ENABLING SERVICE PROVIDERS TO DELIVER CLOUD (v2.0)

Agya Corporation

March 2021

AGYA's Brief History

2005 – First AGYA solution developed at Lucent Technologies. Traffic Control and Security IDS/IPS based on

Deep Packet Inspection (DPI) technology, low level coding over CloudShield hardware.

2006 – Alcatel-Lucent merge (ALU). AGYA solution officially part of ALU portfolio.

2007 -> 2015 – Successfully deployed in 5 customers, with new functionalities incorporated (DDoS attack

prevention, DNS protection, IP traffic offload, and new statistics and data analysis GUI)

2016 – Nokia acquired ALU, portfolio consolidation.

2017 – Migration of AGYA customers to Nokia's new solution.

2018 – AGYA as an independent corporation.

2020 – Creation of AGYA's Cloud Orchestration Portal (COP).
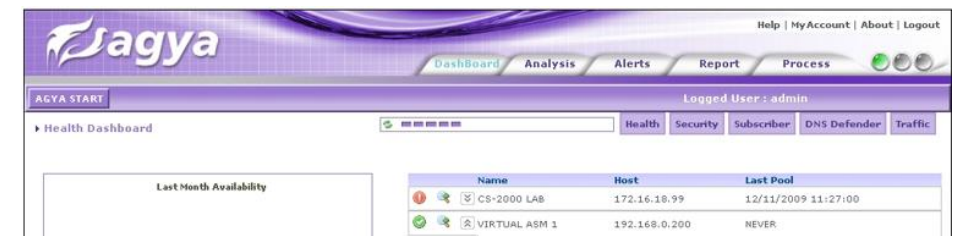
AGYA's COP Key Functionalities

1. Portal manages Private, Public, Hybrid, Edge, Multi Cloud (including AWS, Azure, GCP)
2. Single Sign On (SSO) with OpenID compatible tools
3. Include cybersecurity features from design (RBAC – Role Based Access Control, SSL/TLS, 2FA,)
4. Ability to create suborganizations, controlling usage (Multi/Single-Tenant, Fixed & Variable costing models)
5. Pre-integrated Geminare Resilience Portal (High Availability and Fail Over)
6. Freedom to define currency (USD, CAD, Reais, USN, etc.)
7. Terraform scripting and Workflow Automation
8. Containerization (Kubernetes, Dockers, Rancher, etc)
9. Rapid deployment (just few days for integration and dimensioning)
10. New applications could be created and integrated using RESTful API (JSON over SSL)
11. English, French, Spanish, and Portuguese Language
12. Knowledge Base Access from Portal

FLEXIBLE AND AGILE
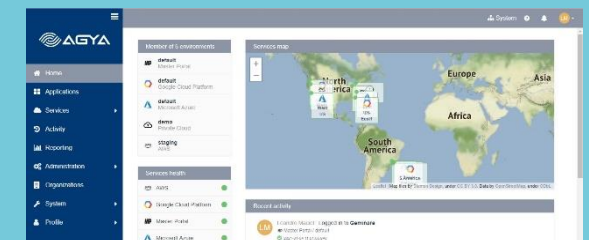
AGYA's COP Suggested Applications

Enabling Service Providers

1. Fast Cloud deployment and easy application of elasticity

2. Centralize / single point of control for Cloud utilization (avoid shadow IT)

3. Fast and accurate fail over procedures (workflow creation and automation)

4. Tool for migration to the cloud, and rapidly redeploying VM's among public clouds (cost reduction)

5. Ransomware Protection

6. EDGE cloud ready to reduce latency, envisioning 5G applications

7. Cloud Management offer for new services / new customers (Managed Services)

8. Digital Transformation Enablement

9. Costumers could be quickly deployed as a suborganization, with Role Base separation of responsibility

10. Offload IT and cyber security resources by offering a simple and effective cloud control tool

AGYA's Competitive Advantages

1. Enablement of service providers to quickly play in all cloud architectures:
   Hybrid, Multi, Public, Private, and Edge
2. Bring Product, Marketing, Sales, Costs, and Prices
3. Multi-cloud orchestration from a single pane of glass
4. Delivered as SaaS. No need for installation, hardware, management, or operations
5. Centralized governance
6. Multi-level, multi-tenant, multi-partner
7. Integrated IaaS + DRaaS + PaaS
8. Meets 100% of RFP requirements: Banco do Brasil and Ministério da Economia (2020)
9. Integrated Knowledge Database
10. Orchestrated Resilience: physical to virtual to cloud to cloud
11. Multiplatform: any hypervisor to any hypervisor.
12. Supports multiple OSes: Windows, Linux, Solaris, and AIX
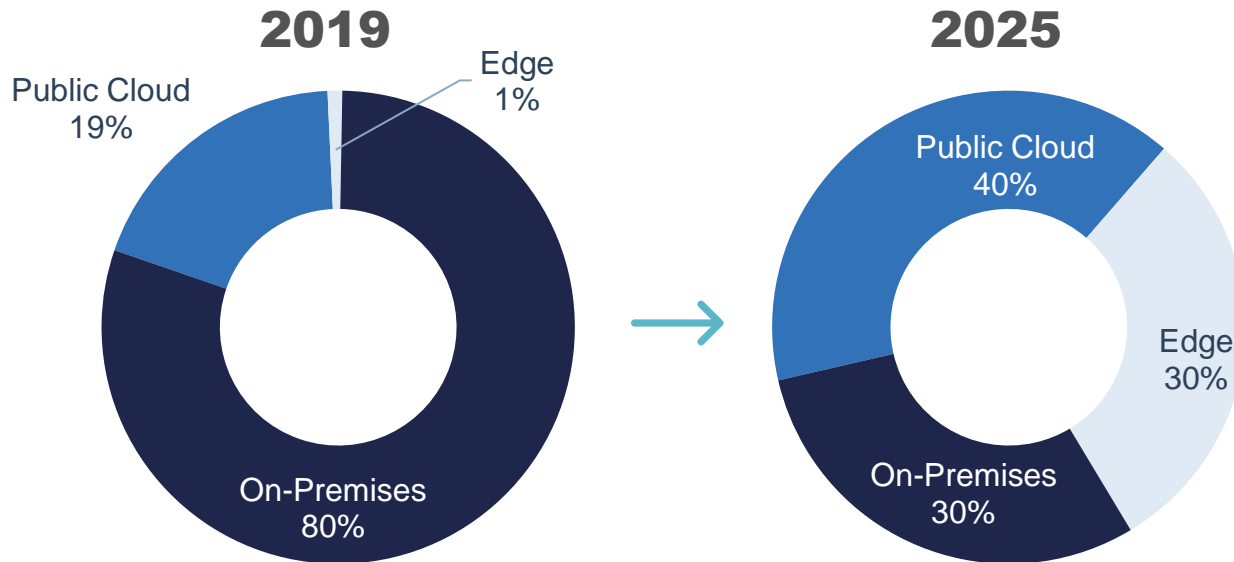13. Develop orchestration Runbooks with no coding skills required

AGYA's Partners

# Use Cases

THE MARKET OPPORTUNITY

BILLIONS OF DOLLARS CHANGING HANDS

2019

- Public Cloud 19%
- Edge 1%
- On-Premises 80%

→

2025

- Public Cloud 40%
- Edge 30%
- On-Premises 30%

- 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
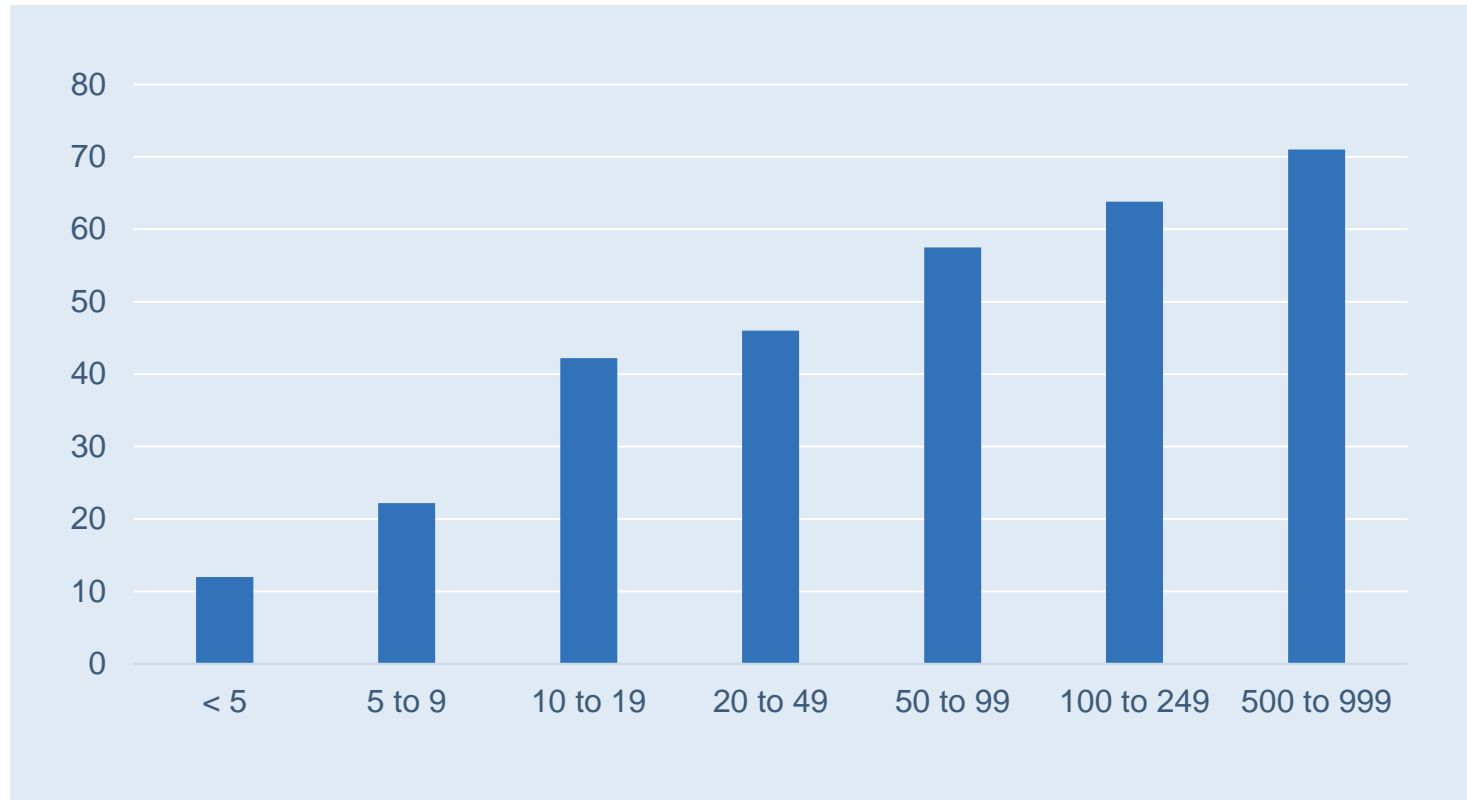
Please Indicate your level of agreement with each of the following. We are increasingly investing in "cloud" or "hosted"solutions as alternatives to technology we own and have on premises
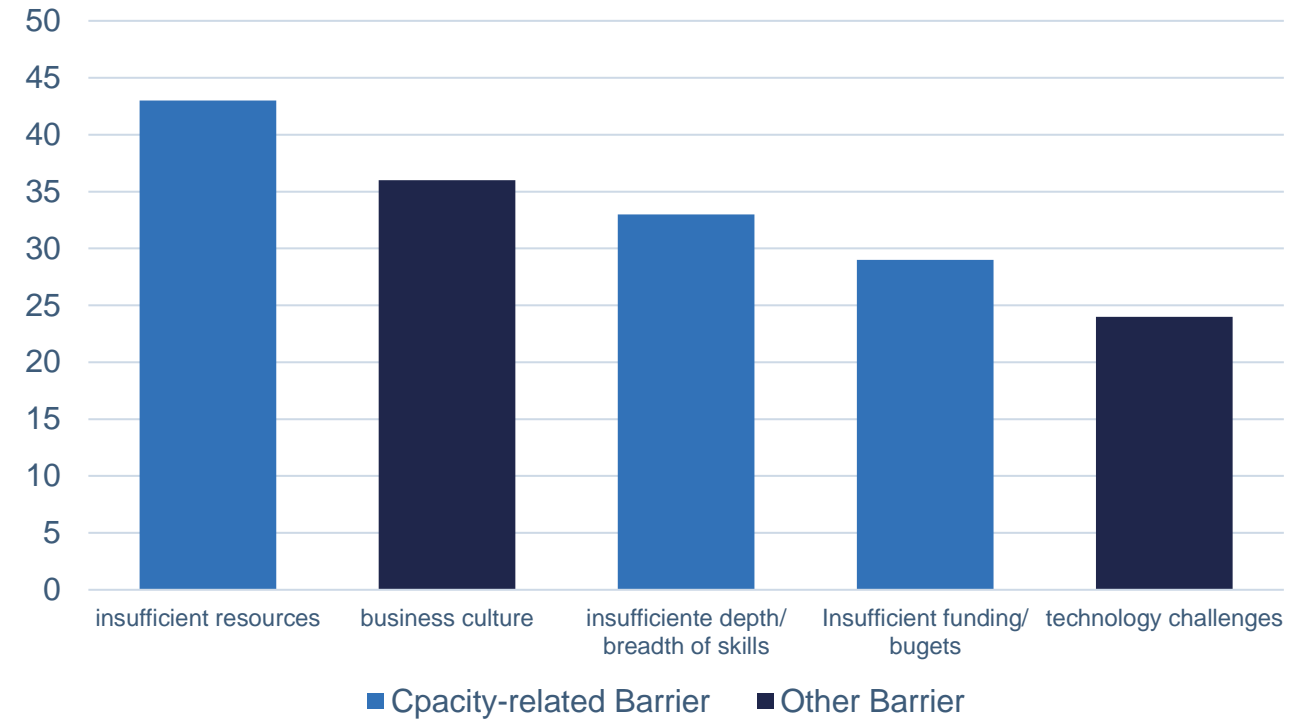
- According to IDC, companies from 20 to 999 employees have demonstrated a strong tendency to invest in hosting / cloud solutions

