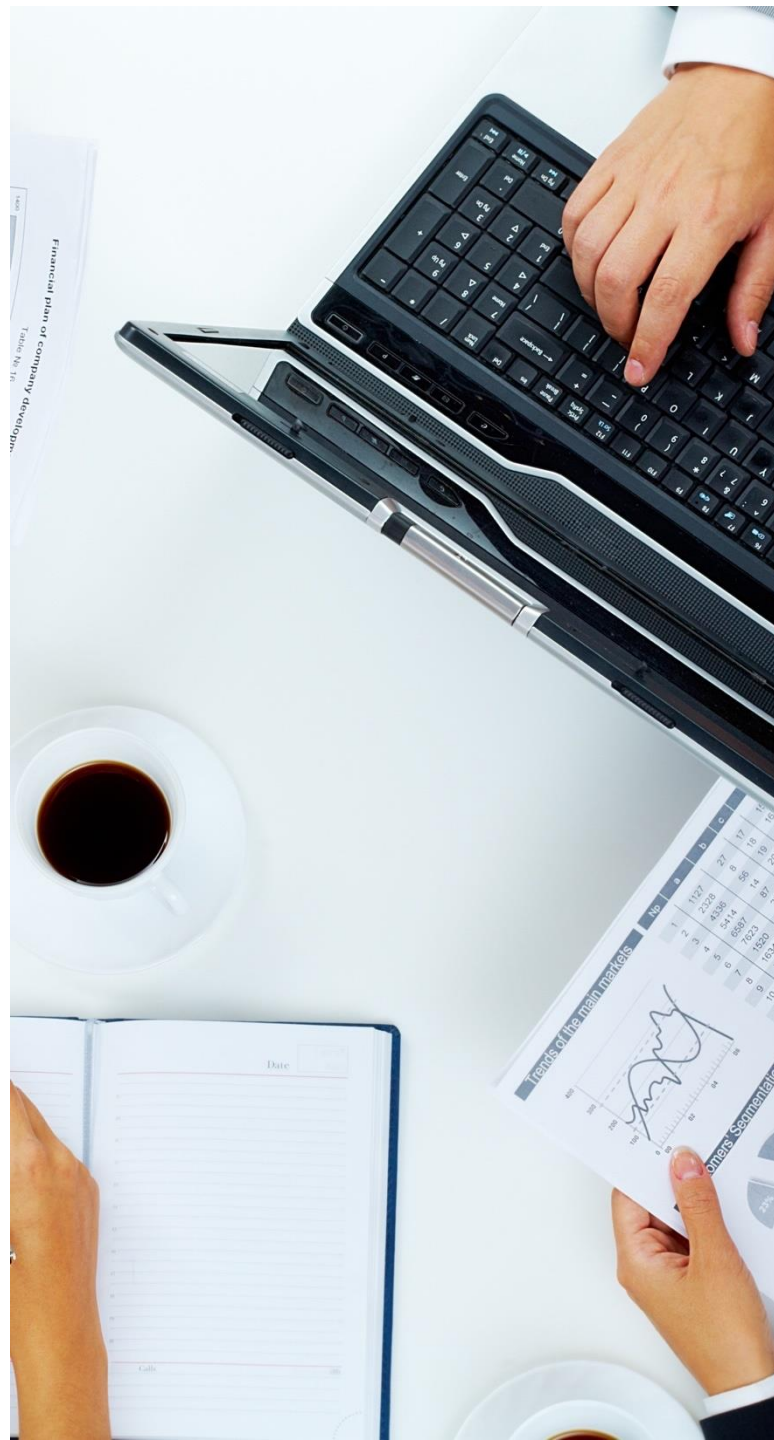


The background of the slide is a night-time aerial view of a city with illuminated buildings. A large, glowing blue digital graphic, resembling a stylized 'A' or a network path, is overlaid on the cityscape. A semi-transparent blue rectangular box is positioned in the lower right quadrant of the image, containing the main title and subtitle.

ENABLEMENT OF SERVICE PROVIDERS TO DELIVER CLOUD

Agya Corporation
October 2020

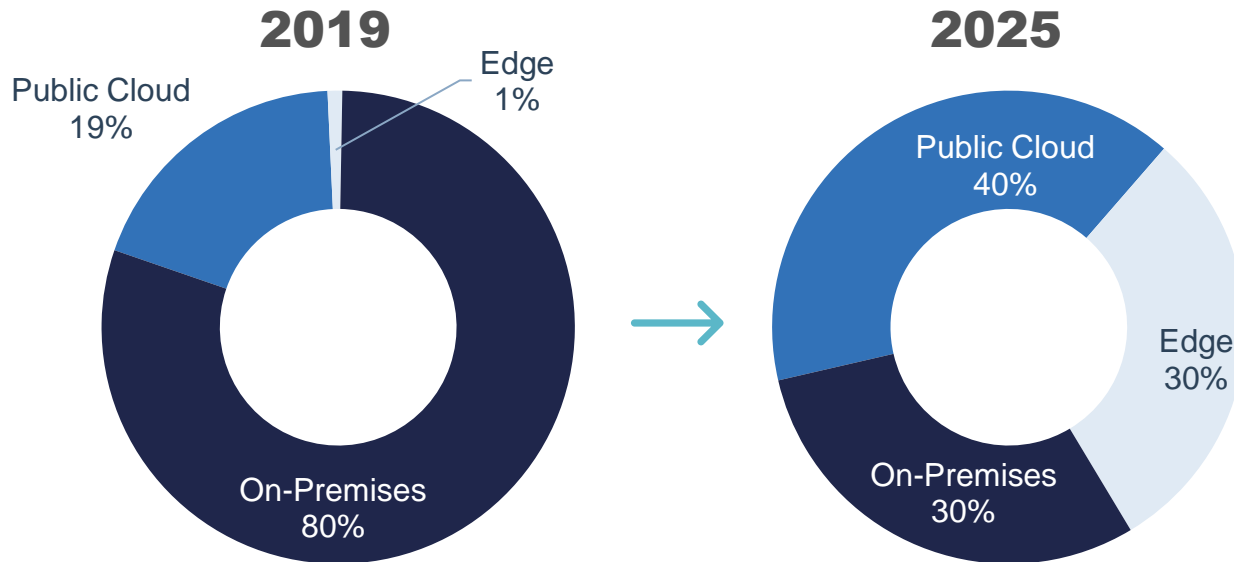
AGENDA



- The market opportunity
- How we can help – summary
- Marketing consulting
- Cloud orchestration
- Virtual workspaces
- Information technology resilience orchestration
- Artificial intelligence – virtual employee
- Design of technology infrastructure
- Kickstart operations

THE MARKET OPPORTUNITY

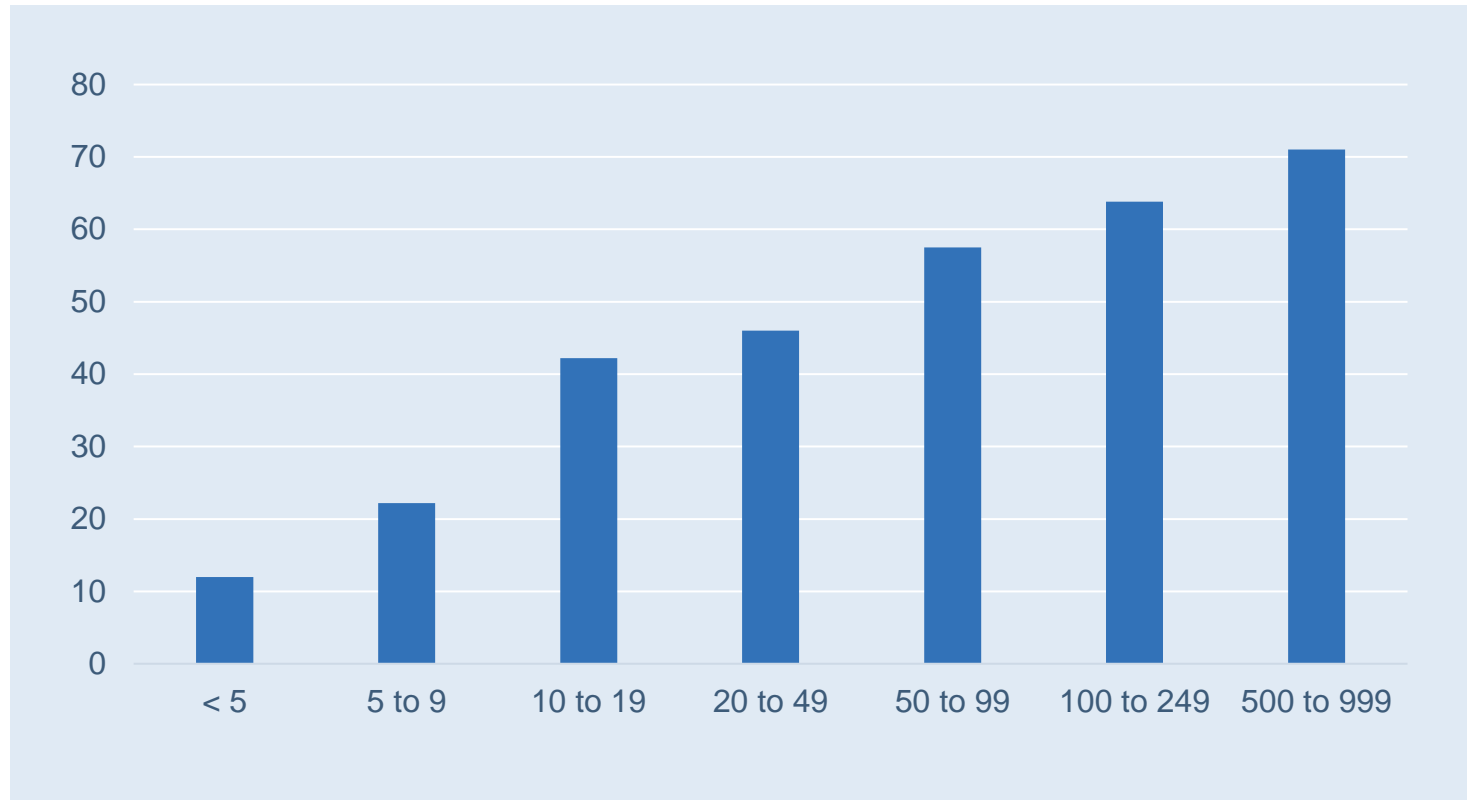
BILLIONS OF DOLLARS CHANGING HANDS



- According to Gartner, from 2019 through 2025, most IT workloads will migrate from on premises to the public cloud and edge cloud
- These changes will represent billions of dollars moving from hardware/software providers into the hands of cloud service providers

SMALL AND MEDIUM ENTERPRISES MIGRATING TO THE CLOUD

SMBS of all sizes report increasing investment in cloud and hosted Solution as Alternatives to on-premise



Please Indicate your level of agreement with each of the following. We are increasingly investing in “cloud” or “hosted” solutions as alternatives to technology we own and have on premises

