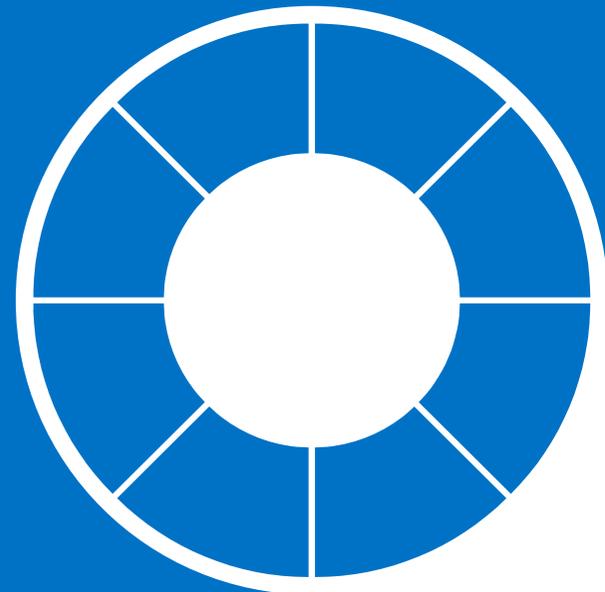


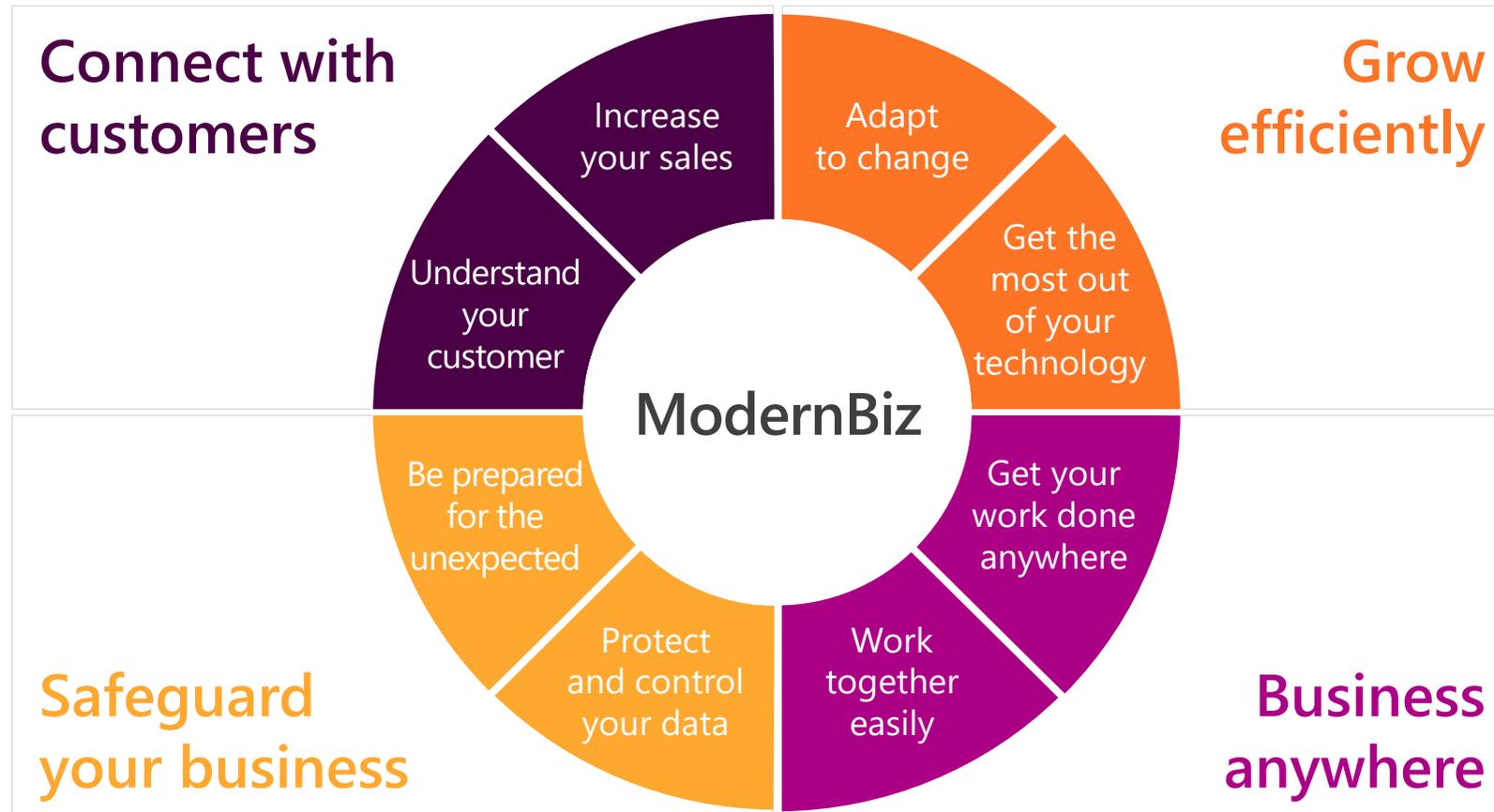
Microsoft Azure

Microsoft



Be prepared for future...

Delivering solutions with Sify



Only with Sify can you leverage a complete, flexible, familiar platform to grow your business delivering solutions that address your customers' key business challenges.



The cloud opportunity



-50%

Reduction in costs
for SMBs moving to
IaaS²

+28% YoY

Annual recurring
revenue for MSPs³

“Partners are transforming their
business to increase the services they
offer to SMB”

- Forrester Research, 2013
Windows Server 2012 Partner TEI

1. McKinsey & Co Winning in SMB Cloud, Jul 2011
2. Forrester MSP Market Overview, May 2012

Why the Cloud?

The cloud is enabling compelling new business models for customers

Reduced capital expense

Fast time to market

Elastic scale

Global availability

Consumption-based billing



“Roughly one quarter of SBs and one half of MBs plan to shift their budgets to more cloud spending over on-premise spending.”

- AMI¹

With Sify, you're in control of how you want to deploy:



Physical Server



Virtualization



Cloud

¹AMI-Partners, March 25, 2013. U.S. SMB Trends & Server Market Insights.

Benefits of Azure

The best path to capitalizing on the major new business opportunities enabled by cloud computing.