10

CIOs
NEED HELP

CIOs Worry IT does not have capacity to meet firm objectives

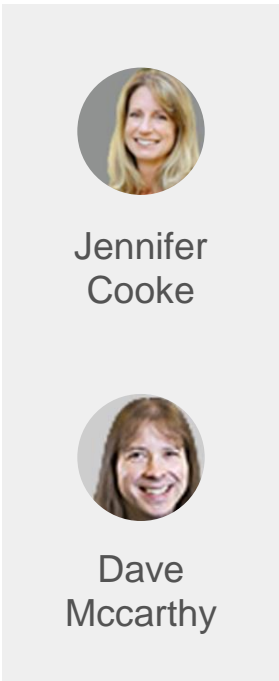Top five barriers to business objetives cited by MSE CIOs

- The trend happens because CIOs do not have resources to meet their operational and digital transformation objectives.
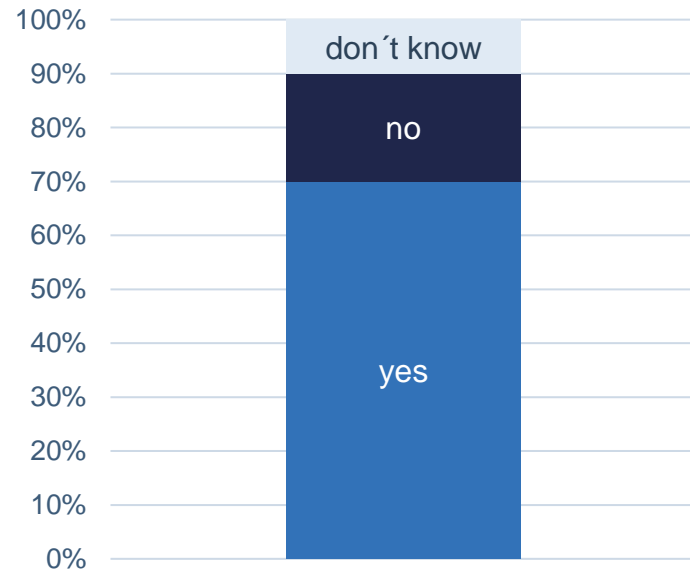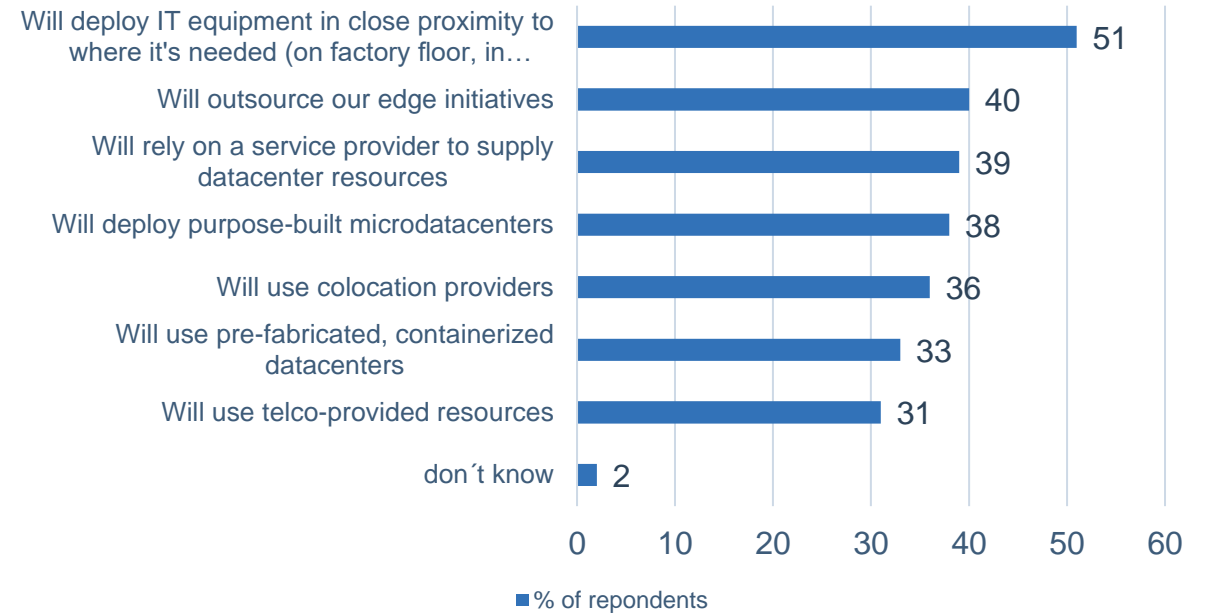
THE EDGE CLOUD IS ALREADY A REALITY

AGYA

How are IT services expanding at the edge?

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

Jennifer Cooke

Dave Mccarthy

Stacked bar chart:
- don´t know
- no
- yes

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

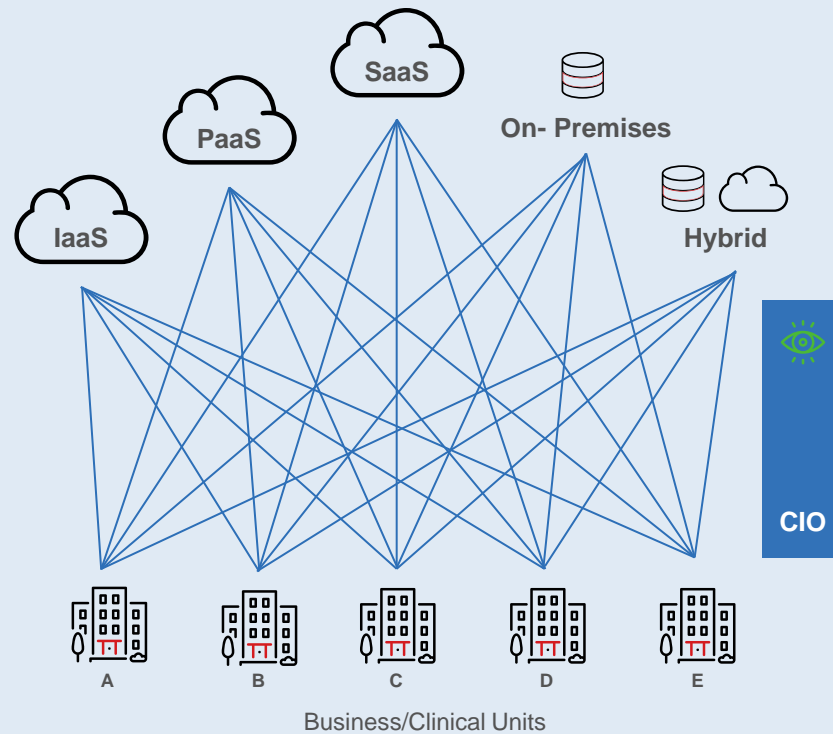|	% of respondents
Will deploy IT equipment in close proximity to where it's needed (on factory floor, in…	51
Will outsource our edge initiatives	40
Will rely on a service provider to supply datacenter resources	39
Will deploy purpose-built microdatacenters	38
Will use colocation providers	36
Will use pre-fabricated, containerized datacenters	33
Will use telco-provided resources	31
don´t know	2

■ % of repondents

- Latency, data sovereignity, security, and customization are some of the reasons leding organizations to implement IT on the Edge
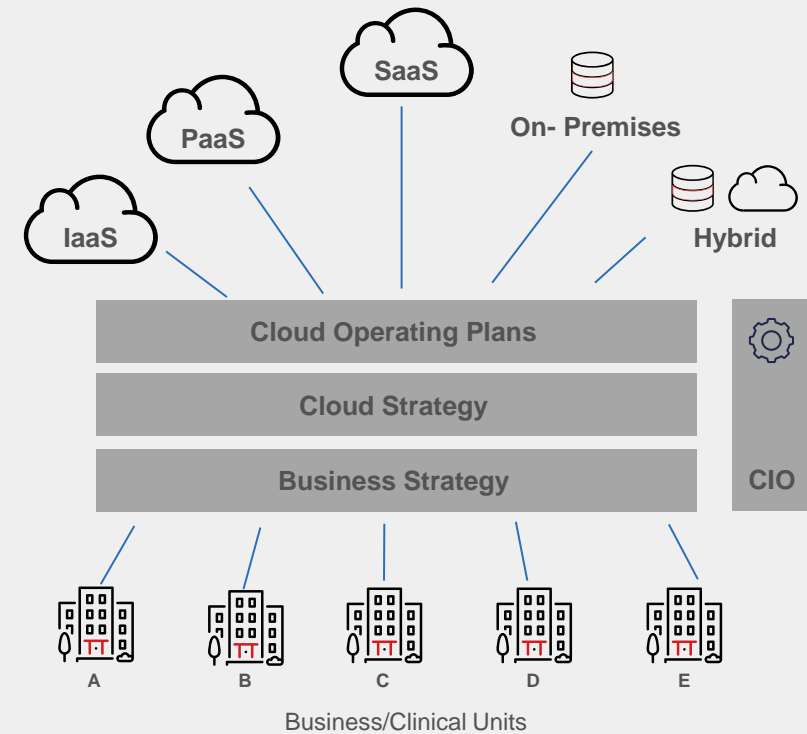
CLOUD STRATEGY: FRIEND OR FOE?