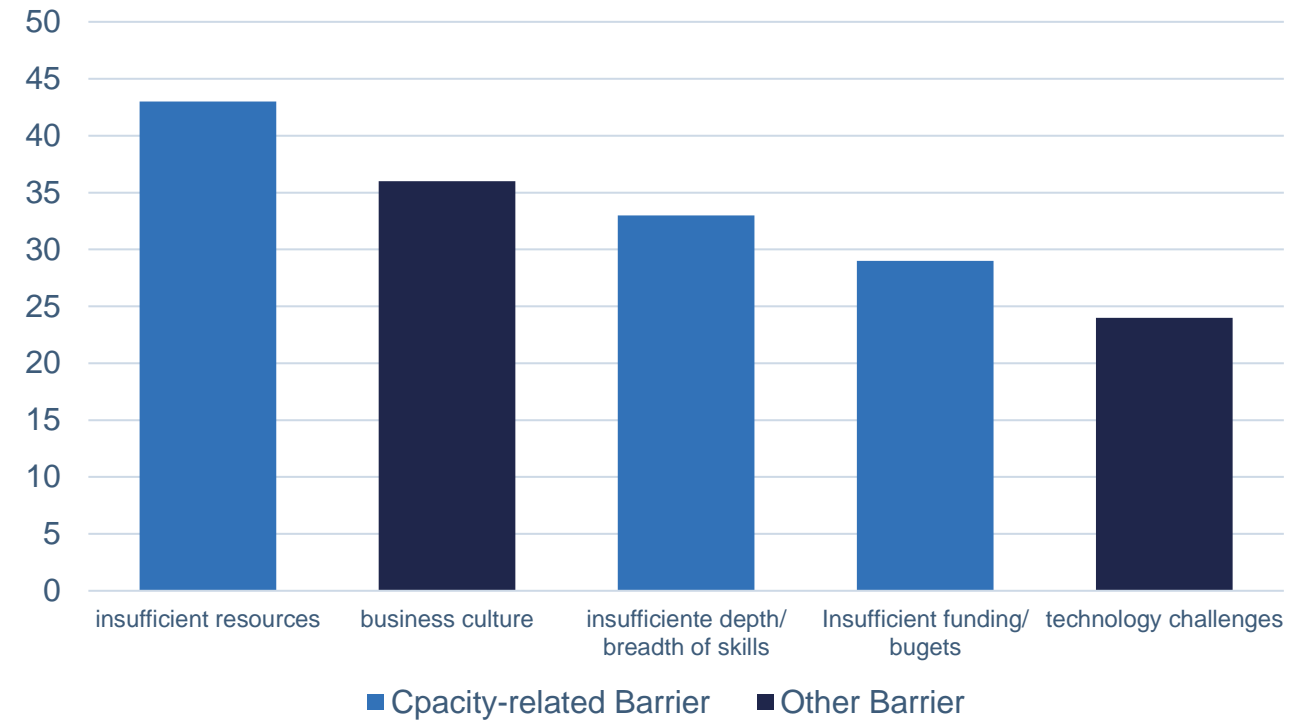
- According to IDC, companies from 20 to 999 employees have demonstrated a strong tendency to invest in hosting / cloud solutions

CIOs NEED HELP



CIOs Worry IT does not have capacity to meet firm objectives

Top five barriers to business objectives cited by MSE CIOs

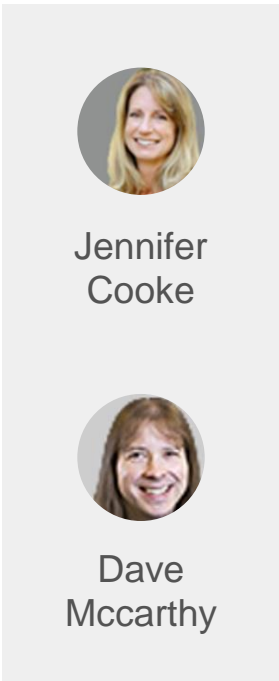


- The trend happens because CIOs do not have resources to meet their operational and digital transformation objectives.

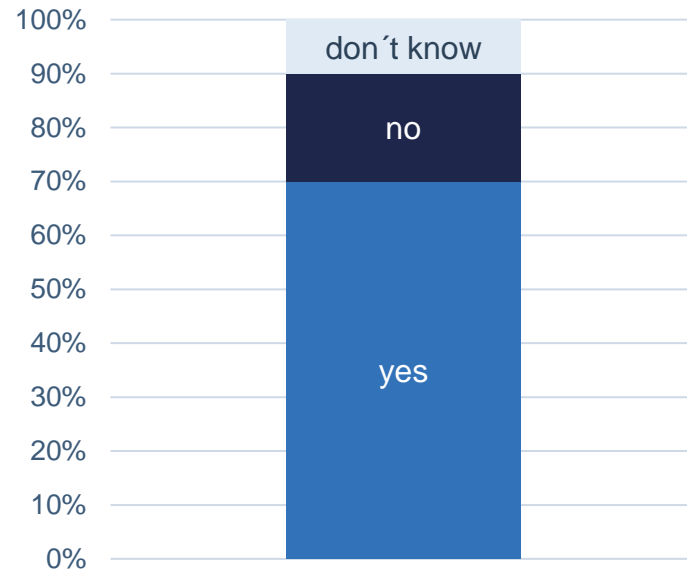
THE EDGE CLOUD IS ALREADY A REALITY



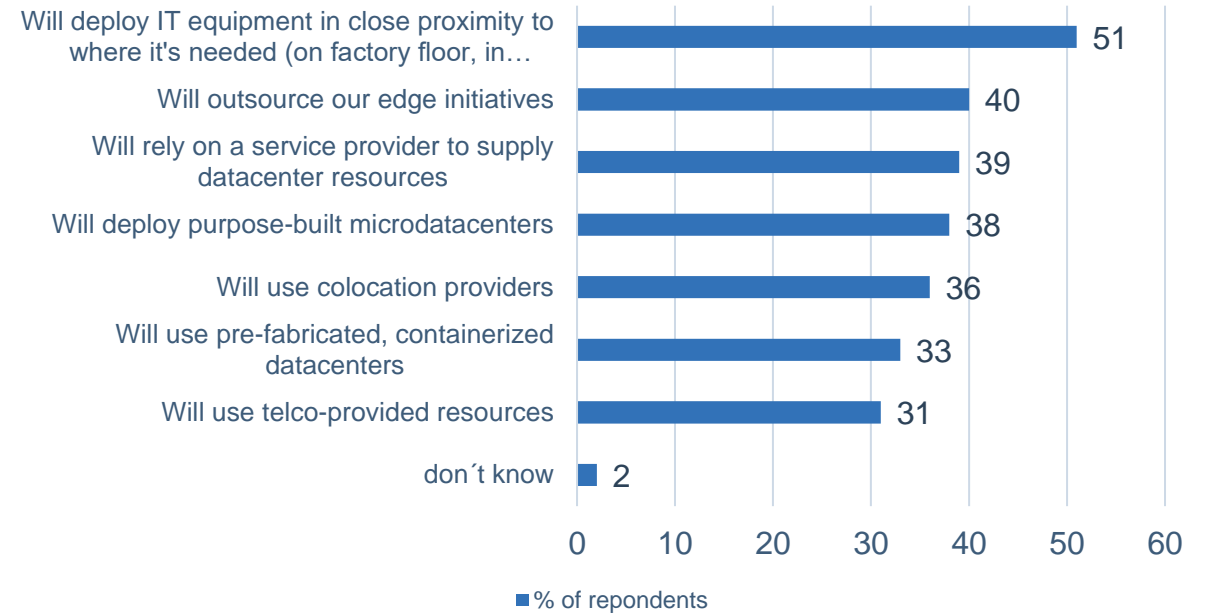
How are IT services expanding at the edge?



Is your organization planning to deploy more IT services at the edge?



How do you plan to deploy IT services at the edge?

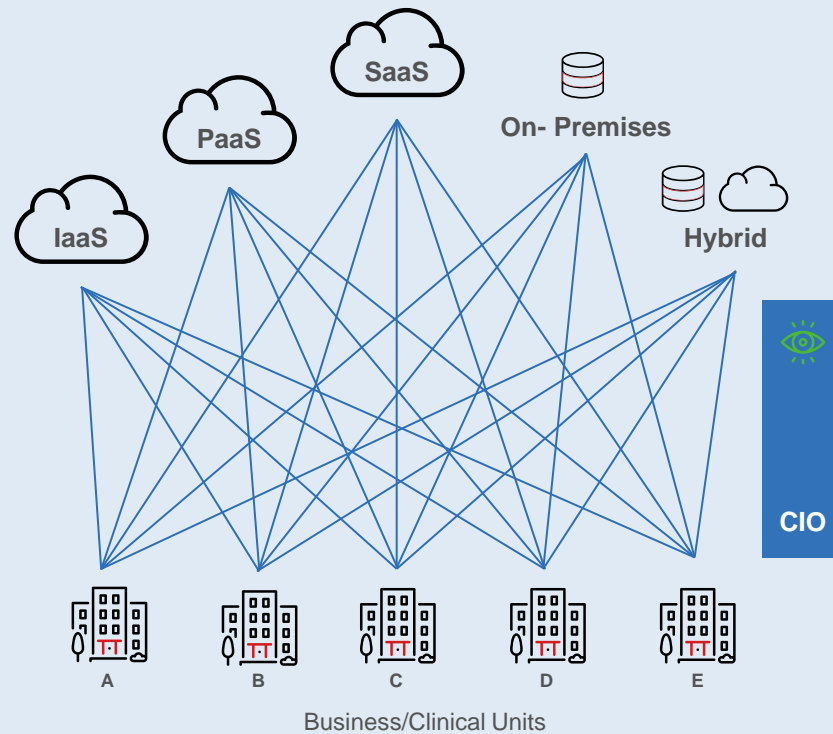


- Latency, data sovereignty, security, and customization are some of the reasons leading organizations to implement IT on the Edge

CLOUD STRATEGY: FRIEND OR FOE?

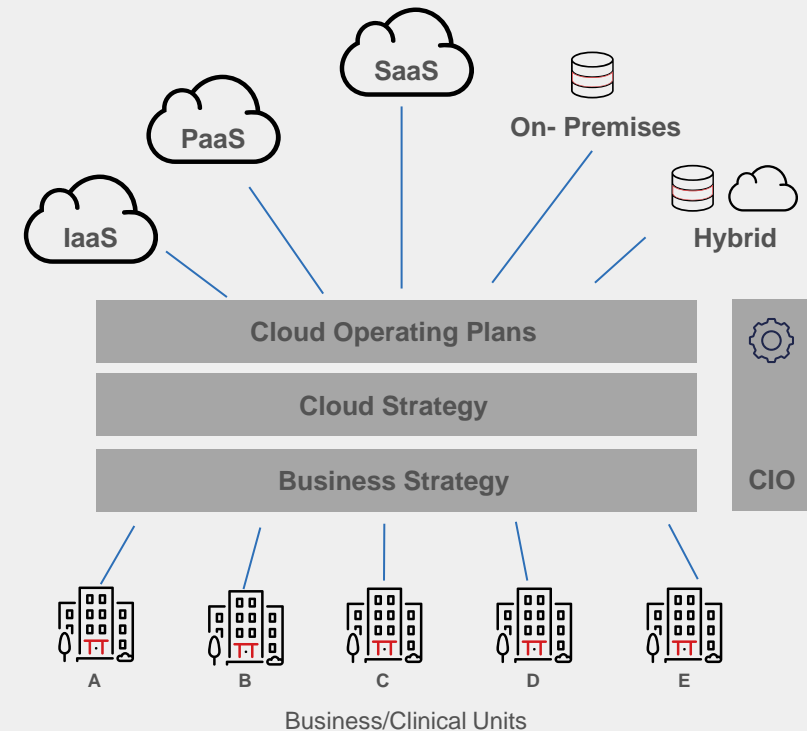
Our platform allows a centralized unique governance model.

CIO as Witness to cloud Implementation



Nightmare to support

CIO as Driver of Cloud Strategy

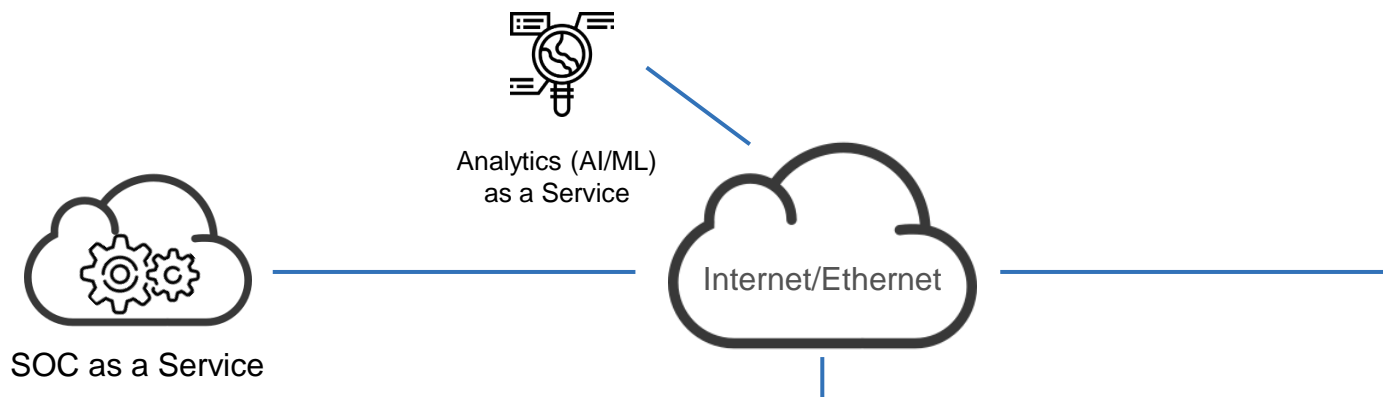


Model supported by Agya

A background image showing a close-up of a person's hands in a white shirt pointing at a document with charts and graphs on a desk. A silver keyboard is visible in the foreground. A semi-transparent blue rectangle is overlaid on the right side of the image, containing the text.

