions protect the business from attacks and keep its internet function and communication unhampered, as well as maintaining its clients' trust.

**Speed:** High-capacity broadband connections are required for achieving speed. That is why Cyta consistently invests in a broad and technologically advanced network of fixed and mobile communications, always seeking the greatest possible geographical and population coverage. Furthermore, recognizing clients' needs for even higher speeds, Cyta is developing a fibre-optic network which will enable very high-speed connections.

Meanwhile, it has an enlarged international network of underwater cable and satellite systems, with direct connections to the main commercial access points to the worldwide web, which it upgrades on a constant level.

### Reliable service and support on all levels

Cyta is the first choice for domestic and business clients demanding quality, service and excellent technical support.

The experience and skills of Cyta staff may help your business, so that the Cloud transition is executed in an organized and planned manner, since at the end of the day, Cyta is responsible for connecting your business to its Cloud applications and data.

#### Find out more:

- Business Call Centre: 150
- Cyta Business Consultants
- [www.cyta.com.cy/cloud-services](http://www.cyta.com.cy/cloud-services)

Get closer,  
touch the world