Our platform allows a centralized unique governance model.

CIO as Witness to cloud Implementation

SaaS

On- Premises

PaaS

IaaS

Hybrid

CIO

A   B   C   D   E

Business/Clinical Units

Nightmare to support

CIO as Driver of Cloud Strategy

SaaS

On- Premises

PaaS

IaaS

Hybrid

Cloud Operating Plans	
Cloud Strategy	CIO
Business Strategy	

A   B   C   D   E

Business/Clinical Units

Model supported by Agya

HOW WE CAN HELP

DEFINING AN INTEGRATED SOLUTION STRATEGY

Analytics (AI/ML) as a Service

SOC as a Service

Internet/Ethernet
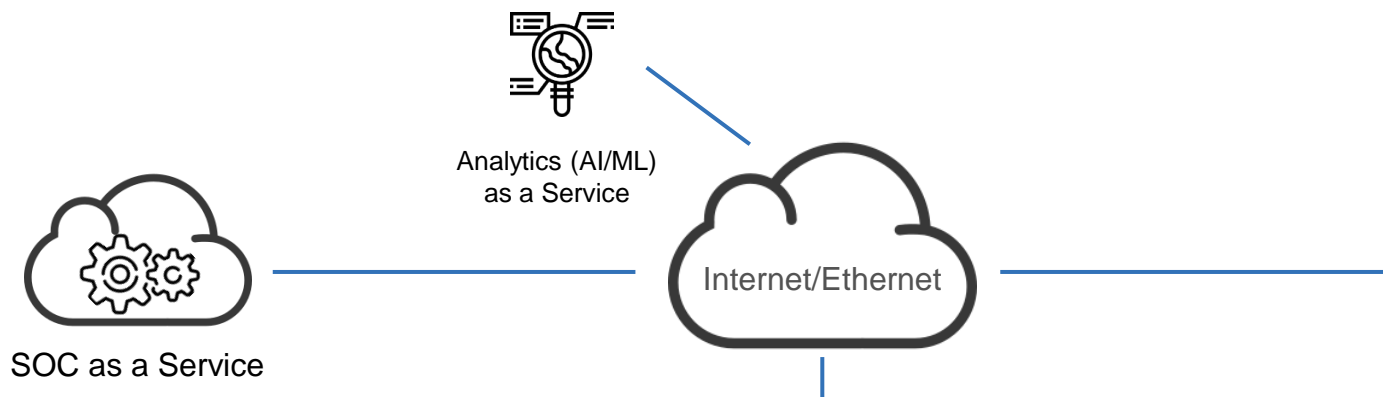
Managers
- Business UX
- Governance
- Financial Mgmt
- Service Mgmt
- Reporting

IT Admins
- Tech UX
- Manage automated Tasks

Developers
- APIs
- Coding
- Testing

Single Hybrid Cloud Management Portal Unified Experience

Colocation	Disaster Recovery	Cloud Native	Cloud Maturity	DevOps	Billing	K8´s	Patching	Network

Orchestration/ Automation
Geminare– Ansible – Rancher - Jenkins
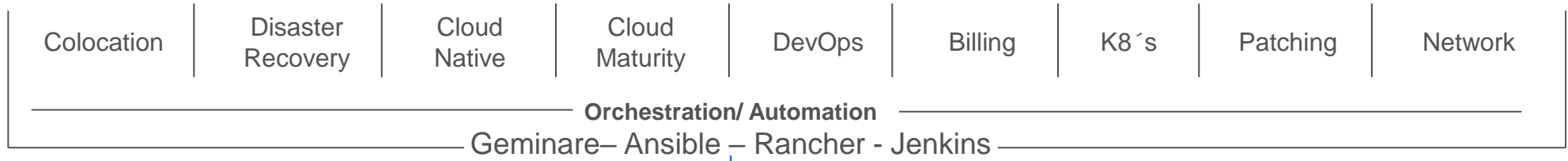
Production Environment

Direct Access Cloud

Disaster Recovery Environment

Google Cloud Platform   amazon web services   Azure   ORACLE Cloud   Edge   Partners   Cloud In a Box (customer Premises)

Processes   **People**   **Tools**
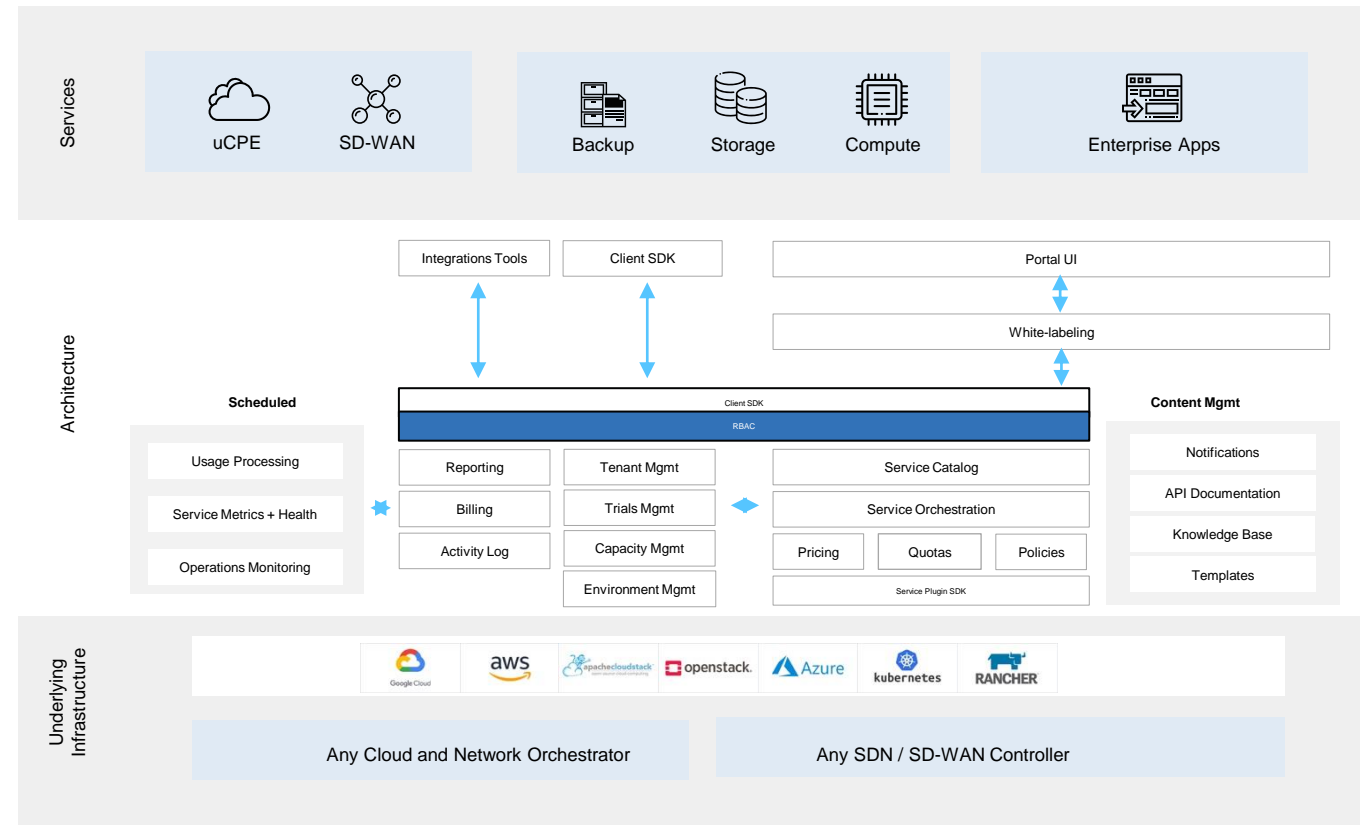
15

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

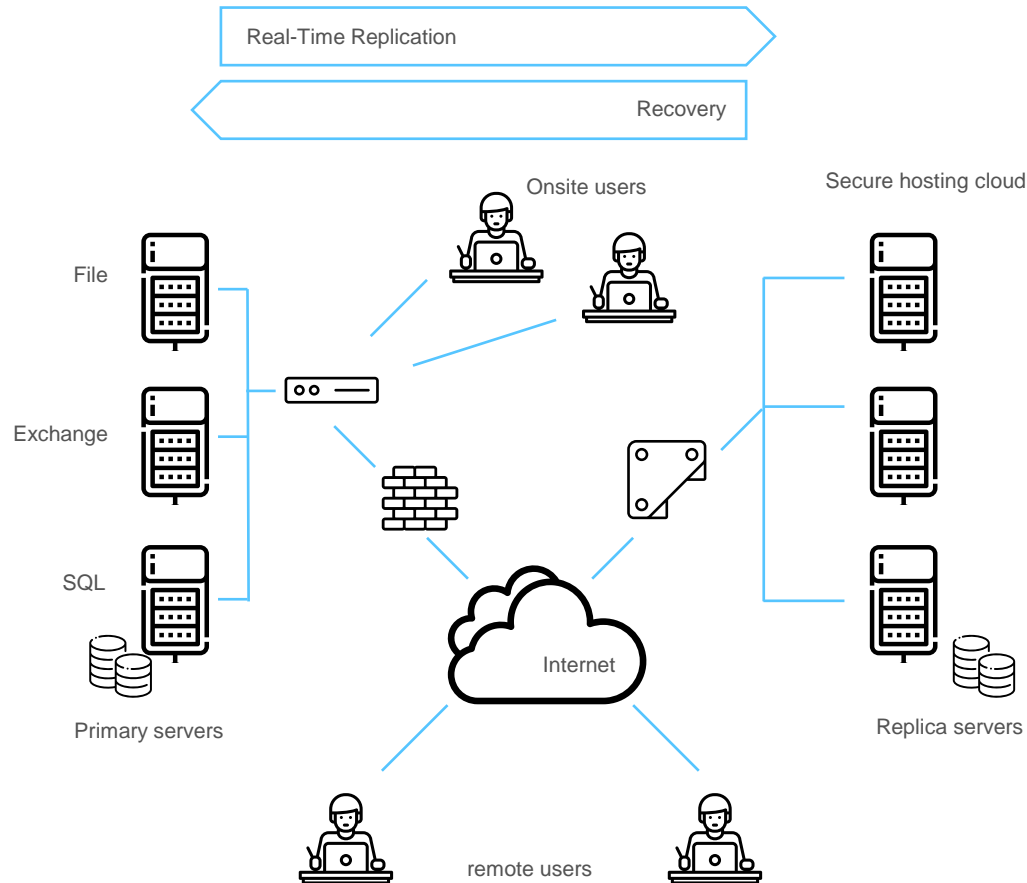 - Content / marketing collateral

  - 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.