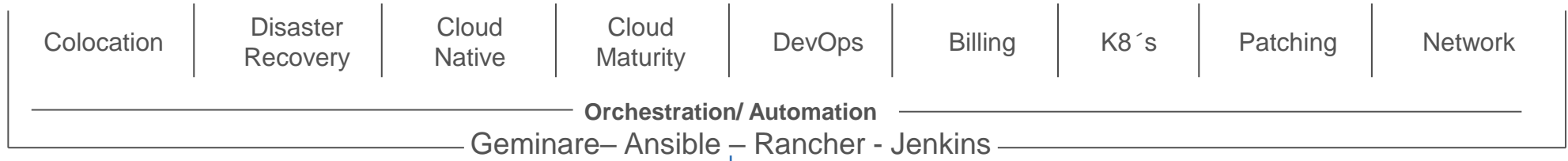
HOW WE CAN HELP

DEFINING AN INTEGRATED SOLUTION STRATEGY



- | | |
|--|--|
| | <ul style="list-style-type: none"> • Business UX • Governance • Financial Mgmt • Service Mgmt • Reporting |
| | <ul style="list-style-type: none"> • Tech UX • Manage automated Tasks |
| | <ul style="list-style-type: none"> • APIs • Coding • Testing |

Single Hybrid Cloud Management Portal Unified Experience



Production Environment

Disaster Recovery Environment



Processes

People

Tools

MARKET PENETRATION CONSULTING

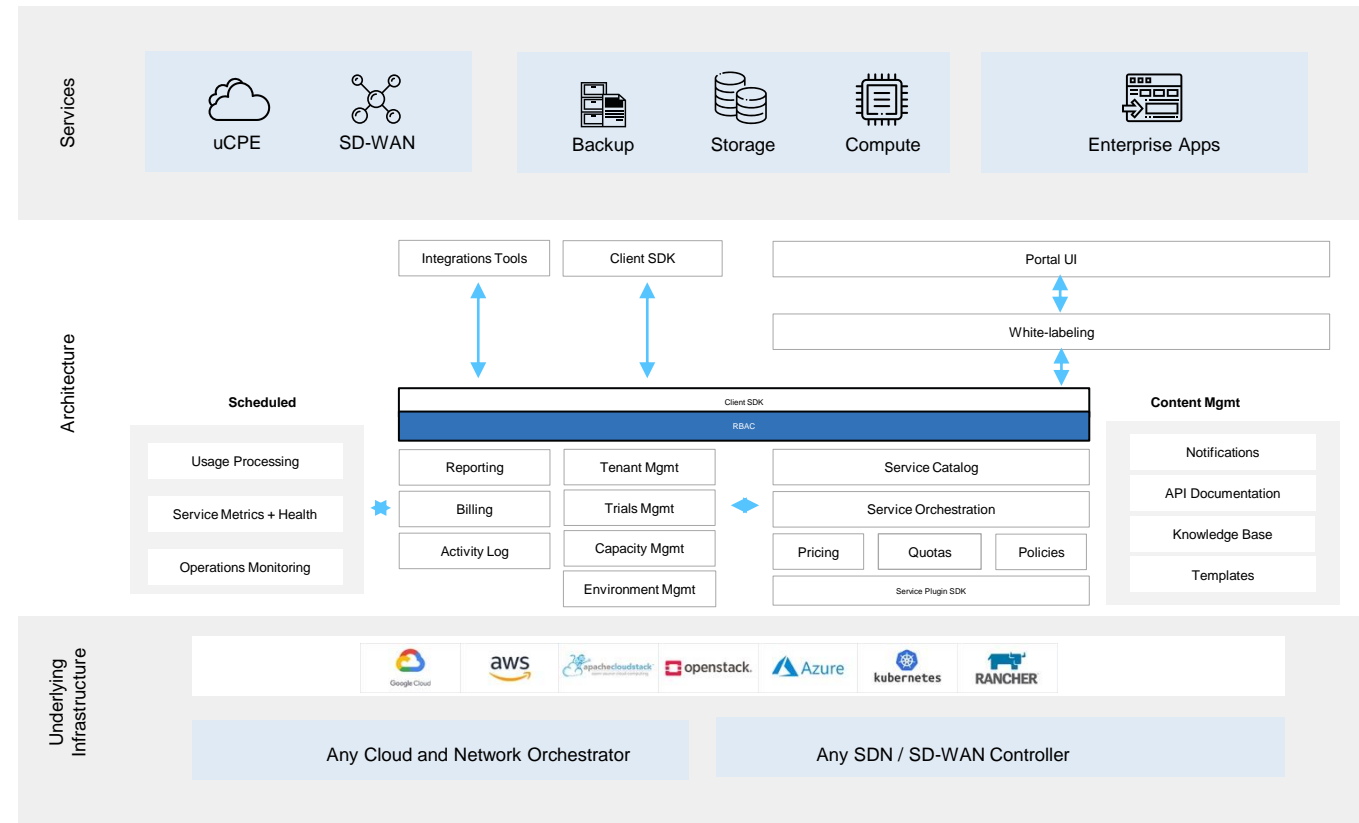


- Support on Product Catalog Definition
- Product Development Consulting
 - What is the market opportunity? What are the unmet market needs?
 - What is the portfolio that will deliver these needs
- Support to create business plan
- Pricing models
- Costing models
- Market positioning value proposition
- Content / marketing collateral
- Sales training

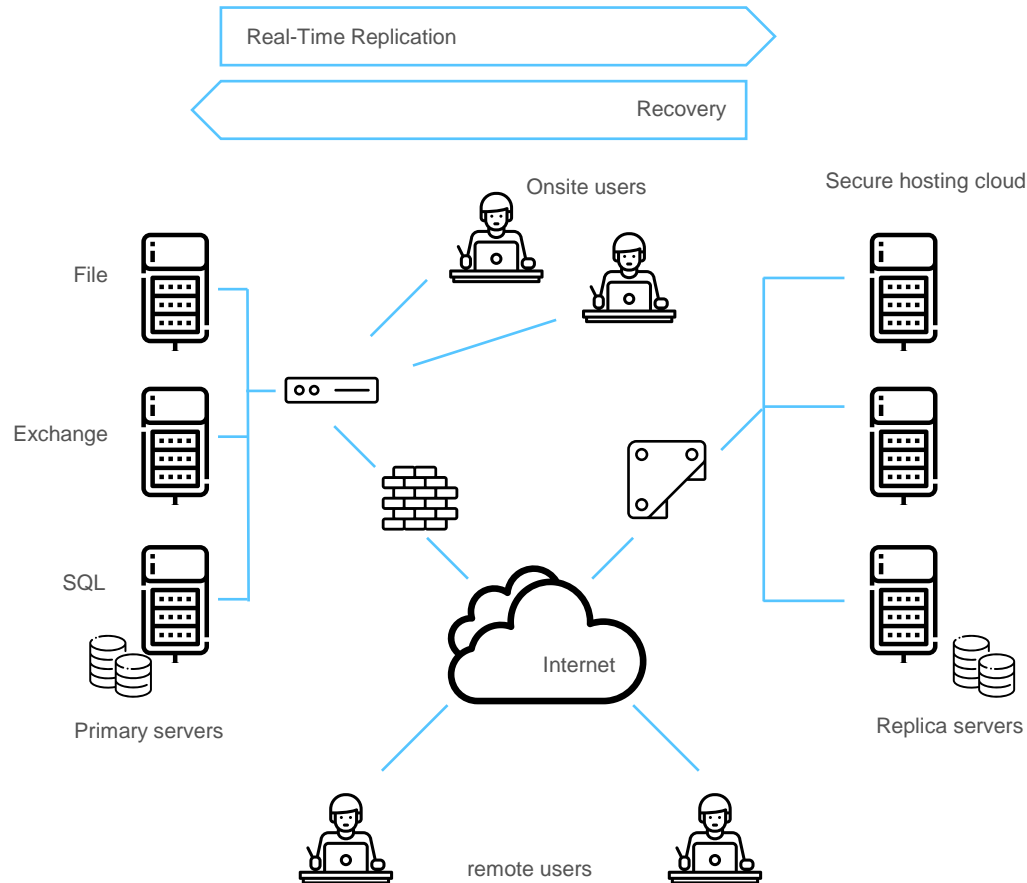
HYBRID / EDGE / MULTI-CLOUD ORCHESTRATION



- Identity Management (OpenID, O365, Google Apps, OKTA)
- Master Portal enables single sign on to internal and SaaS applications
- Multi-cloud orchestration from single pane of glass. Private cloud, public cloud, edge cloud, hybrid cloud.
- Cloud native orchestration: Kubernetes Google GKE, Azure AKS, and Amazon EKS
- Multi-level administration: resellers, sub-organizations, etc.
- Consumption tracking and internal chargeback



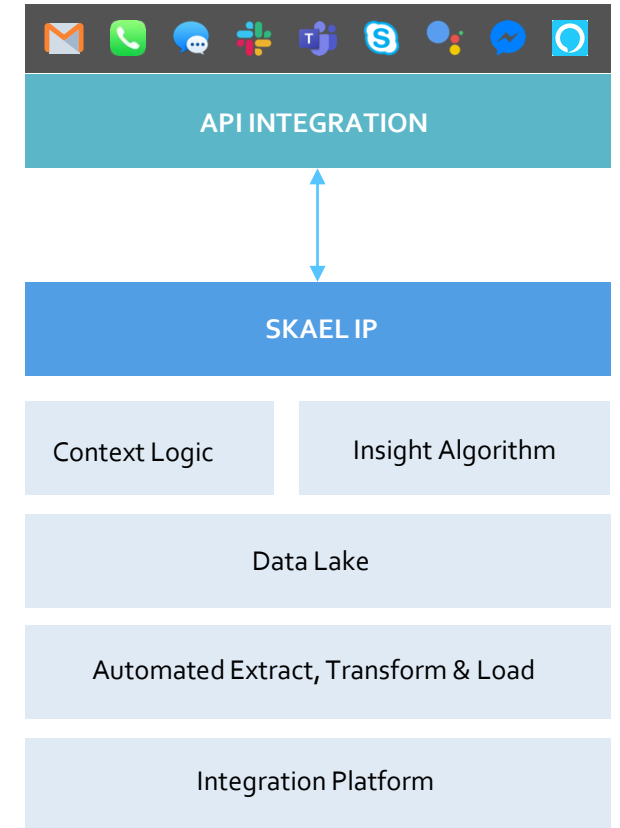
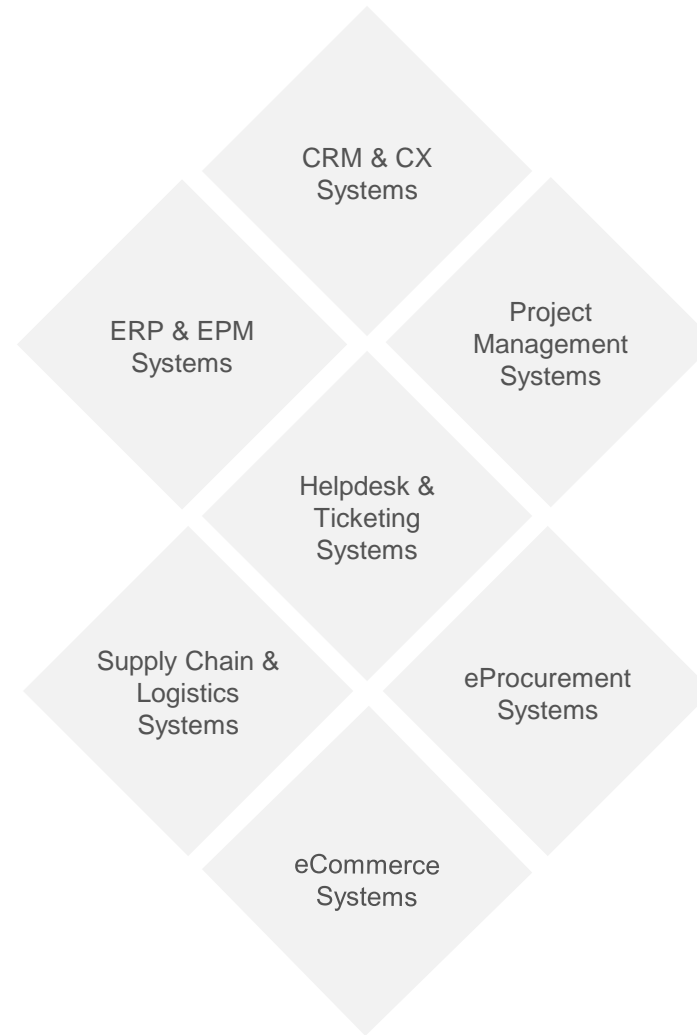
INFORMATION TECHNOLOGY RESILIENCE ORCHESTRATION



