Business Transformation using Service Providers and HP’s aaS

Chuck Adams
Director Service Provider Segment – Americas
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Session DF1911       Speaker Chuck Adams

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Four Transformation Areas will define the New Style of Business

- Increased agility & flexibility
- Enabled growth
- Reduced cost and improving profitability
- Reduced risk
- Boosted Customer Experience
- Enhanced Employee Experience
HP is service provider ready

Empowering service providers to build a stronger business:
Create differentiated services | Increase speed and agility | Extend your reach

Workload-optimized portfolio
• Innovative and efficient Service Provider Ready solutions

Flexible business models
• Pay-as-you-grow financing
• Tailored support and services

Winning partnership
• Deep technical expertise
• Joint go-to-market
Thank you!

....Now let’s hear from Ajubeo
Ajubeo – Revolutionizing IT Infrastructure

What Does Ajubeo Mean? Where Did It Come From?
[A-Joo-Be-Oh]: Beginning with Strong Relationships, Mastery & Order (Latin)

- CUSTOMER SATISFACTION
- BEST-OF-BREED TECHNOLOGY
- VIRTUAL DATACENTERS
- PERFORMANCE & EXPERTISE
- CHANNEL & DIRECT SALES

AT THE CORE OF AJUBEO

This presentation and all information contained herein are confidential.
Ajubeo – Highlights

**FOCUSED**
- Global High-Performance, Secure Cloud IaaS – “Built By CIOs for CIOs”

**PROVEN**
- 100% uptime SLA
- 200% faster than Amazon
- Best-of-breed technology

**EXPERIENCED**
- Leadership team:
  - 25+ Yrs-technology hands-on to CIO
  - 20+ Yrs-2013 Colorado CIO of the Year

**MARKETABLE**
- Public Cloud Services: $218B by 2016*
- IaaS Cloud Segment: 41.3% CAGR 2011-2016**

**GROWING**
- Cloud Hubs, Virtual data centers, BRaaS, DRaaS, Desktops
- 85% YoY Growth

**GLOBAL**
- Cloud Hubs: US and EU
- Global Cloud Mesh Network
- 24x7x365 Global Service
- Worldwide Sales Distribution

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*Public Cloud Services Market and Annual Growth Rate, 2010-2016 – Gartner 2.2013 **Public Cloud Services Five-Year CAGRs, by Segment (Gartner 2.2013)
Your Systems & Applications Are in Good Hands

Diverse IT Experience & Skill Sets
- 100+ years of Ajubeo experience
- 60+ years of executive IT experience
- 50+ years public company experience
- 30+ years of financial services IT
- 25+ years of Government IT experience

Highly Capable
- VMware - VTSP
- VCP vSphere 5, 4.1, 4
- NetApp - NCDA
- NetApp - NCIE
- Microsoft – MCTS
- Windows, SQL – MCTS
- Nimsoft Certified Administrator, Engineer
- Commvault Certified Systems Administrator
- ITIL Best Practices

Trained & Certified Cloud Experts
Ajubeo – Layered Cloud Security: Your Data, Protected

Giving You the Confidence to Deploy Production Apps & Sensitive Data in the Cloud

- Highly secure datacenters: mantraps, biometric denials, 24-hour officers/CCTV
- Dedicated compute resources reduce noisy neighbor risk
- World’s #1 firewall/UTM device
- Enterprise-class infrastructure, network, & application monitoring
- Secure cloud access with IPSec VPN, IP targeting, HTTPS/SSL
- VLANs, VDOMs, RBAC
## Ajubeo – Backup “as-a-Service” via StoreOnce

### Backup Replication (Pillar 1)
- StoreOnce Replication, Offsite StoreOnce Data, or DR “Landing Zone”. DRaaS.
- Security Package Available
- Catalyst Aware Target
- Backup Software Agnostic
- SLAs can affect final pricing
- Multiple connectivity options
- Bandwidth requirements can affect final pricing
- OPEX model ($/GB/Month)

### Managed Backups (Pillar 2)
- Backup Replication Needed (Pillar 1)
- Ajubeo Managed BRaaS
- Security Package Available
- Will be managed by Ajubeo using CommVault or Veeam as the deployment model
- Bandwidth requirements can affect final pricing
- OPEX Model $/VM/Month + Pillar 1 Pricing + Monthly Service charge

### Disaster Recovery (Pillar 3)
- Backup Replication Needed (Pillar 1)
- Ajubeo Managed DRaaS
- Full compute & restore deployment available to stand up an environment under SLA
- SLAs and Scope of Compute Resources necessary will affect Pricing
- OPEX Model $/VM/Month + Pillar 1 Pricing + Monthly Service charge
Ajubeo – Global Reach

Customers

Partners

Cloud Hubs

DEN

NY

NJ

DUS

FRA
Ajubeo – Diverse Enterprise IaaS Offering

STRATEGIC CONSULTING
Strategy – ROI/TCO – Cloud Adoption – IT Innovation – Planning – Design

STRATEGIC PARTNER ECOSYSTEM
SI - Agent - ISV - Technology Vendors
White Label - VAR - MSP - Consultant

TRANSITION SERVICES
Development - Optimization - Validation - Roadmap - Testing

APP MARKETPLACE
Exchange - ERP - CRM - Virtual Appliances - Specialty Apps

CLOUD SOLUTIONS
DRaaS - BRaaS - DaaS (VDI) - Monitoring

PLATFORM ORCHESTRATION
Open API - Mgmt. Portal - Charge-back - On-Demand Provisioning

RESOURCE POOLS
Security - Network - Compute - Storage

IAAS FOUNDATION
Private Cloud - Public Cloud - Hybrid Cloud

TIERED SUPPORT OPTIONS
Platinum - Gold

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## Ajubeo – Aligns With Your Needs

<table>
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<th>YOUR CUSTOMERS NEED</th>
<th>AJUBEO DELIVERS</th>
<th>COMPETITORS DON’T</th>
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<td>Partner</td>
<td>Consultative, Financial</td>
<td>Small Fish Big Pond</td>
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<td>Flexibility</td>
<td>Technology, Terms</td>
<td>Square Peg Round Hole</td>
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<tr>
<td>Service</td>
<td>Named, A.C.E.S.</td>
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<td>Security</td>
<td>Layered, Fortinet</td>
<td>Minimalist, Public</td>
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<td>Availability</td>
<td>100% Uptime SLA</td>
<td>Outages, 99.95% SLA</td>
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<td>Performance</td>
<td>2X Speed of Competition</td>
<td>Commodity</td>
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<tr>
<td>Scalability</td>
<td>Unlimited, Elastic</td>
<td>Unlimited, Elastic</td>
</tr>
</tbody>
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Service Goals

- Maintenance notifications minimum 1 week in advance
- Identification of all stakeholders by department/function to avoid unwanted/missed communication
- Respond to emails within 15 minutes of receipt
- 100% accurate and on-time completion of work orders
- Friendly, professional support and service personnel
- 100% Cloud/Network SLA for >15 of downtime
- 24-hour trouble ticket submission via MyAjubeo portal, phone or email
- Onsite and mobile NOC infrastructure monitoring
- Certified Service and Engineering Personnel
Ajubeo – Substantive Partners and Growing
Questions & Answers
What’s on Your Mind?
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Thank you