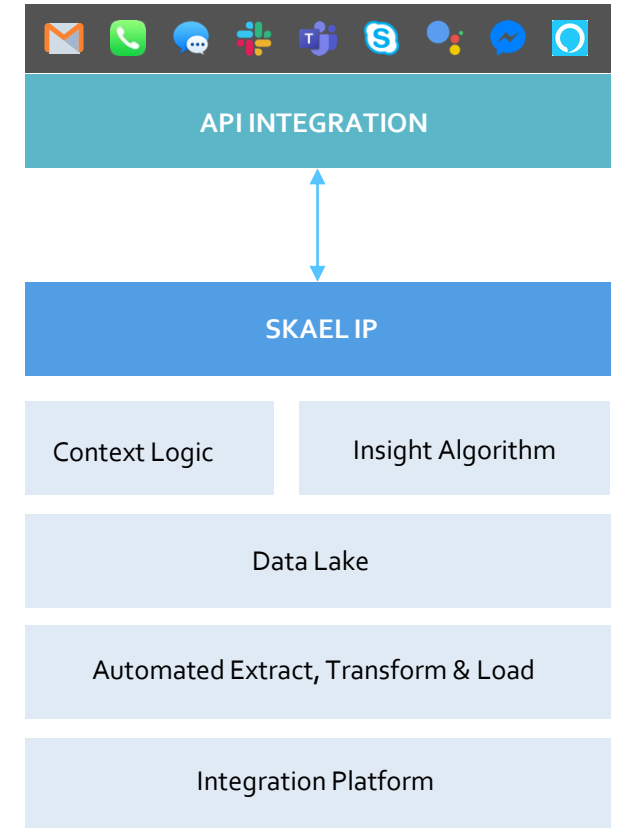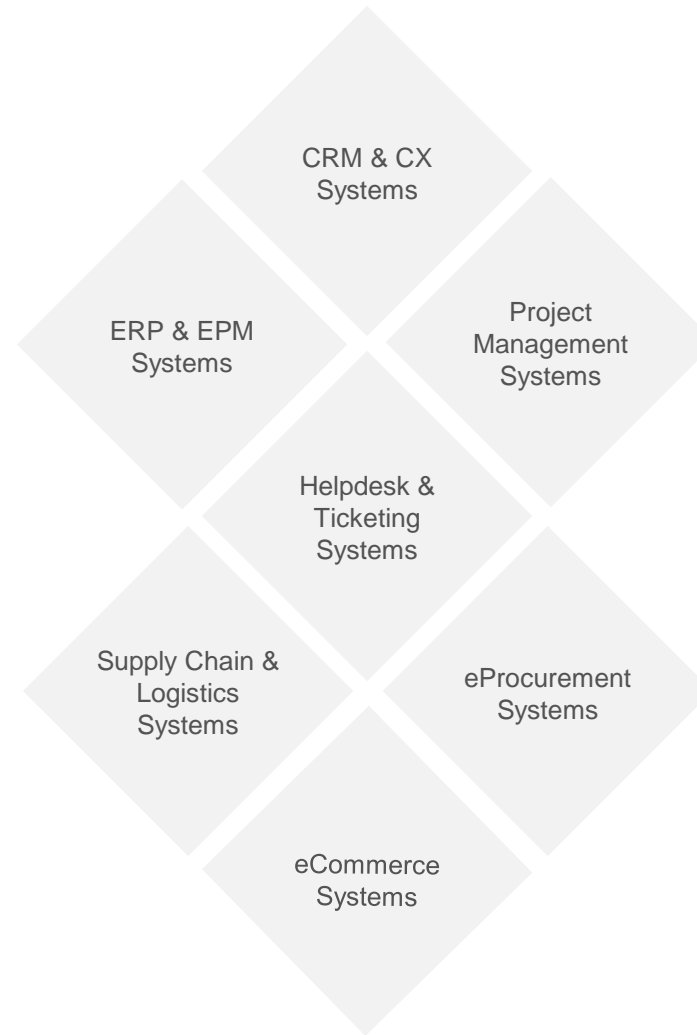- Consumption tracking and internal chargeback

Services

uCPE | SD-WAN | Backup | Storage | Compute | Enterprise Apps

Architecture

Integrations Tools | Client SDK | Portal UI
White-labeling
Client SDK
RBAC

Scheduled
- Usage Processing
- Service Metrics + Health
- Operations Monitoring

Reporting | Tenant Mgmt | Service Catalog
Billing | Trials Mgmt | Service Orchestration
Activity Log | Capacity Mgmt | Pricing | Quotas | Policies
Environment Mgmt | Service Plugin SDK

Content Mgmt
- Notifications
- API Documentation
- Knowledge Base
- Templates

Underlying Infrastructure

Google Cloud | aws | apachecloudstack | openstack | Azure | kubernetes | RANCHER

Any Cloud and Network Orchestrator | Any SDN / SD-WAN Controller

INFORMATION TECHNOLOGY RESILIENCE ORCHESTRATION

Real-Time Replication

Recovery

File

Exchange

SQL

Primary servers

Onsite users

Internet

remote users
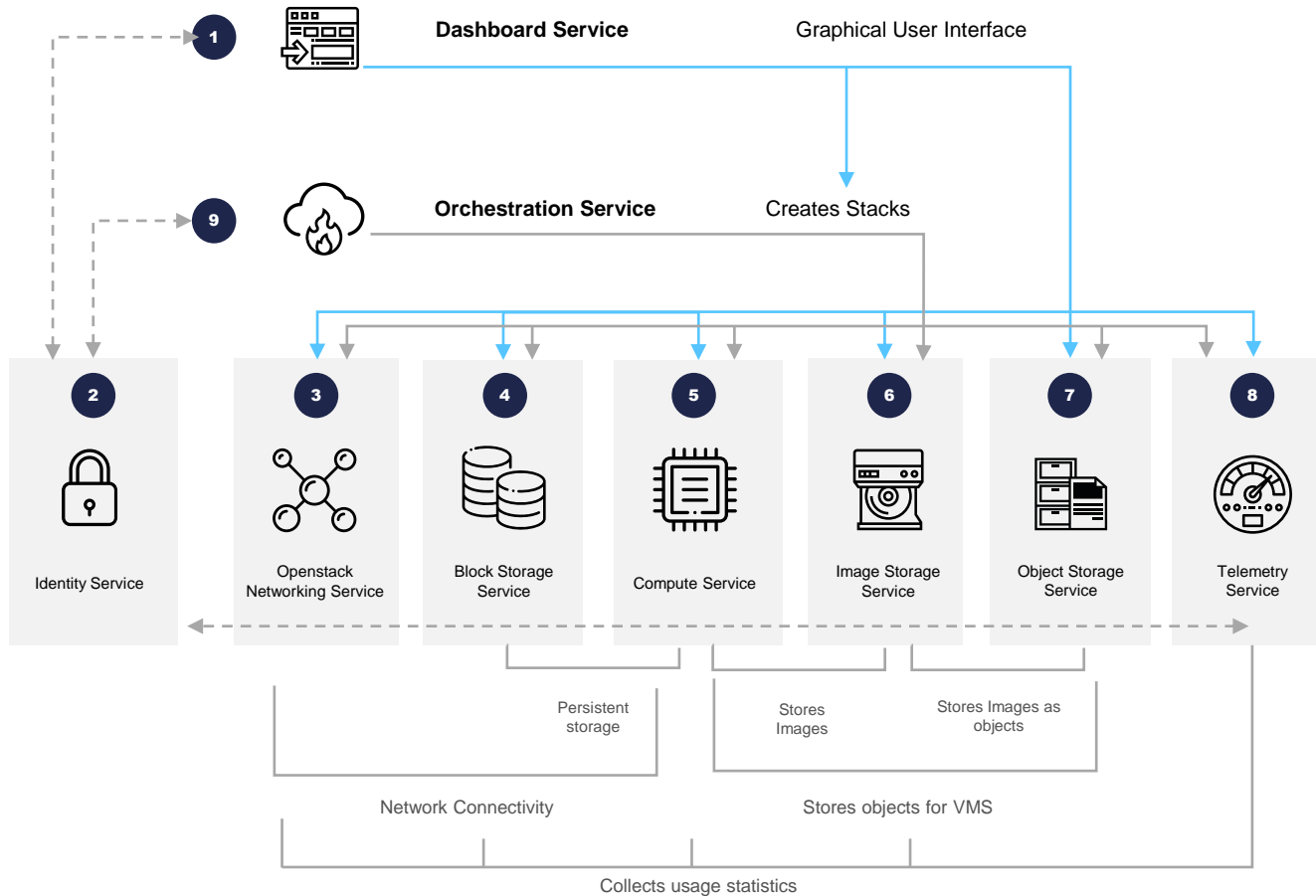
Secure hosting cloud

Replica servers

- 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 hypervisror

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)

CRM & CX Systems

ERP & EPM Systems

Project Management Systems

Helpdesk & Ticketing Systems

Supply Chain & Logistics Systems

eProcurement Systems

eCommerce Systems

API INTEGRATION

SKAEL IP

| Context Logic | Insight Algorithm |

Data Lake

Automated Extract, Transform & Load

Integration Platform

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

20

OPERATIONS KICKOFF

- Presales support

- Customer Migrations / Implementation

- Day-to-Day Customer Operations

SOLUTIONS IN DETAILS

MARKET PENETRATION CONSULTING

MARKET EVALUATION

- Suport for product catalog defition

  - 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
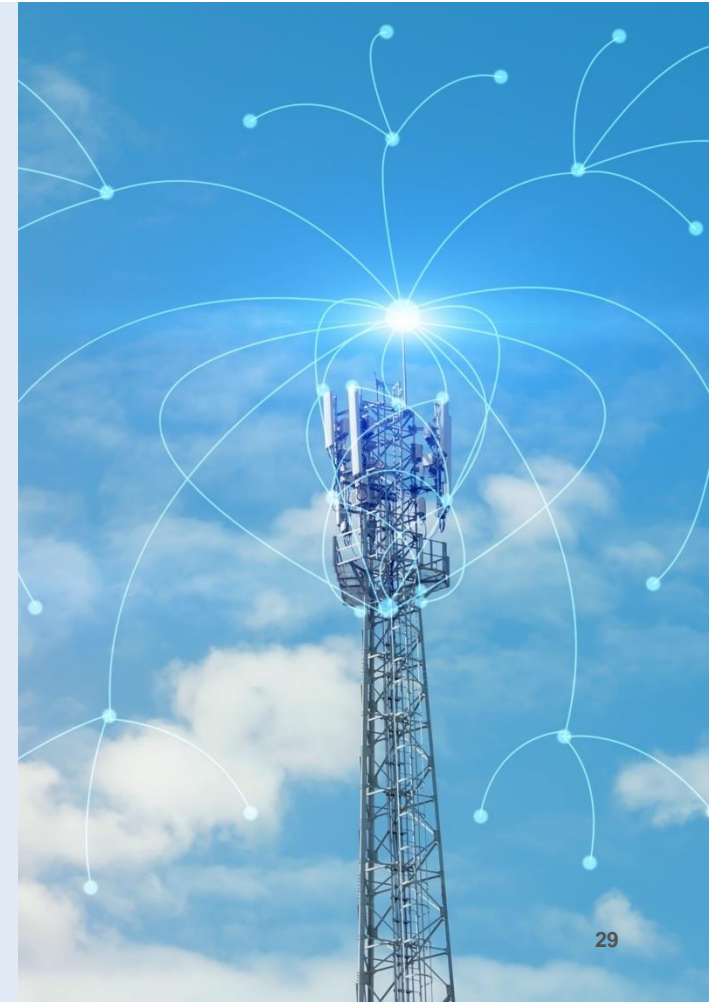
Multi-Cloud