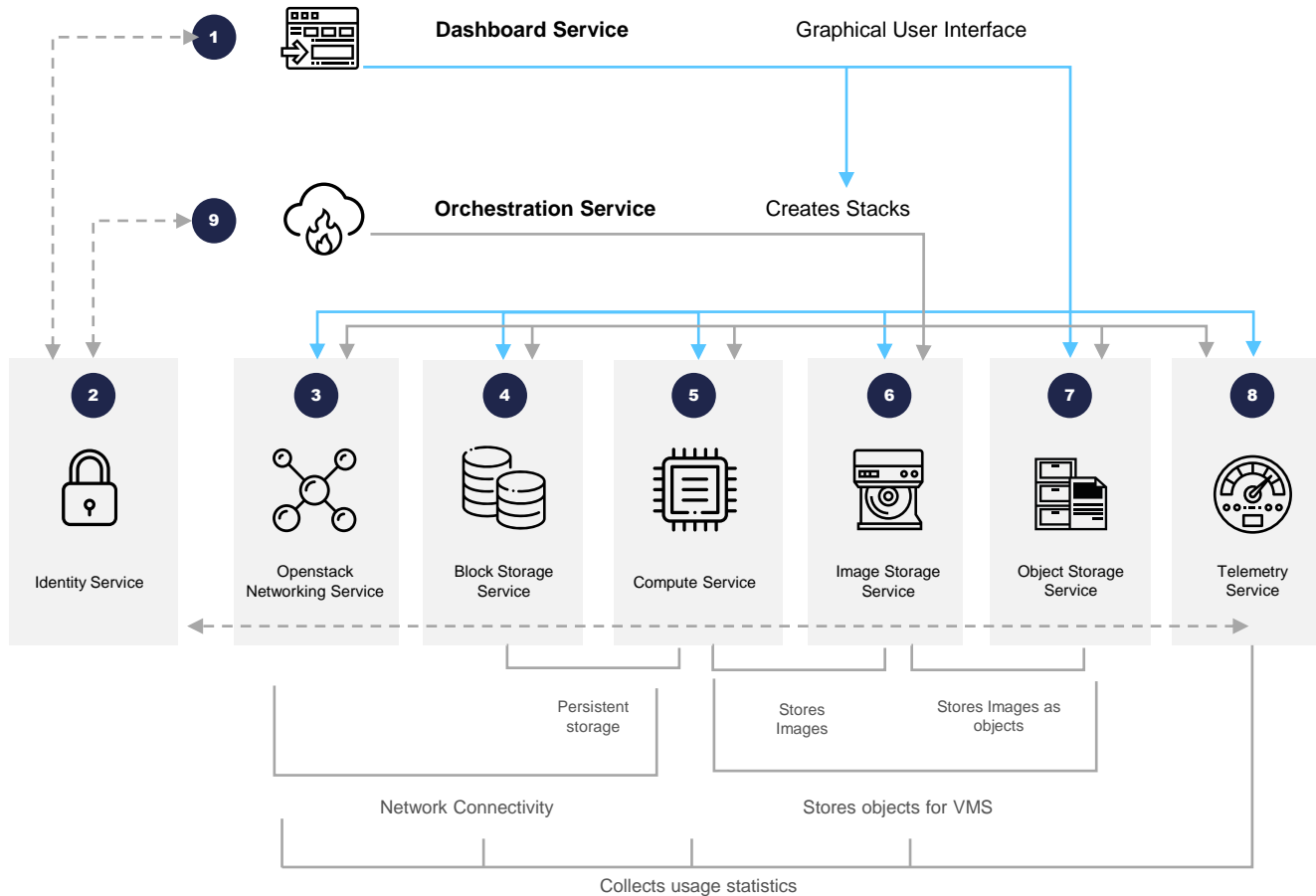
- Way beyond an active VM in the cloud
- Orchestrates business processes
- Full visibility into metrics, compliance, sandbox
- Leverage existing investments.
 - Your current licenses of Veeam, Commvault, and many others
- Workflow automation
 - From the simplest to the most complex
- Multiplatform
 - Physical to virtual
 - Cloud to cloud
 - Any hypervisor

ARTIFICIAL INTELLIGENCE

- Virtual Employee
- Substitutes / complements / significantly expedites human repetitive work
- Integrate structured and unstructure data
- Contextual intelligence. No need for Extract, Transform, and Load (ETL)



DEFINITION OF THE TECHNOLOGY INFRASTRUCTURE



- Design technology architecture:
 - Compute / Storage
 - Network Function Virtualization (NFV)
- Network Design:
 - Design storage network
 - Cloud scalability recommendations
 - High-availability recommendations
 - Cloud monitoring recommendations

OPERATIONS KICKOFF

- Presales support
- Customer Migrations / Implementation
- Day-to-Day Customer Operations



A top-down view of several hands of different skin tones and nail colors (yellow, pink, red) working together to assemble white puzzle pieces on a light-colored wooden table. The puzzle pieces are scattered across the surface, and the hands are positioned around them, some holding them in place.

SOLUTIONS IN DETAILS

A background image showing a group of business professionals in a meeting. A man in a light blue shirt is speaking to a woman in a brown top and another man in a white shirt. They are seated around a wooden conference table with papers and water glasses. A large blue semi-transparent rectangle is overlaid on the center of the image, containing the title text.

MARKET PENETRATION CONSULTING

MARKET EVALUATION



- Support for product catalog definition
- Primary and secondary market research
- Hypothesis and questionnaire development
- Market research execution seeking to define the market opportunity

MARKET / PRODUCT SEGMENTATION

- With the data of the market research, we will help elaborate the answer to the following questions:
- Market Segmentation
 - Industry verticals
 - Customer size
 - Geographic regions
- Product portfolio to meet market needs
 - Definition of the MVP (minimum viable product)
 - Definition of Roadmap



BUSINESS PLAN / PRICING / COSTING



- Business Plan Development
 - Financials
 - Market
 - Positioning
- Pricing models
 - Pricing calculator
 - Pricing models
 - Multiple business models
- Costing models
 - Multi-tenant
 - Single-tenant
 - Fixed and variable models

MARKETING / SALES

- Content marketing material
 - Support development website content
 - Product positioning
- Marketing collateral
 - Final marketing collateral
 - Brochures, sales sheets, job aids, powerpoint presentations, etc.
- Sales training
 - Content
- Sales books
 - Educate sales
- Sales training
 - Content
 - Delivery



ORCHESTRATION



Multi-Cloud



Hybrid Cloud



Private Cloud



Edge Cloud

PERFECT SOLUTION FOR TELCOS AND SERVICE PROVIDERS

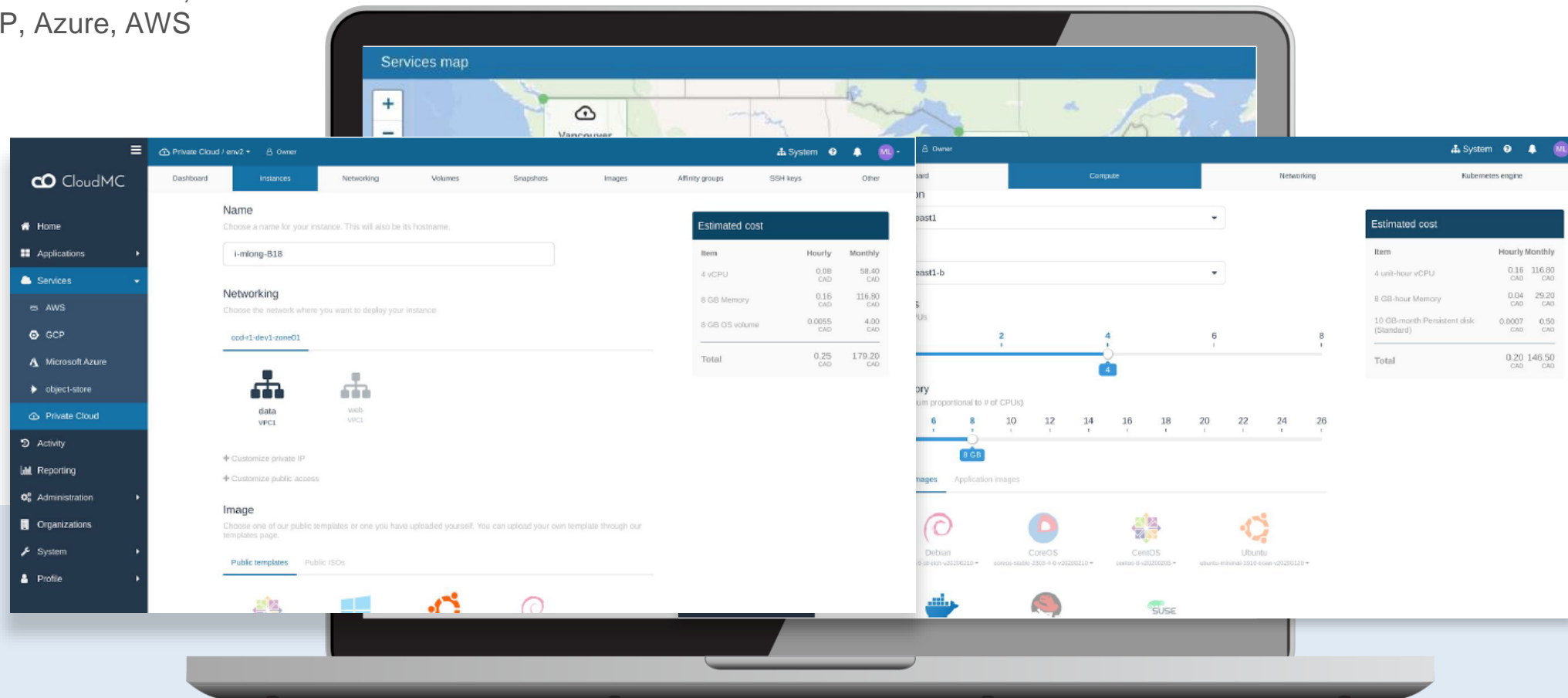
- Telcos and Service Providers that wish to provide cloud services are faced with multiple topologies choices
- Each topology brings its own interfaces, platforms, challenges, and peculiarities
- Our objectives are to simplify service delivery, day-to-day operations, and maximum monetization
- Service providers need agility to benefit from unique market opportunities while keeping costs down
- Integrating cloud is quite and interesting challenge
- The public cloud is not going to solve all customer issues
- Hybrid cloud delivers lower latency and data sovereignty
- This is the solution