Increase profitability
with new lines of
business in the cloud



Deliver the right
solutions and services
to your customers



Build and deploy
quickly on a familiar
platform



Microsoft Azure

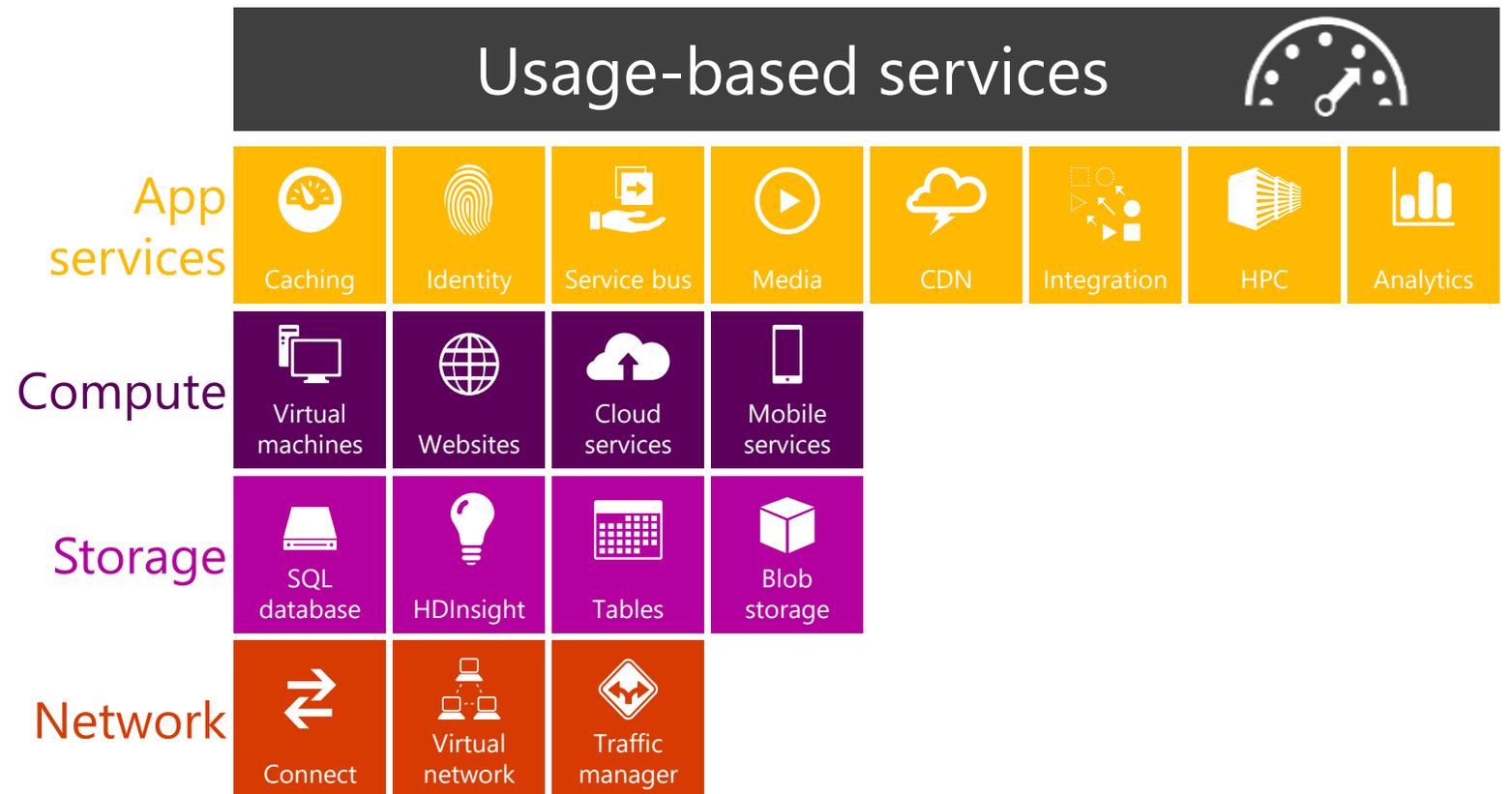
An open and flexible cloud platform that enables you to quickly build, deploy, and manage solutions across a global network of Microsoft-managed datacenters.

Build applications using any language, tool, or framework

Integrate public cloud solution with the existing IT environment

99.95% monthly SLA

Automatic OS and service patching



Azure global datacenters



Global datacenters



Global support



Local account teams



Local currencies



24 x 7 x 365 support Over 1 billion customers, 20 million businesses 90 markets worldwide
280 years of combined industry experience in infrastructure, security, product dev, and global ops

A Gartner Magic Quadrant leader

Microsoft is currently the only vendor to be positioned as a Leader in Gartner's Magic Quadrants for Cloud Infrastructure as a Service, Server Virtualization, Application Platform as a Service and Cloud Storage Services.

We believe this validates Microsoft's strategy to enable the power of choice as we deliver industry-leading infrastructure services, platform services and hybrid solutions.

x86 Server Virtualization Infrastructure¹



Cloud Infrastructure as a Service (IaaS)²



Enterprise Application Platform as a Service (aPaaS)³



Public Cloud Storage Services⁴



1. [Magic Quadrant for x86 Server Virtualization Infrastructure](#), Gartner, 2 July 2014 ID:G00262673.
 2. [Magic Quadrant for Cloud Infrastructure as a Service](#), Gartner, 28 May 2014 ID:G00261698.
 3. [Magic Quadrant for Enterprise Application Platform as a Service](#), Gartner, 7 January 2014 ID:G00254917.
 4. [Magic Quadrant for Public Cloud Storage Services](#), Gartner, 9 July 2014 ID:G00262037.