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
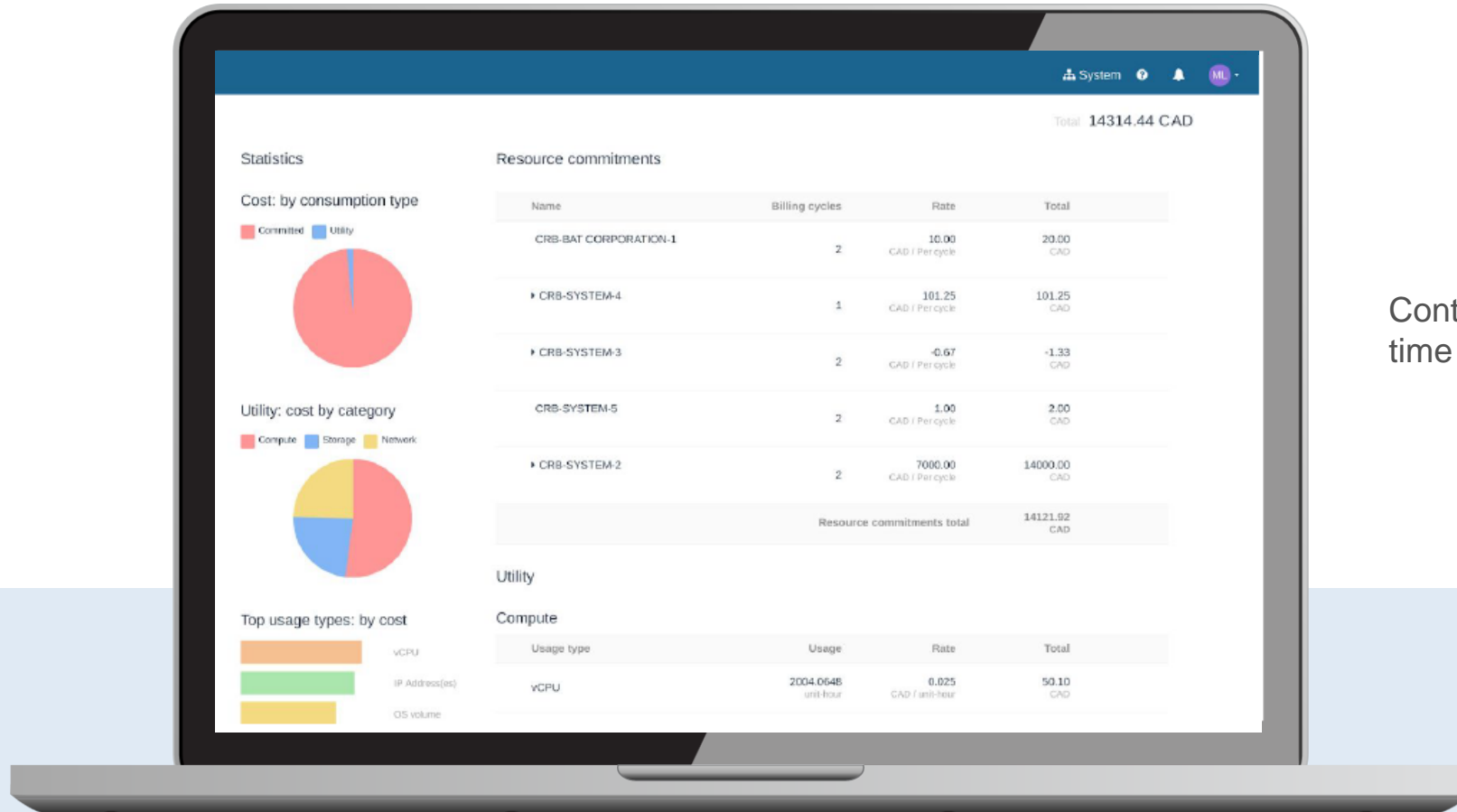
MULTI-CLOUD SINGLE PANE OF GLASS

Unique solution to consume
private cloud as well as
public cloud services, such
as GCP, Azure, AWS
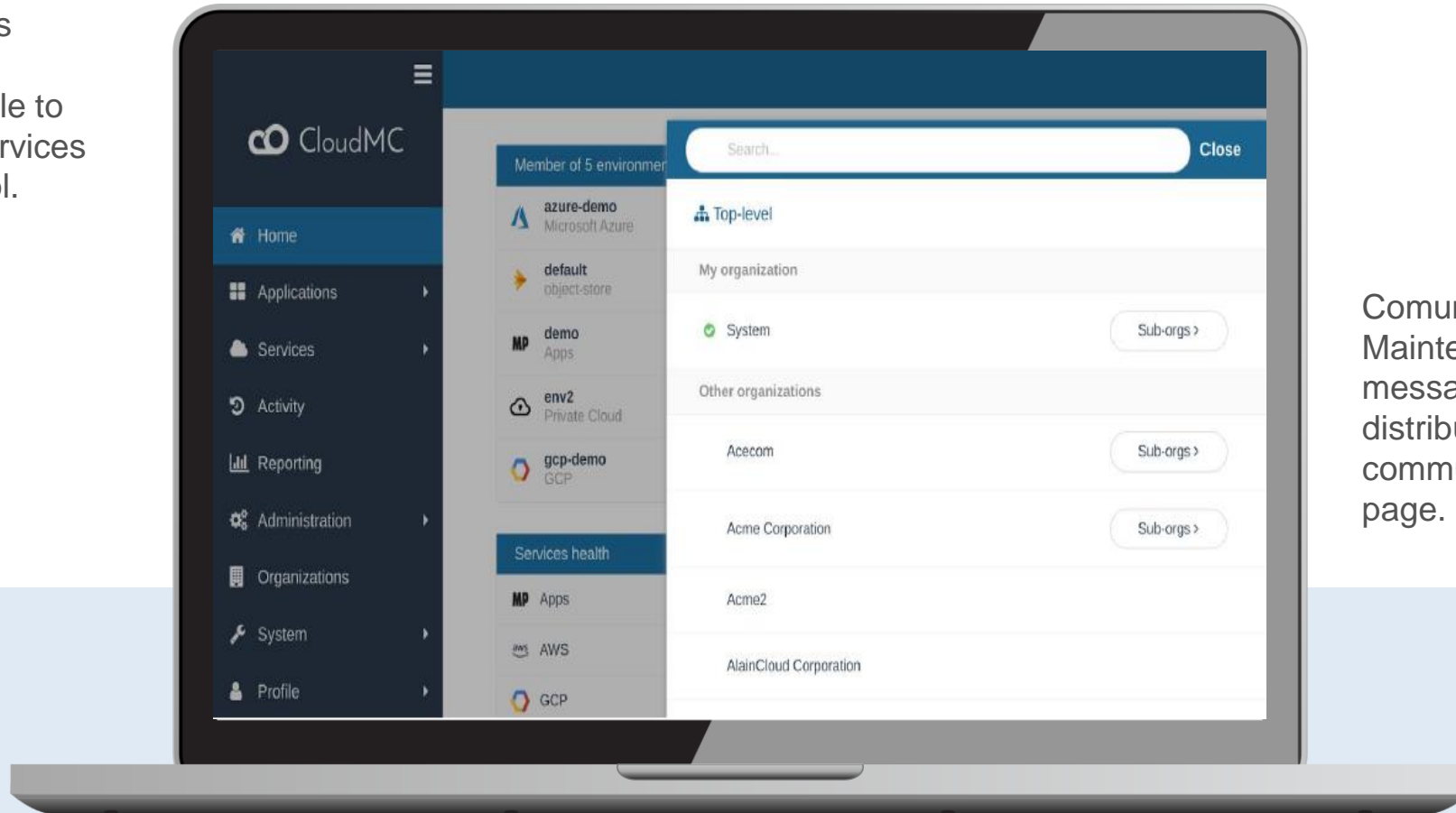
Self-service GCP,
Azure, and AWS
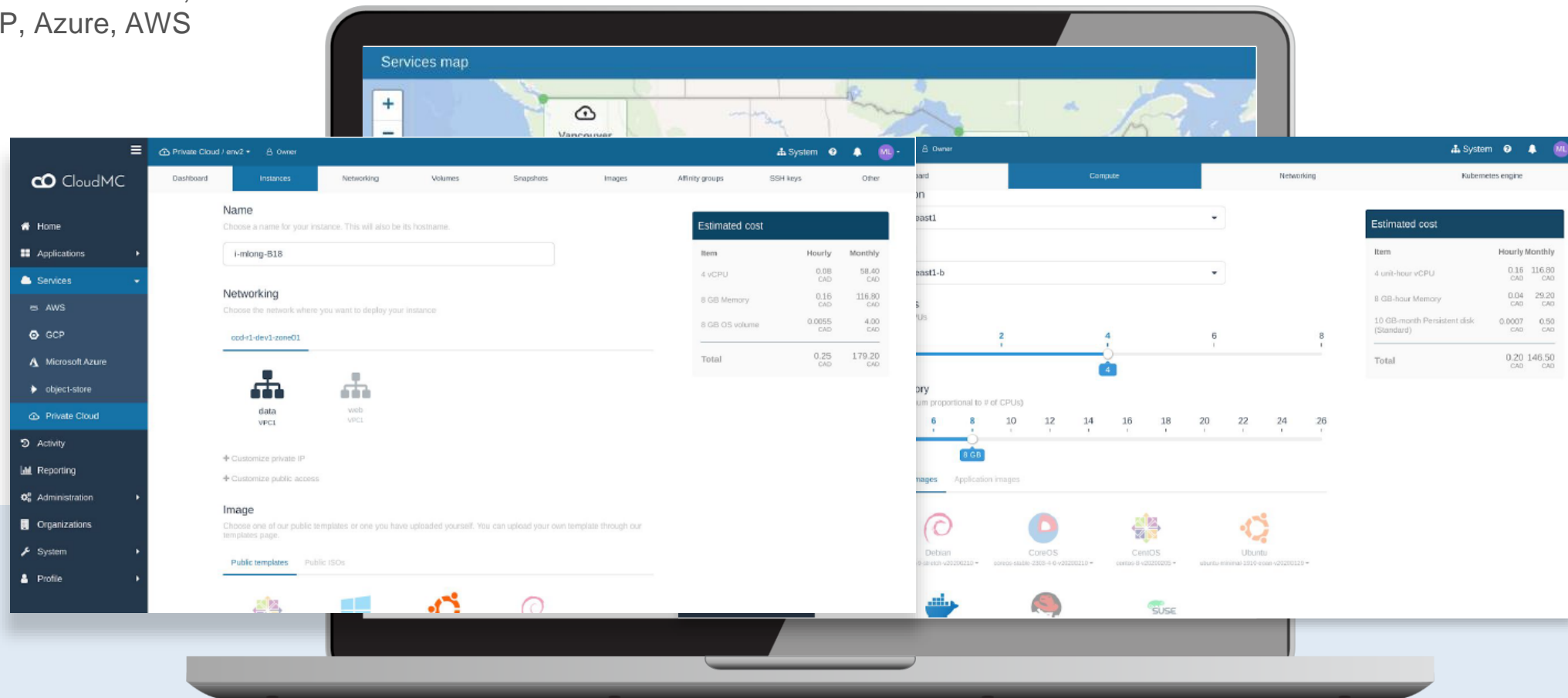
BILLING

Automated mettering 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.