MULTI-CLOUD SINGLE PANE OF GLASS

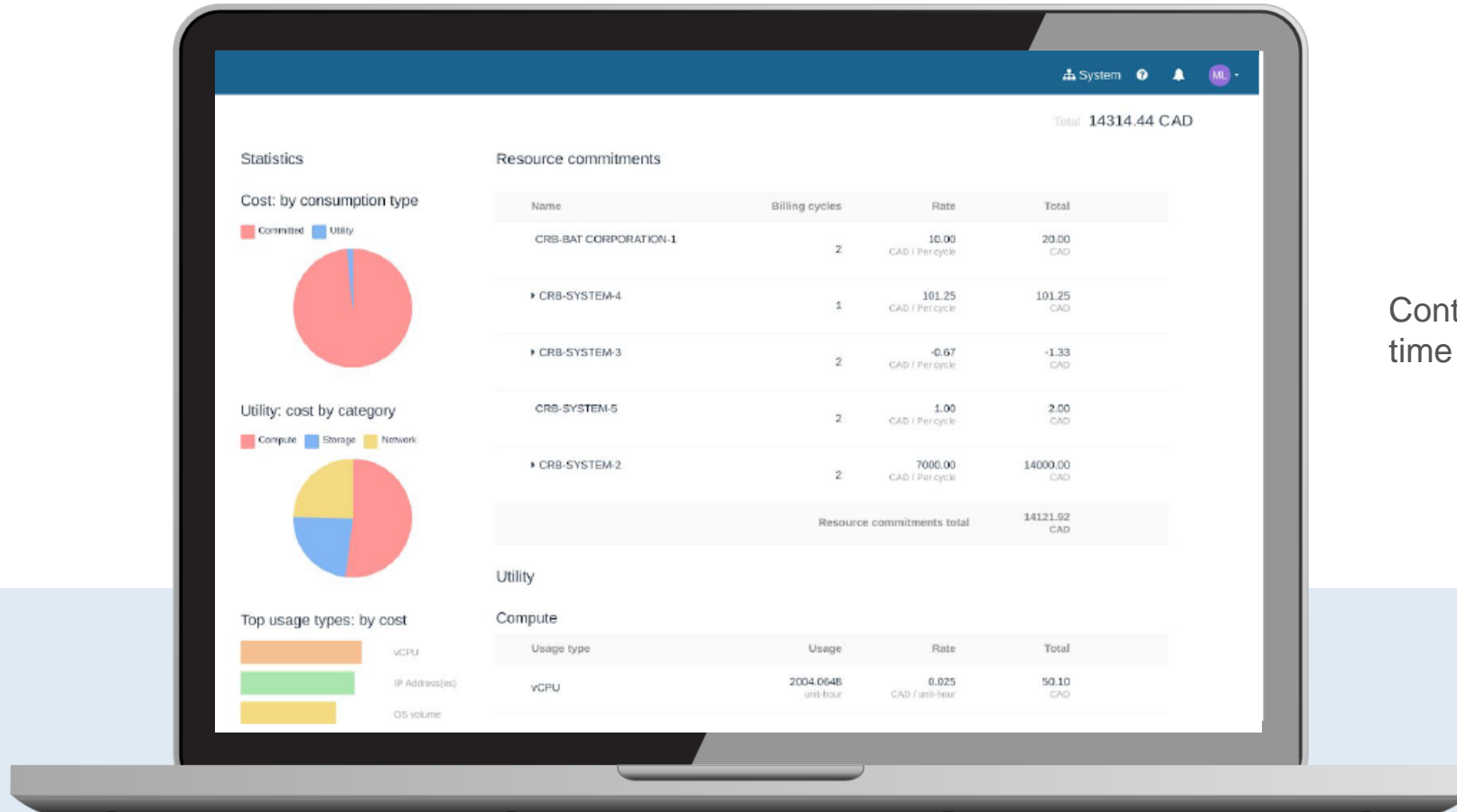
Unique solution to consume private cloud as well as public cloud services, such as GCP, Azure, AWS

Self-service GCP, Azure, and AWS



BILLING

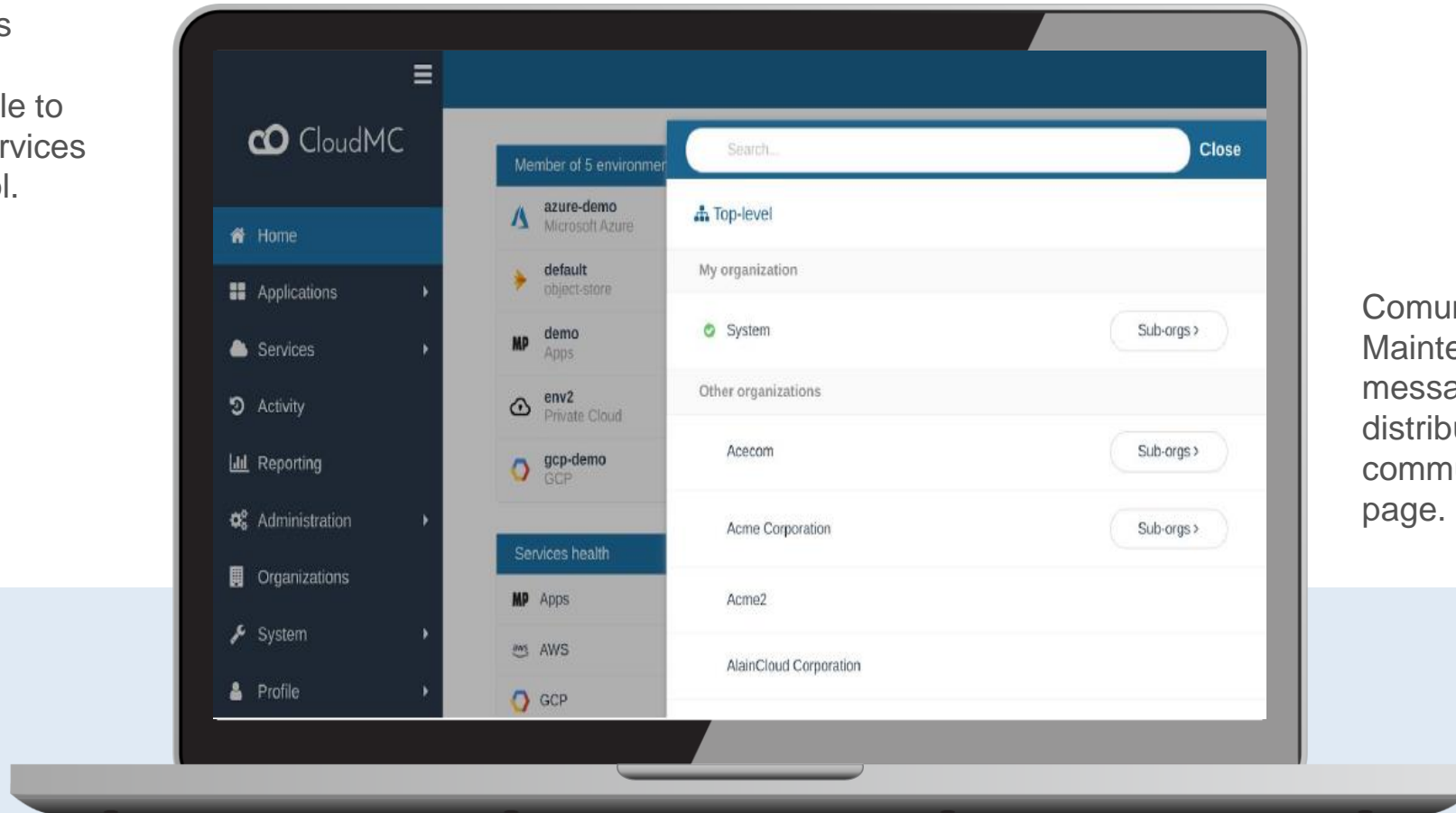
Automated metering and billing are key for service providers growth



Control activities in real time

MULTI-LEVEL

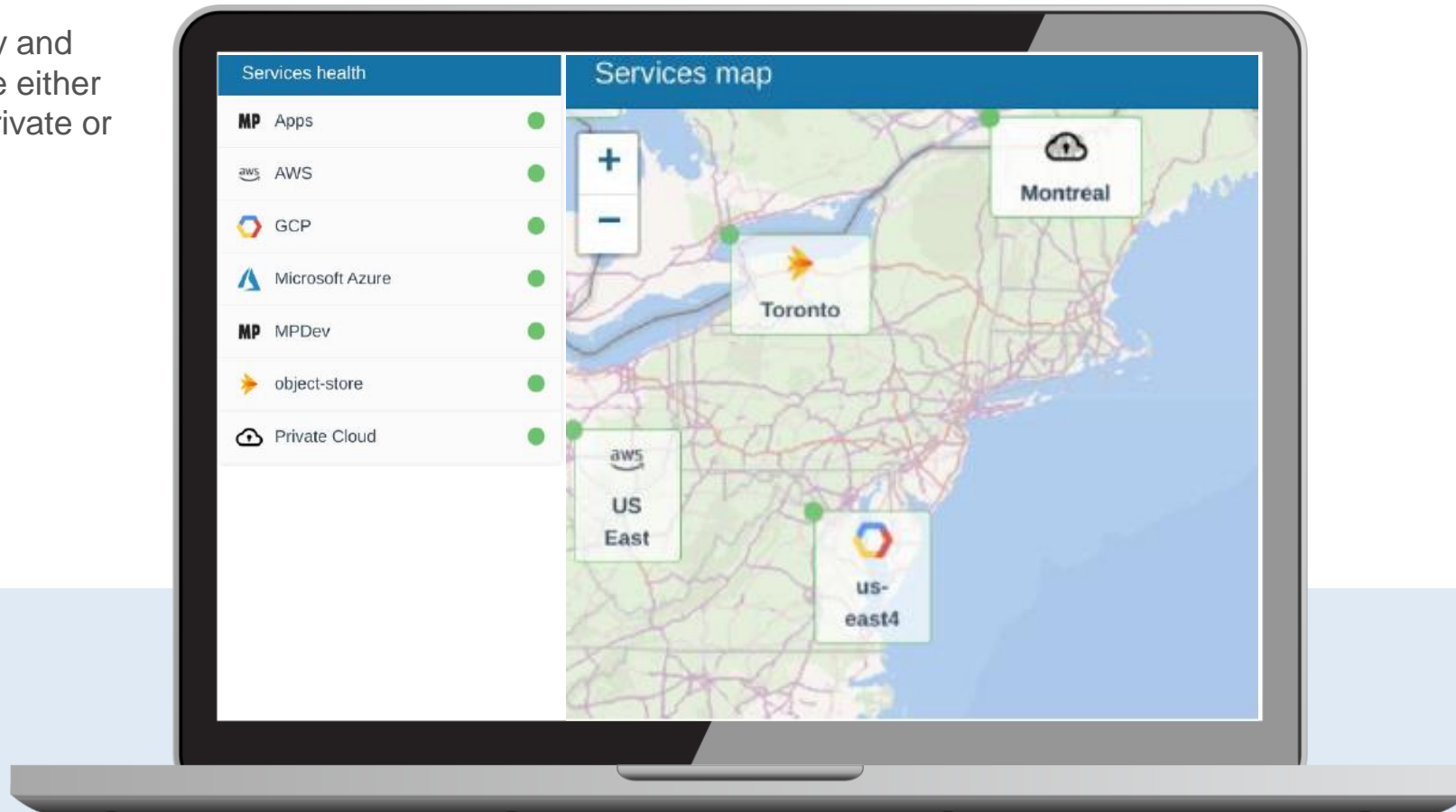
Multi-level, multi-tenancy. Supports an unlimited number of environments (with different access levels). Complex organizations are able to grow and provide services without losing control.



Communicate with customers. Maintenance or marketing messages can be easily distributed to the whole community from the landing page.

PRIVATE CLOUD

Not everything will migrate to the public cloud. Processes that are dependent of latency and data sovereignty are either going to reside on private or edge clouds



COMPATIBILITY



Cloud Platforms



Cloud Native Platforms



Automation Platforms



A photograph of a laptop on a wooden desk. The laptop screen displays a video conference with four participants. A large blue semi-transparent rectangle is overlaid on the right side of the screen, containing the text "VIRTUAL WORKSPACE" in white, bold, uppercase letters. In the background, there is a potted plant and a cup of coffee on the desk.

VIRTUAL WORKSPACE

WHAT ARE VIRTUAL DESKTOPS?

Fully-managed cloud solution capable of delivering a managed windows 10 virtual desktop, or simply remote access to on-premises corporate devices (e.g. Office pcs/servers).



What problems do they solve?



VPN Alternative

Virtual desktops allow users to log in remotely without requiring a virtual private network (VPN) connection into a company's network.



Work from Home

Company data and applications are always accessible via virtual desktop regardless of the user's location or local device.



Disaster Recovery

Virtual desktops used in conjunction with a disaster recovery allows users to re-connect to data and apps quickly and without having to reconfigure their local network settings.



Protecting Intellectual Property and Data

Virtual desktops can enforce policies that restrict what data can be accessed, and whether it can be transferred outside of the company.



Lower Operational Costs

Companies can extend the life of existing user devices by converting them into simple devices that only need to connect to a virtual desktop. These effectively become disposable since they have no local user or company data.



