



18 January 2012

LIME TARGETS SME BUSINESSES WITH 'CLOUD' SERVICES

The Caribbean business of Cable & Wireless Communications, LIME, is targeting more business from small and medium-sized enterprises (SMEs) in the Caribbean by extending its suite of cloud-based services.

In 2011 LIME, the Caribbean's leading enterprise services provider, introduced cloud-based services for the first time when it launched a product called 'LIME Cloud' in Jamaica.

The LIME Cloud offers customers access to a bank of virtual computer servers which enable them to host IT infrastructure online. This provides SMEs with a flexible and cost-effective alternative to maintaining servers within their offices. For example, IT teams sometimes want to test new software on a separate server before rolling it out across their company. Previously they would have needed to purchase, house and maintain a permanent server for that purpose.

Due to the popularity of the LIME Cloud amongst Jamaica SMEs the product will now be sold across 13 Caribbean markets alongside a range of complementary cloud-based services.

LIME has created a virtual office suite which uses cloud-technology to provide business customers with a range of telecom services such as voice, email, video conferencing and data storage, all hosted and managed online.

Managing Director of Products and Services at LIME, Ian Galt said:

"Organisations of all sizes are becoming more willing to outsource the management of IT and telecom services and we view this as an opportunity, using cloud-based technology, to grow enterprise revenue from SME businesses."

About Cloud services

'The Cloud' is a generic reference to a range of different telecom and IT services for businesses (and increasingly also individuals) which are hosted and managed by a third party through the Internet.

Popular Cloud-based services include online storage (sometimes called 'infrastructure as a service') and the delivery of programmes and services (sometimes called software as a service).

About Cable & Wireless Communications

Cable & Wireless Communications is a global full-service communications business. We operate leading communications businesses through four regional units – the Caribbean, Panama, Macau and Monaco & Islands. Our services include mobile, broadband and domestic and international fixed line services in most of our markets as well as pay TV, data centre and hosting, carrier and managed service /social telecom (telecom enabled public services) solutions. Our operations are focused on providing our customers – consumers, businesses, governments – with world-class service. Serving the communities where we operate is at the heart of our approach, and we are committed to behaving in an ethical and socially responsible manner. For more information visit www.cwc.com.

About LIME

LIME has a proud history in the Caribbean region and is always working to improve life in the region.

We deliver the very best telecommunication services to governments, businesses and families in 13 Caribbean countries with one unifying promise - building, connecting and serving communities.

Our four key values are:

- Respect – we treat our customers and each other as we want to be treated;
- Deliver – we keep our word. We do what we say we're going to do;
- Win – Caribbean people are winners. We win by helping our customers and communities to win;
- Innovate – We always find a way to help our customers and communities and love coming up with new ways to do it.

For more information, please visit: <http://www.lime.com>

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