Comunicate with customers. Maintenance or marketing messages can be easiliy 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 sovereignity are either going to reside on private or edge clouds
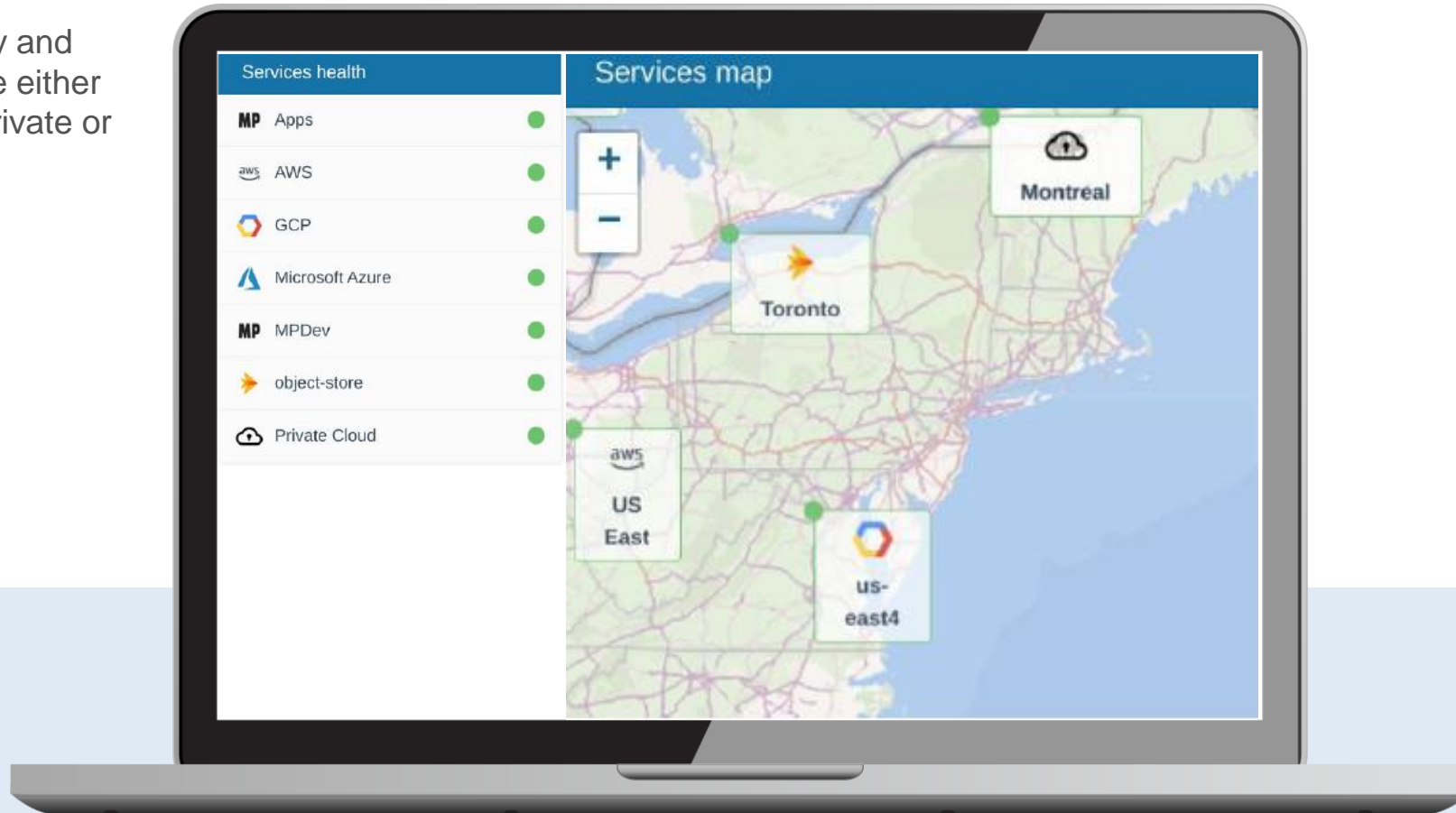
COMPATIBILITY

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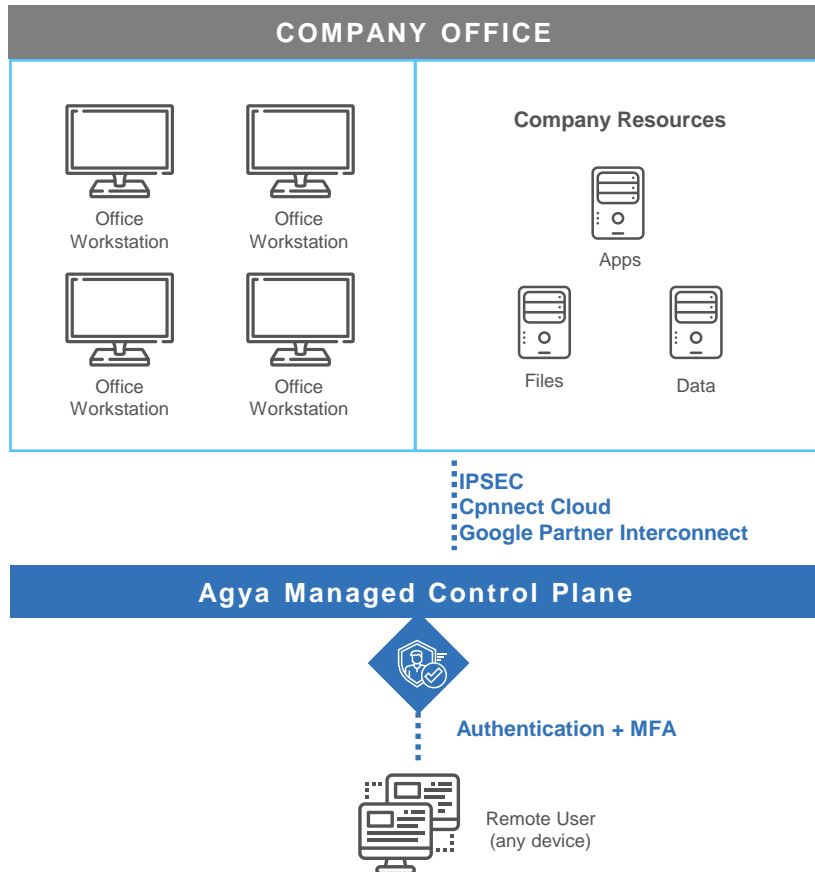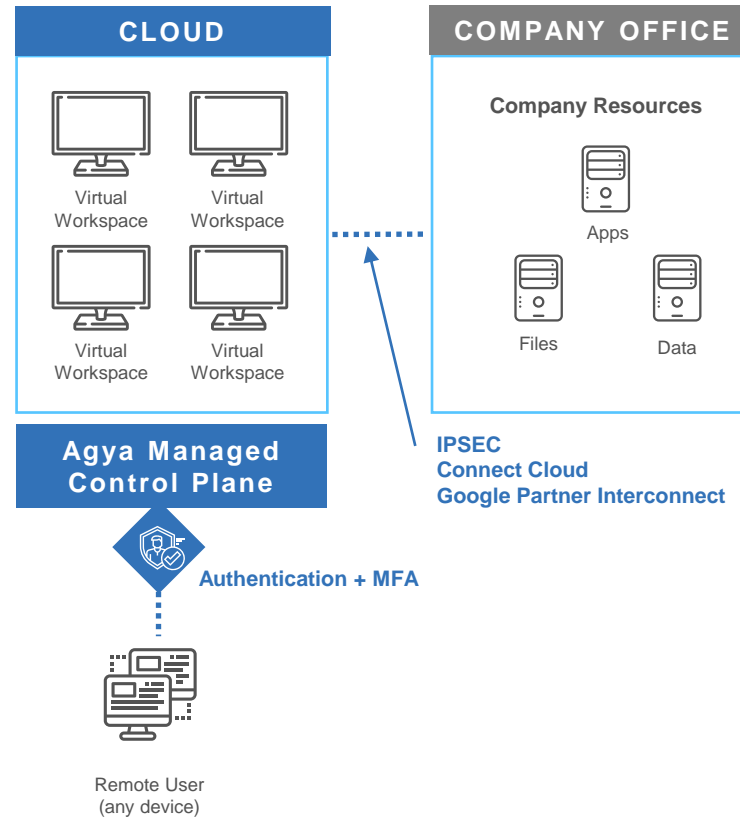
BYOD
Bring-your-own-device initiatives can be supported with virtual desktops, eliminating the need to deal with managing non-corporate devices.
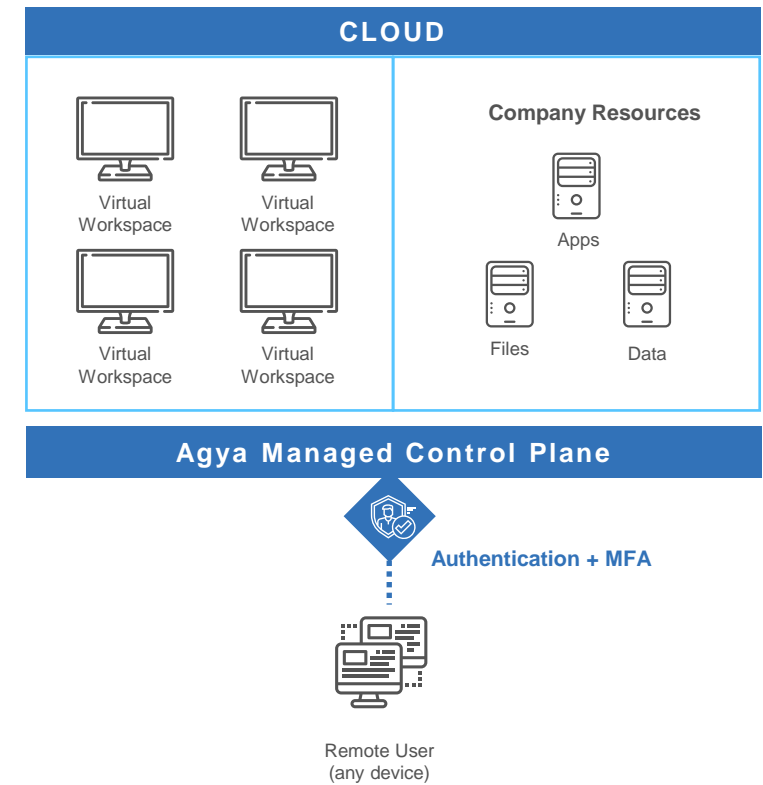
VIRTUAL WORKSPACES DELIVERY MODELS

Remote Access to Company Office

COMPANY OFFICE

Office Workstation
Office Workstation

Office Workstation
Office Workstation

Company Resources

Apps

Files

Data

IPSEC
Cpnnect Cloud
Google Partner Interconnect

Agya Managed Control Plane

Authentication + MFA

Remote User (any device)

Cloud – Hosted Virtual Workspaces

CLOUD

Virtual Workspace
Virtual Workspace

Virtual Workspace
Virtual Workspace

COMPANY OFFICE

Company Resources

Apps

Files

Data

IPSEC
Connect Cloud
Google Partner Interconnect

Agya Managed Control Plane

Authentication + MFA

Remote User (any device)

Cloud – Hosted Virtual Workspaces & IaaS

CLOUD

Virtual Workspace
Virtual Workspace

Virtual Workspace
Virtual Workspace

Company Resources

Apps

Files

Data

Agya Managed Control Plane

Authentication + MFA

Remote User (any device)
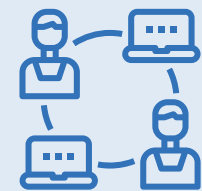
AGYA

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

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 and 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, firew, 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 reconvfigure, and end users with the same access they would have in production.