M&A

Mergers & acquisitions can be streamlined by providing secure access to company resources quickly and easily vs. Moving devices between old & new networks

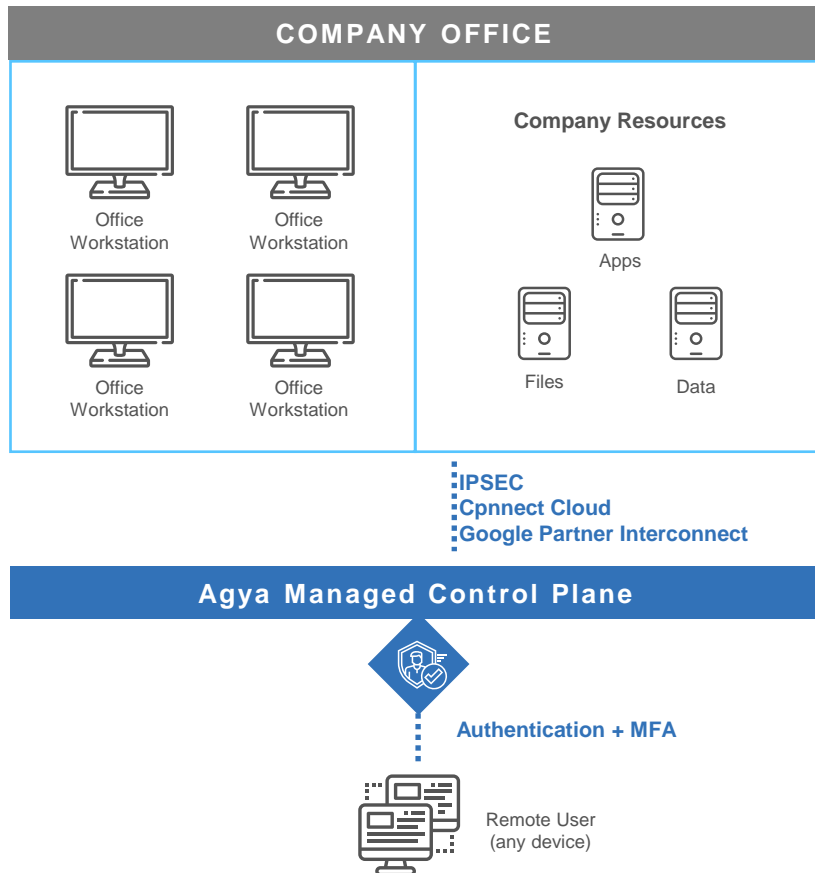


BYOD

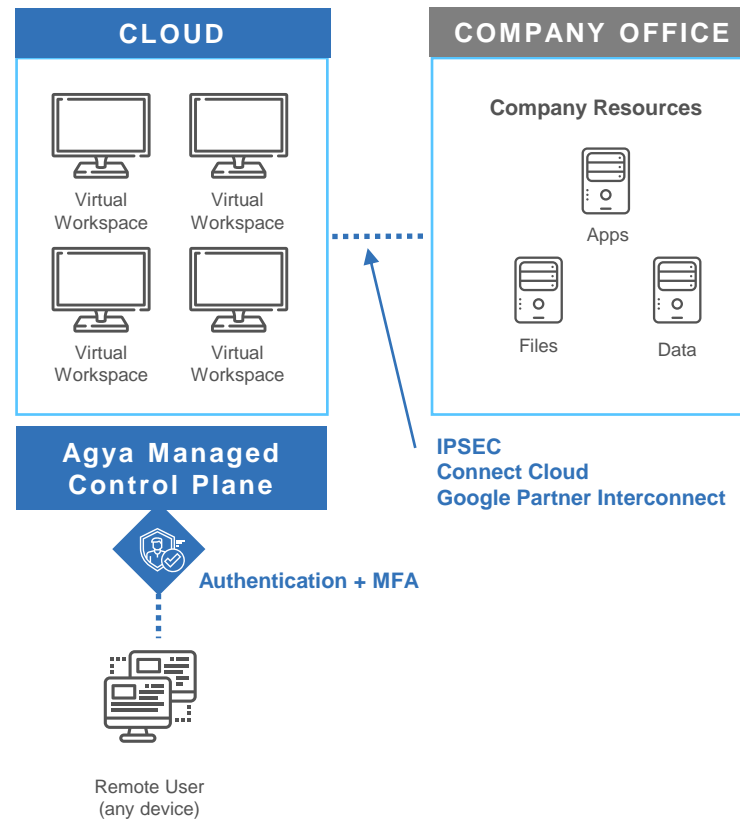
Bring-your-own-device initiatives can be supported with virtual desktops, eliminating the need to deal with managing non-corporate devices.

VIRTUAL WORKSPACES DELIVERY MODELS

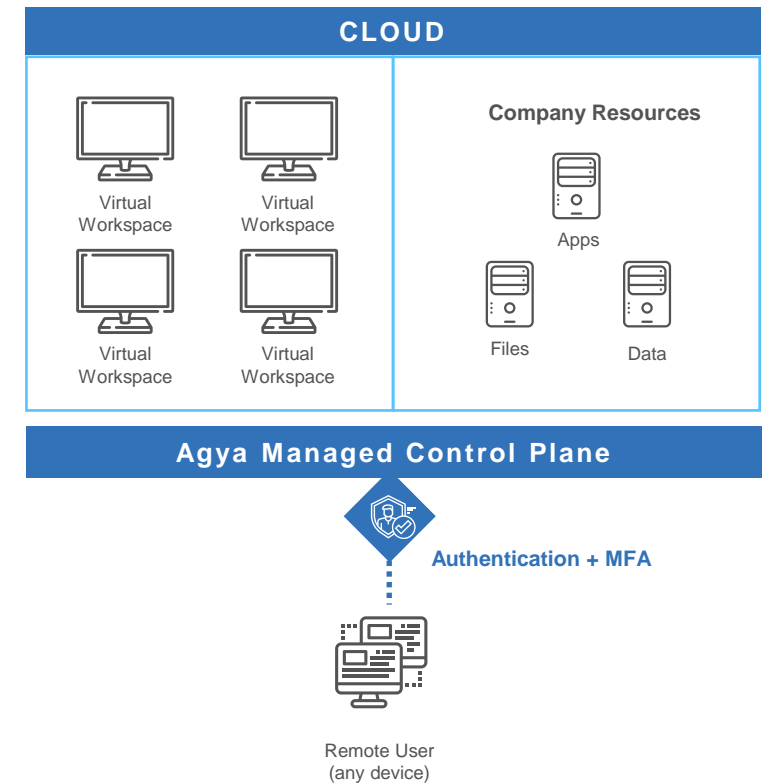
Remote Access to Company Office



Cloud – Hosted Virtual Workspaces



Cloud – Hosted Virtual Workspaces & IaaS



KEY BENEFITS DIFFERENTIATION



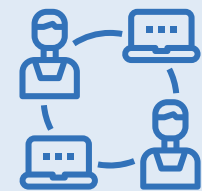
FULLY MANAGED

All infrastructure, provisioning, OS licensing, and image management is included



FLEXIBLE OPTIONS

Flexible to support customers with strict, dedicated, or latency-sensitive needs as well as customers who just want a virtual desktop at a competitive price



SUPPORTS REMOTE ACCESS, VIRTUAL WORKSPACE, OR BOTH

Customers can start with remote access to their offices or datacenters and grow into virtual workspaces without changing the user experience

A large, glowing blue globe is the central focus, overlaid with a complex network of white and blue lines and dots, representing a global data network or digital infrastructure. The globe is set against a dark blue background with a subtle grid pattern.

INFORMATION TECHNOLOGY RESILIENCE ORCHESTRATION

WHY DISASTER RECOVERY ORCHESTRATION?



- Generally, companies face challenges developing their disaster recovery solutions.
- Few companies test their DR and their ability to recover. When eventually they do it, the processes are manual and cumbersome. It may take several days to failover and an even more complicated process to failback.
- Under the stress of a disaster, be it due to virus infestation, ransomware attack, hardware failure, human issues, maintenance, software or data corruption, flood, fire, or any other problem, the least you need are complicated failover processes.
- You really need simplified processes.
- Much more than activation of virtual machines on the cloud, we deliver your application up and running, with the network reconfigured, and end users with the same access they would have in production.

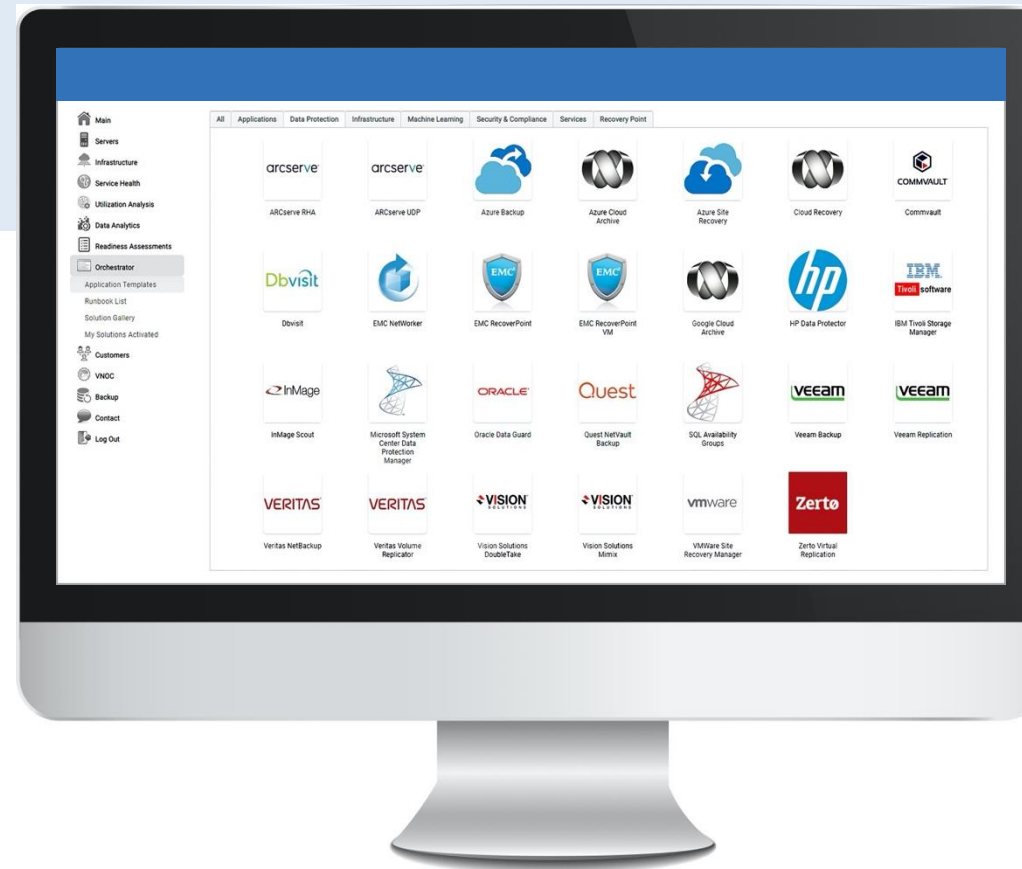
VISIBILITY



- **Metrics Dashboard** – Unified real-time interface to resilience metrics and solution performance, with customizable and individualized SLA metrics across all application and system components
- **Application recoverability status reporting** – better visibility by grouping the health and availability of individual components into a single application grouping
- **Compliance dashboard** – server and application specific compliance reporting and real-time readiness status across your ecosystem, offering insights into application data loss prevention and recovery time
- **“Ready to recover” status reporting** – real-time application resilience status and dependency reporting, letting you know, individually, whether your applications are ready for a recovery scenario

LEVERAGE EXISTING INVESTMENTS

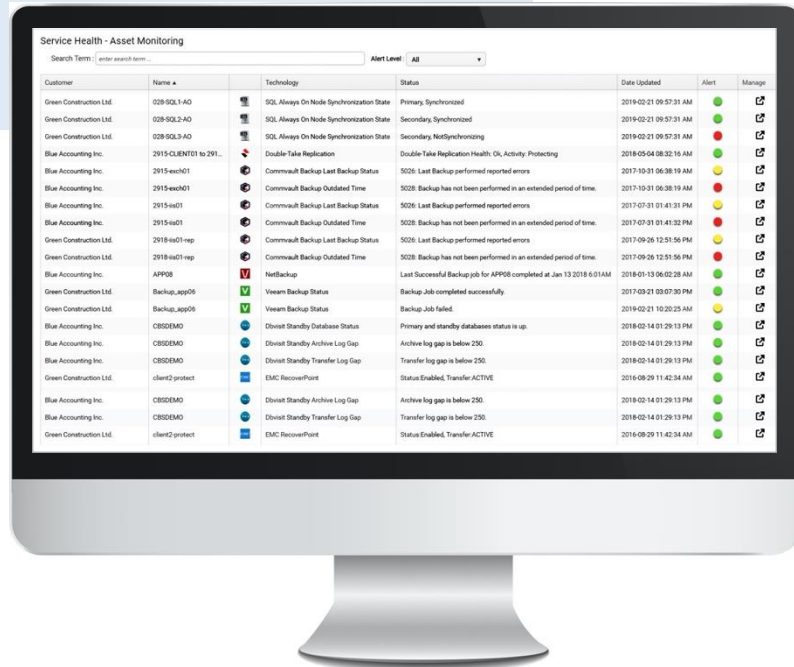
- We'll manage your entire resilience program from one platform
- Our service can incorporate virtually every data protection technology in use today, safeguarding your investment, while elevating your resiliency.