AGYA

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
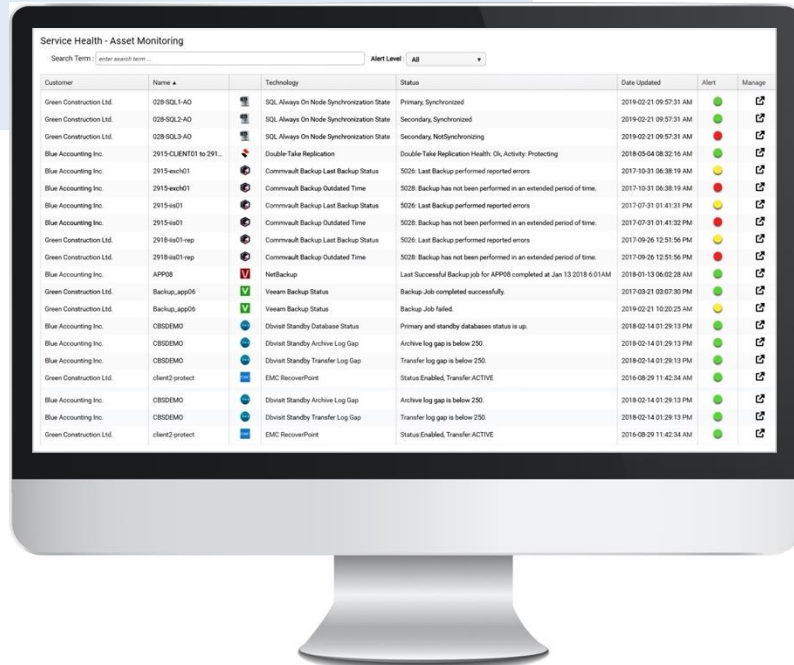
LEVERAGE EXISTING INVESTMENTS

- 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.
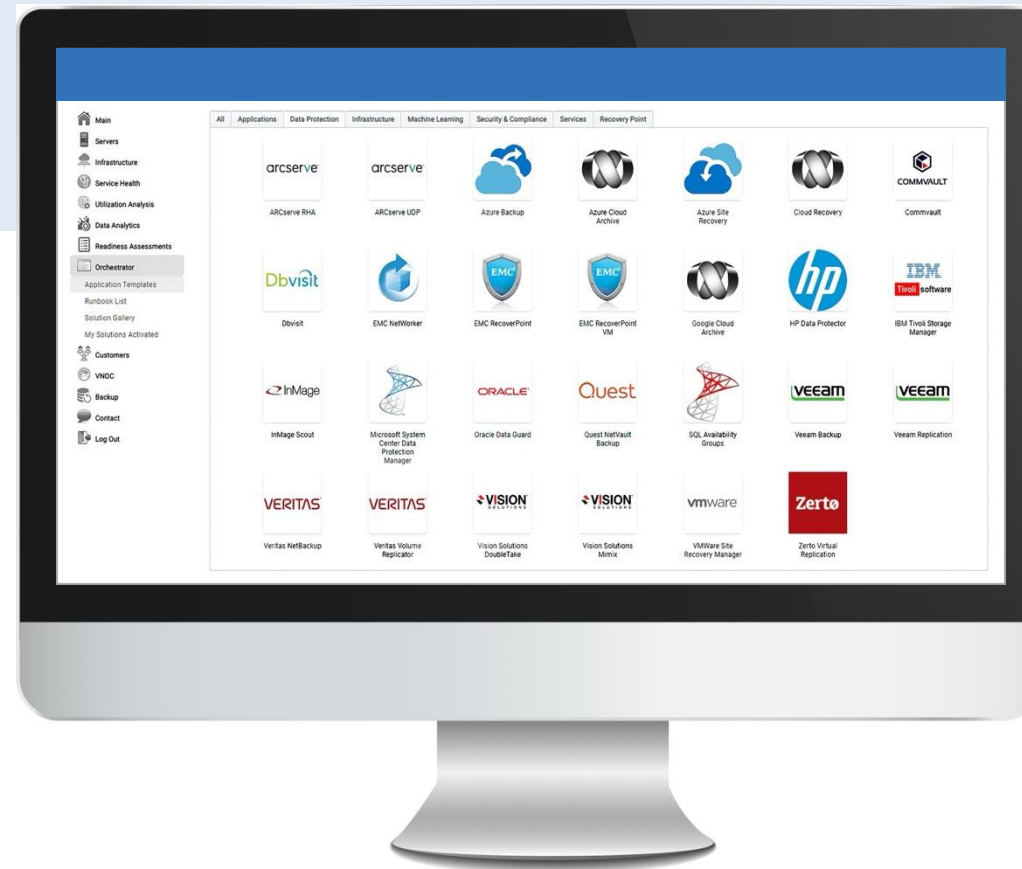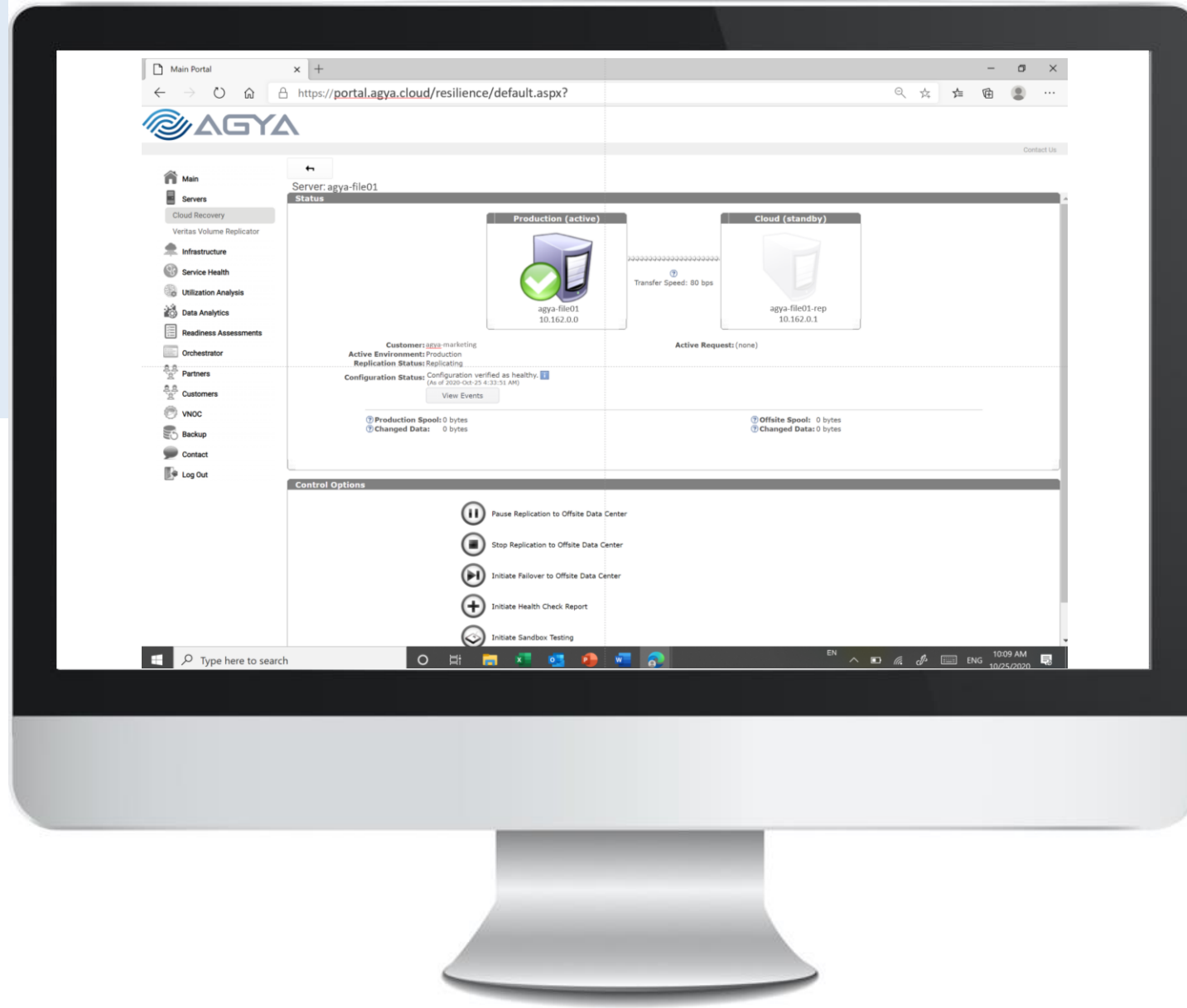
- Monitoring and reporting provided at the server level

- 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

- **Automação Complexas.** Automação de recuperação de ambientes complexos. Servidores físicos, virtuais, cloud. Servidores Windows, Linux, AIX. Virtualizadores Vmware, KVM, Hyper-V, ou outros.
- **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

ARTIFICIAL INTELLIGENCE

SO, WHAT IS AVAILABLE?