- Monitoring and reporting provided at the server level
- You get the same level of service across all technologies and platforms without having to “rip and replace” any existing investments in data movers, DR replication engines or backup systems

WORKFLOW AUTOMATION

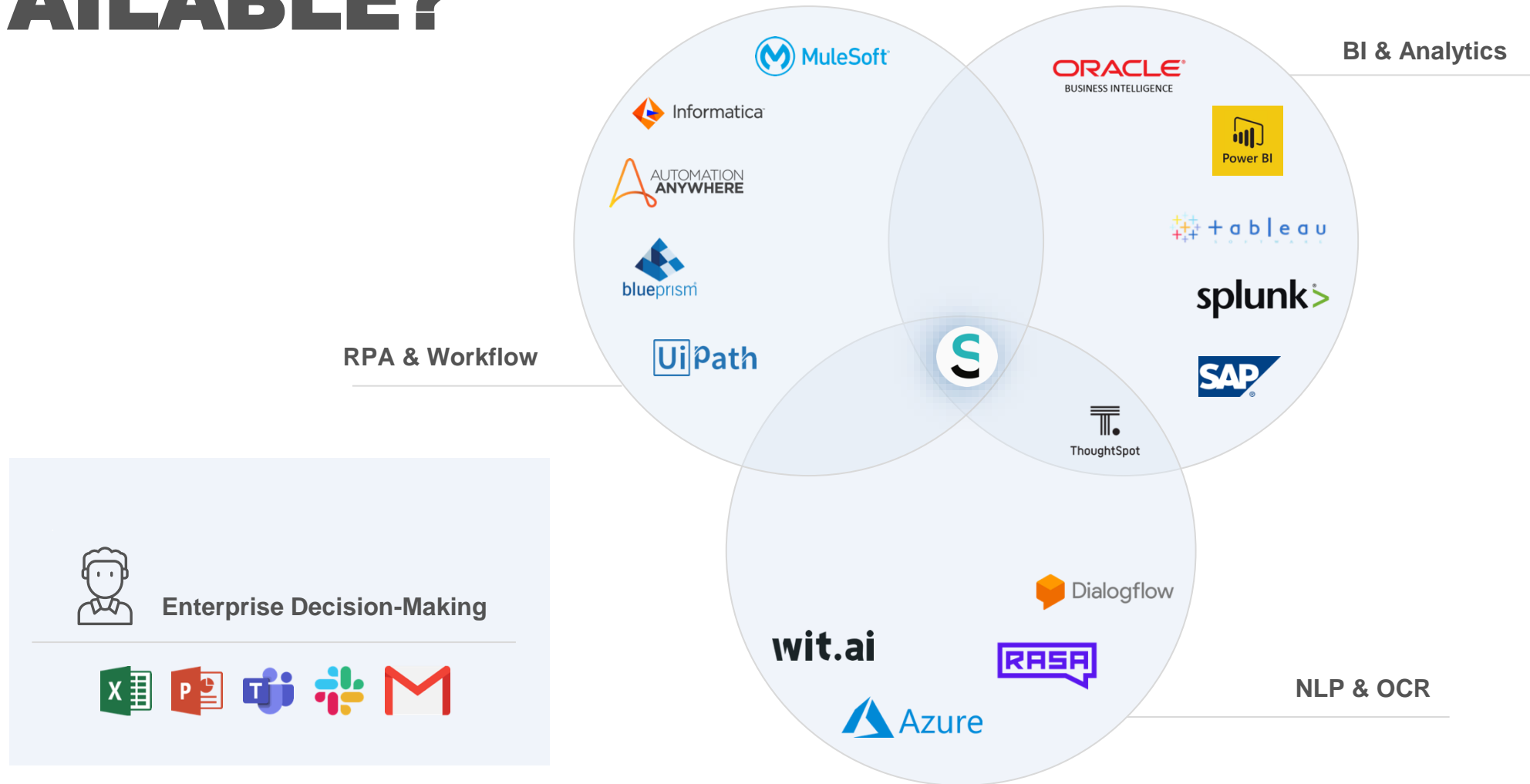
- **Complex Automation** – Automation of complex recoveries and tasks for multi-vendor physical/virtual environments
- **Orchestration** – Workflow automation / orchestration across virtually any hybrid deployed technology
- **Cross-Platform Defined SLA Management** – Incorporation of a diverse set of technologies and application dependencies, with discrete visibility into application recovery groups and their components using assigned SLA triggers across each component individually
- **Granular Recovery Automation** – Detailed and granular automation to recover failed system(s) across platforms and cloud sites ensuring all aspects of the recovery process are handled
- **Cross-Platform Health Monitoring** – Server and application health across your entire environment is determined for any and every platform. Comprehensive monitoring is performed at virtually every level of technology within a system and application group



A futuristic graphic of a human head with a glowing blue wireframe overlay. The head has glowing blue eyes and a central glowing point on the forehead. In the background, there are faint digital screens showing various data visualizations like charts and graphs. A hand is visible on the right side, pointing towards the head.

ARTIFICIAL INTELLIGENCE

SO, WHAT IS AVAILABLE?



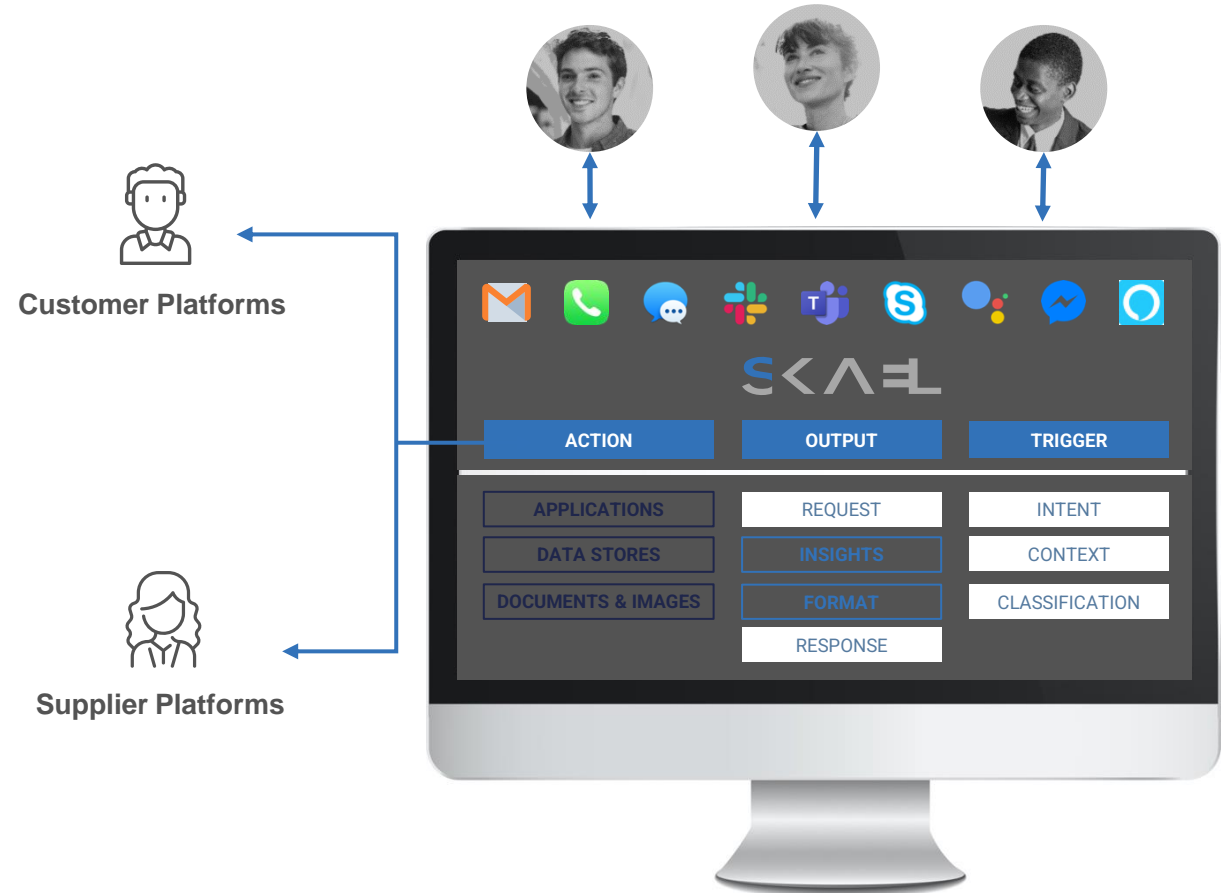
AUTOMATES, ADDS INTELLIGENCE

Drives contextually aware intelligence while **eliminating** the associated ETL process

Users interact with platform using their existing email, chat and voice solutions

Connects to most existing applications, document repositories and datastores

Delivers quantifiable results for most use cases within **4-6 weeks** with just **50 samples** per example



USE CASES



	SOLUTION	SOLVES
CLERICAL AUTOMATION Investment Banking	Proactive quote, booking, order and trading. Connected to internal email, trading and risk management platforms.	Existing transactions are 60% manual, cost on average \$2M/y for 16 employees with unhappy customers and lost opportunity.
OPERATIONAL RISK MGMT Investment Banking	Deep connecting analytics and on-demand risk assessments allow the bank to stay on top of compliance and regulatory requirements.	ORM procedures are largely driven by human intervention, with limited proactive measures. Eroding ROI and significantly increasing risk.
CUSTOMER ACQUISITION Investment Banking	Positioning the right solution to the right customer proactively so that they spend more with the bank and perform trades increases profitability.	Sales teams position opportunities to potential customers based on limited visibility and tribal knowledge. Limiting growth potential.
SELF-HEALING SUPPLY CHAIN Automotive and Assembly	Deep integrations from the factory floor all the way up to customer facing applications enable an end-to-end flexible and adaptable supply chain.	With the measurement of sustainable growth shifting to LCV, manufacturers need an ever-flexible supply chain to rapidly evolve to changing customer demands.
IoT CYBERSECURITY Automotive and Assembly	Analyzes all sensor, log and profile data to detect, prevent and notify anomalies in seconds, gathering intelligence to predict potential breach scenarios.	Only 16% of automotive manufacturers say their IoT security plan is well prepared. Cyber-threats in the world of the connected car have far reaching consequences.
PERSONALIZED PATIENT CARE Healthcare and Insurance	Automatically connects, reads and correlates EHR (Electronic Health Record) data, prescription history and baseline information for accurate, personalized care.	Current patient care data is siloed, single faceted and inconsistent. Increasing the chances of physician misdiagnosis, increased costs and order rework.
EMPLOYEE ONBOARDING Healthcare and Insurance	Connect multiple internal and external systems to automate onboarding, training and management.	On-boarding and off-boarding hundreds of employees per month across various role types that can touch sensitive data requires days and months of human intervention.

DESIGNING THE TECHNICAL INFRASTRUCTURE

ASSUMPTIONS OF THE INFRASTRUCTURE DESIGN:



Discuss customers' business objectives



Initial capacity will depend on addressable market size assessment



Suppliers that with long term capabilities



Suppliers optimized for open source software



Ability to support multiple solutions without refactoring



Integration with tool currently in place at the customer environment




Infinite scalation capabilities



Recommendations of hardware, software, networking, storage



Design Minimum Viable Product (MVP)

A hand in a dark suit jacket is shown holding a glowing, semi-transparent globe. The globe is overlaid with a network of white dots and lines, representing a digital or data network. The background is a blurred image of a person's face, and the overall scene is set against a blue background with faint, glowing network lines and particles.