AGYA

BI & Analytics

MuleSoft

Informatica

AUTOMATION ANYWHERE

ORACLE BUSINESS INTELLIGENCE

Power BI

tableau

blueprism

RPA & Workflow

UiPath

S

splunk

SAP

ThoughtSpot

Enterprise Decision-Making

Dialogflow

wit.ai

RASA

Azure

NLP & OCR
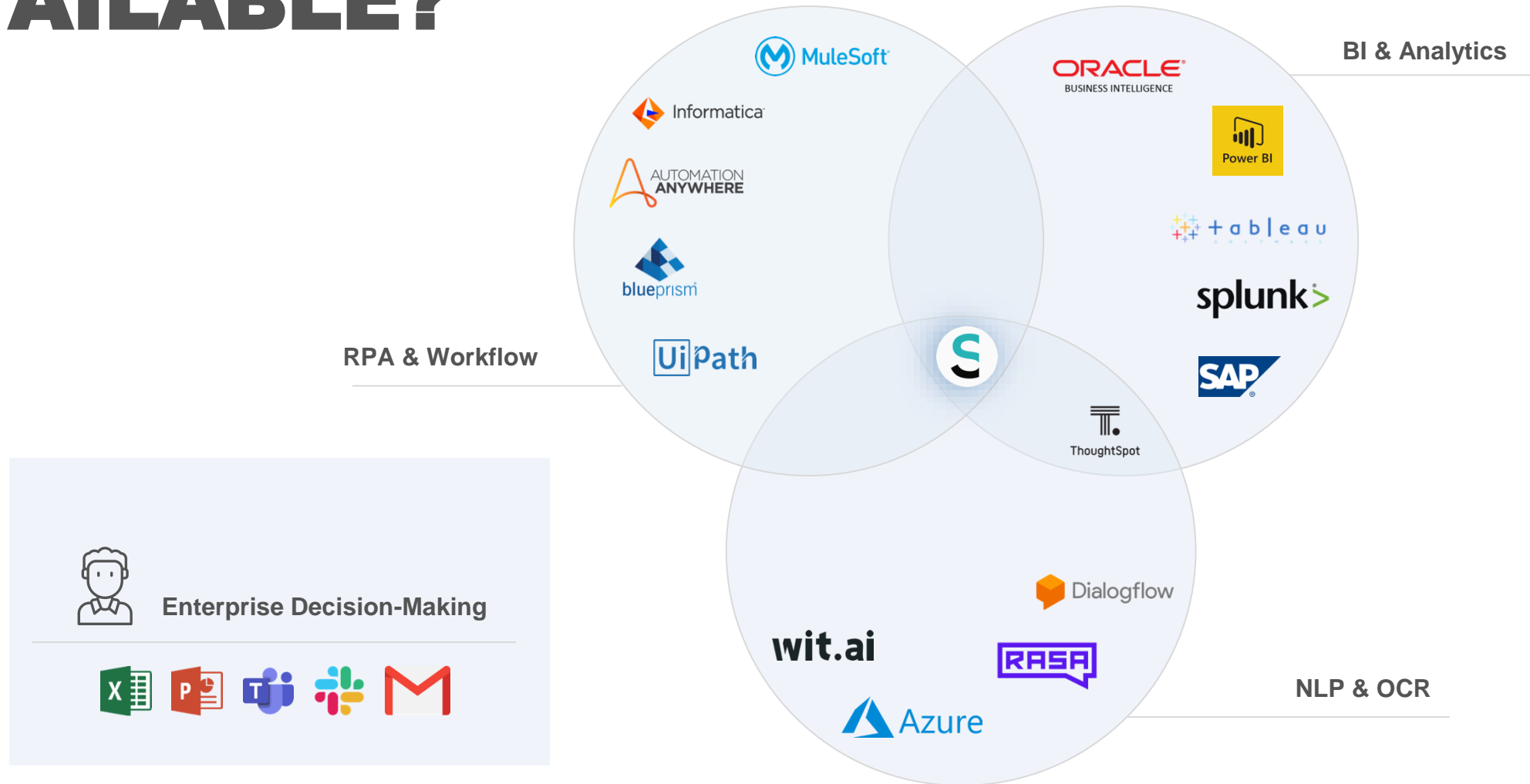
AUTOMATES, ADDS INTELLIGENCE

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

Customer Platforms

Supplier Platforms

SKAEL

ACTION	OUTPUT	TRIGGER
APPLICATIONS	REQUEST	INTENT
DATA STORES	INSIGHTS	CONTEXT
DOCUMENTS & IMAGES	FORMAT	CLASSIFICATION
	RESPONSE	

USE CASES

AGYA

	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 ACQUISITTION 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 CHAING 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)

KICKSTART OPERATIONS

AGYA

51

INITAL 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 kicklstart 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

Step 2
Create normal seas & advantages with smart costs and automation

Step 3
How do I demonstrate technical and business value? What is the next stage of my apps?

| MIGRATION	OPTIMIZATION	DIGITAL TRANSFORMATION
The compute infrastructure of tomorrow is NOT a more efficient version of today's infrastructure	Compute location is chosen per application by business need. No bias toward on or off premises	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
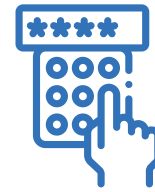
PRE-SALES SUPPORT

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 suppot

Support development of complex pricing solutions

PRE-SALES SUPPORT

SUPPORTING DAY-TO-DAY OPERATIONS

- Done in aligment 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

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 Propositon, 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 pilars, 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
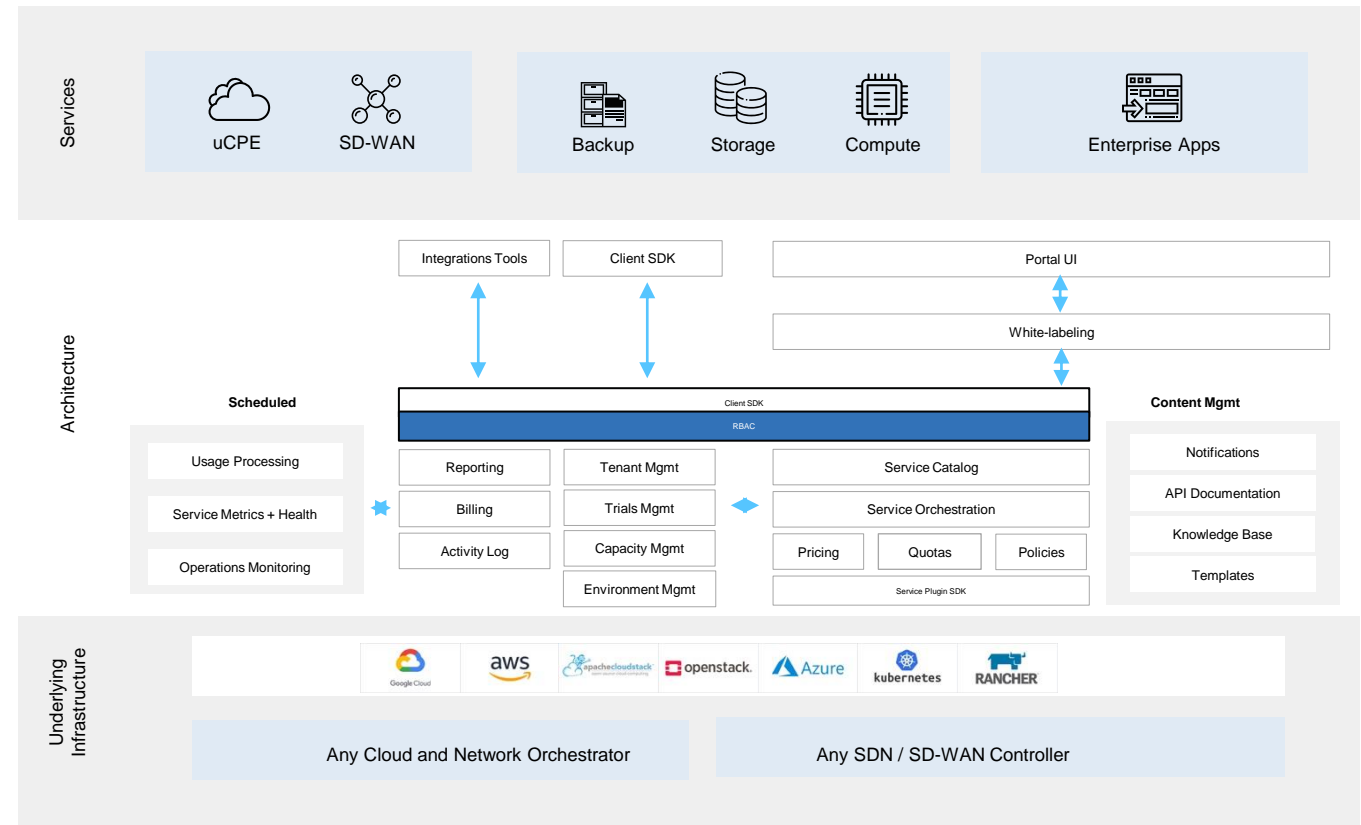
IT RESILIENCE ORCHESTRATION
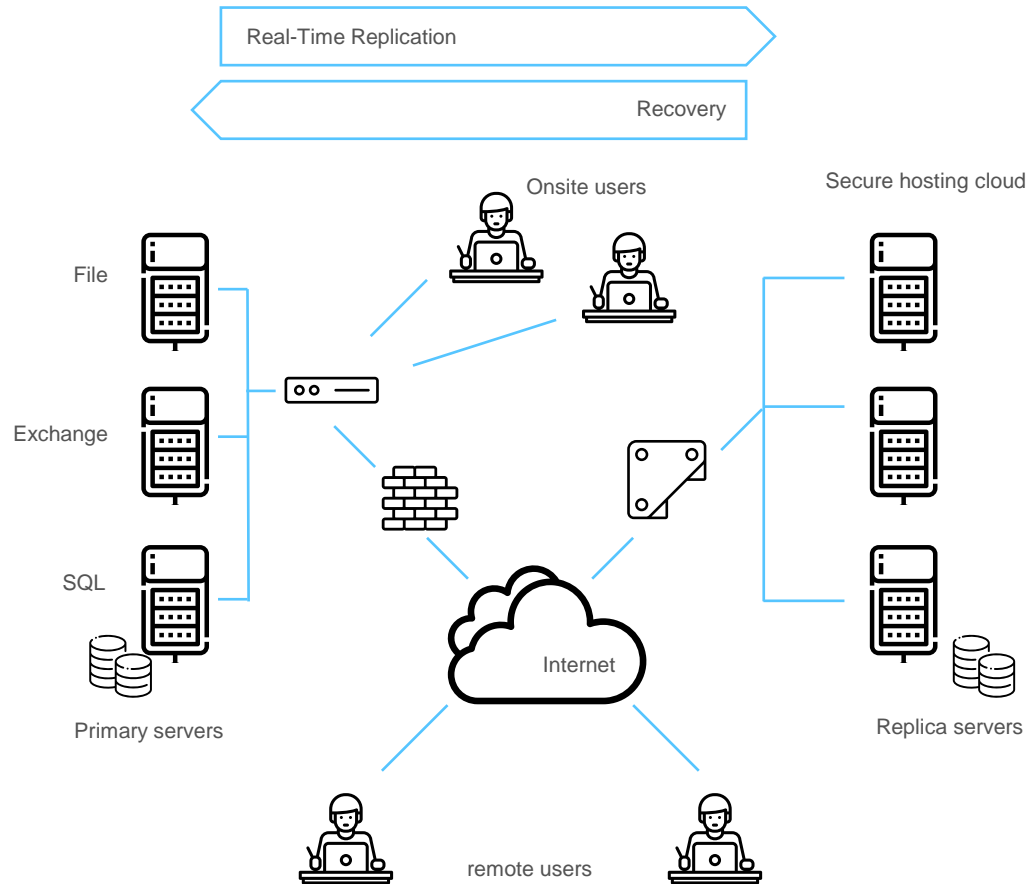
- White label
- SaaS includes all software updates
- Multi-platform
  - Physical to virtual
  - Cloud to cloud
  - Any hypervisor
- Data moving application included

SOLUTION PACKAGES

Cloud Orchestration	DR Orchestration	Total Pacakage

• Branded SaaS portal – cloud orchestration
• Cost and Pricing models
• Silver launch package
	• Branded SaaS portal – disaster recovery orchestration
	• Cost and Pricing models
	• Silver launch package
		• Branded SaaS portals
		  • Cloud orchestration
		  • Disaster recovery orchestration
		• Cost and Pricing models
		• Sales Playbook
		• Gold launch package

THANK YOU !!!