KICKSTART OPERATIONS

INITIAL OPERATIONS



Cloud services delivery requires skilled talent that is short in the current market situation



Expensive talent



In order to avoid expensive commitment to resources that may increase costs (low usage, high cost), we can help kickstart operations. When service provider reaches certain level of revenues, they can start hiring internally to replaced outsourced model



Services are offered temporarily in order to give service providers time to structure their internal teams. We don't want to be the operators in the long term. When customers are ready to take responsibility, we'll move into 3rd level support and beyond.

STAGES OF SERVICE DELIVERY

Step 1

Get me to the cloud and a steady state

MIGRATION

The compute infrastructure of tomorrow is NOT a more efficient version of today's infrastructure

Step 2

Create normal seas & advantages with smart costs and automation

OPTIMIZATION

Compute location is chosen per application by business need. No bias toward on or off premises

Step 3

How do I demonstrate technical and business value? What is the next stage of my apps?

DIGITAL TRANSFORMATION

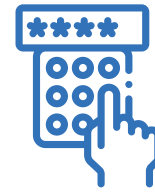
Automation moves from improving operational efficiency to enabling business agility

GAPS

Tools and processes for consistent governance and resilience across hybrid IT are immature

Widening gap of CIO expectations and operations delivery of agility and digital transformation

Staff skills with containers and serverless, edge computing, and AI/ML are missing and hard to find



PRE-SALES SUPPORT



Support the architecture of complex solutions:

- Hybrid, multi-cloud, and on-prem solutions

Support development of complex solutions:

- Understand and validate technical requirements
- Technical viability
- Bridge cloud providers (AWS, GCP, Azure, etc.) for further specification and modeling of the solutions
- Propose possible technical models that fulfill customer needs
- Point by point technical RFP support



Support development of complex pricing solutions



PRE-SALES SUPPORT

SUPPORTING DAY-TO-DAY OPERATIONS

- Done in alignment to customers technical staff
- Manage relationship with cloud providers: AWS, Azure, GCP
- Incident Management
- Technical assessment and enhancement proposal
- Identification of new technical / commercial opportunities

SUPPORTING CUSTOMER MIGRATION

- Technical assessment
- Analysis of potential impacts resulting from migration
 - Potential gains and requirements
- Alternative migration proposals
 - “as is”, microservices, serverless, etc.
- Accompanying the whole migration process
- Aligned with customers technical teams



START UP OPERATIONS

A large blue rectangular area with a faint puzzle piece pattern in the background. The text "BUSINESS MODELS" is centered in white, bold, uppercase letters.

BUSINESS MODELS

ASSEMBLING THE PUZZLE

PLATINUM LAUNCH PACKAGE



- PLATINUM
- Includes:
 - Two days of meetings with product teams
 - All conversations are recorded
 - We create all launch material (ppts, sell sheets, demos, playbooks, animated videos, ...)
- Ready to launch products in less than 4 weeks
- Verification that all launch components are ready
- [Click here to see an example of the minisite](#)
- [Click here to see an example of the brochures and PPT](#)
- [Click here to see and example of an animated video](#)

GOLD AND SILVER LAUNCH PACKAGES



- GOLD
 - Animated video – up to 2 minutes
 - Micro Site
 - PowerPoint for Clients – 40 to 60 slides
 - Email campaign – up to 8 messages
 - Four – “one-pager” – content and formatting

- SILVER
 - Teaser video – up to 30 seconds
 - PowerPoint for Clients – 40 to 60 slides
 - Email campaign – up to 8 messages
 - Four – “one-pager” – content and formatting

SALES PLAYBOOK

Sales material and training for the optimal education
how to sell cloud solutions



What is the content of the Playbooks?

It will vary according to the company, the vertical, and the market

Generally, at least the following is covered:

Market attack priorities

What are the organizational objectives? Growth, protecting market share, expansion, ... How to act in each case

What are the products?

Customer Value Proposition, benefits, features, presenting and positioning

Whom to sell to?

What are the market segments, personas, how to position the products/solutions accordingly

How to sell?

Target customers, pain points and what is behind them, message pillars, value, sales plays: upsell, retention, ...

Metrics

Corporate objectives and what needs to be done to meet them

Sales Training – Live Online

Four sessions of up to two hours. Delivered live via video conference (Zoom, Webex, Teams,...)

Cost and Pricing Models

Cloud and Disaster Recovery Solutions

Cost models for multi-tenant and single-tenant environments

Model works for service providers and end customers

Cost all solution components

Compute, network, security, storage

Cost model spreadsheet

Cost model tools

Cost consulting

Up to 10 hours of cost consulting engagement

Pricing Tools

Pricing spreadsheet. Complex solutions. Innovative business models

Pricing Consulting

Up to 10 hours of price consulting engagement

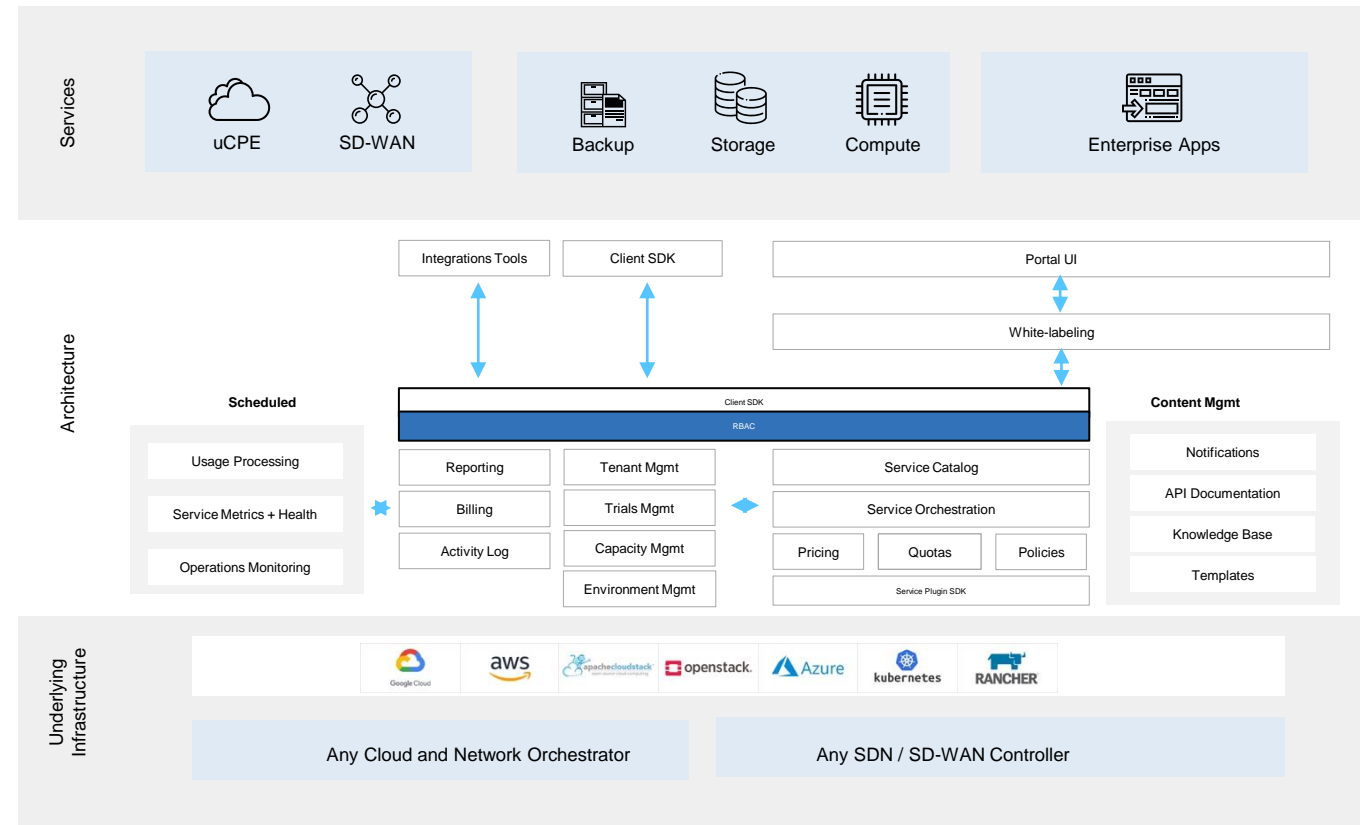
COST AND PRICING MODELS



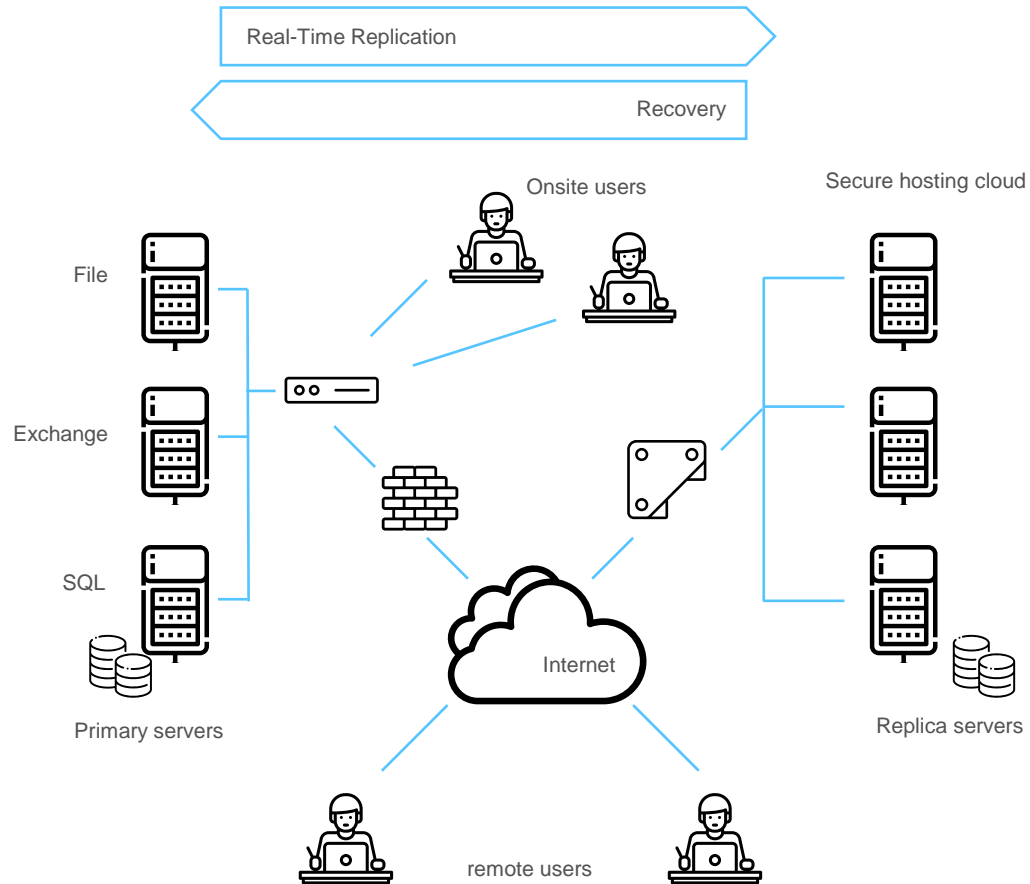
HYBRID / EDGE / MULTI-CLOUD ORCHESTRATION



- White label
- Service providers or end customers
- Openstack, Cloudstack, GCP, AWS, Azure
- Cloud native resource orchestration: Kubernetes Google GKE, Azure AKS e Amazon EKS
- Multi-level administration – resellers, partners, branches, sub-organizations, etc.
- Centralized governance. Minimize shadow IT
- Metering and charge back
- SaaS with regular software updates included



IT RESILIENCE ORCHESTRATION



- White label
- SaaS includes all software updates
- Multi-platform
 - Physical to virtual
 - Cloud to cloud
 - Any hypervisor
- Data moving application included

SOLUTION PACKAGES

Cloud Orchestration

- Branded SaaS portal – cloud orchestration
- Cost and Pricing models
- Silver launch package

DR Orchestration

- Branded SaaS portal – disaster recovery orchestration
- Cost and Pricing models
- Silver launch package

Total Pacakage

- Branded SaaS portals
 - Cloud orchestration
 - Disaster recovery orchestration
- Cost and Pricing models
- Sales Playbook
- Gold launch package

THANK YOU !!!