Key scenarios

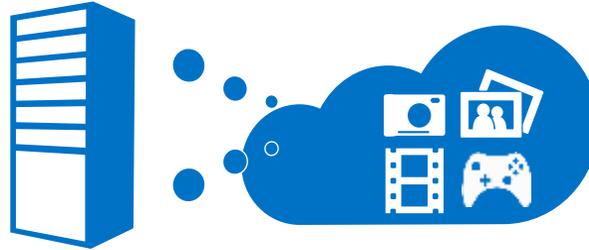
Key Azure scenarios for small & midsize customers

Deploy Applications within VMs



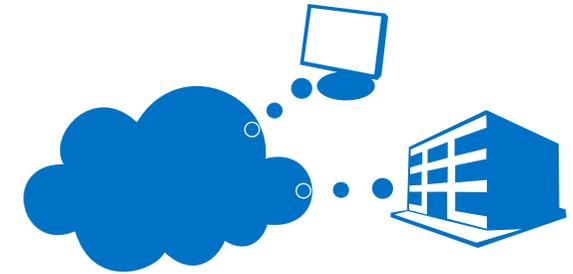
Leverage Microsoft Azure to quickly deploy customer applications in the cloud

Data Backup



Provide easy, scalable data backup in the cloud

Host Websites

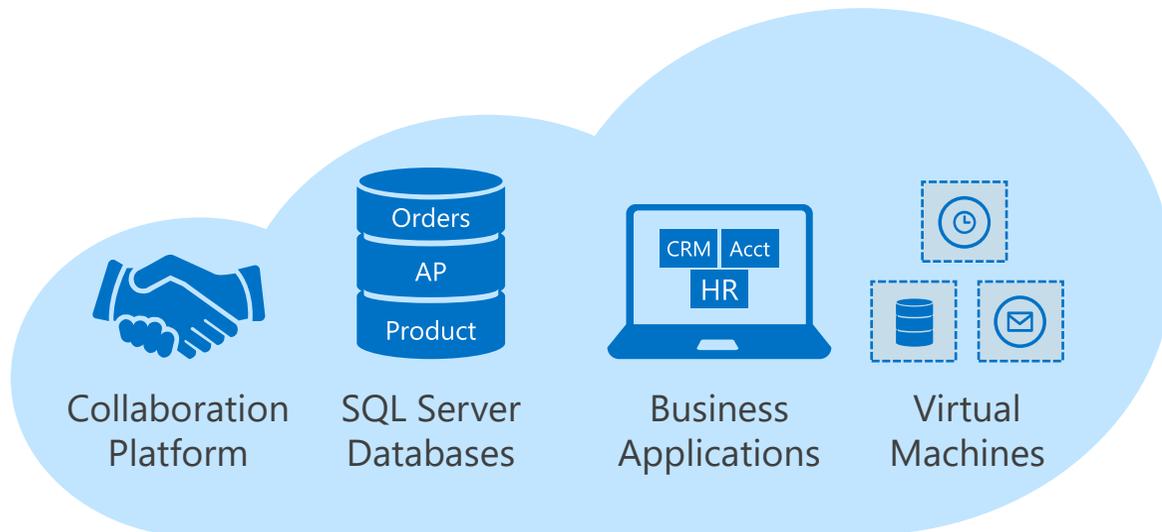


Grow your business helping customers move their websites to the cloud

Deploying applications in the cloud

Leverage Microsoft Azure to quickly deploy customer applications in the cloud

- Cut infrastructure costs
- Reduce IT management burden
- Scale as needed with a geo-redundant global cloud infrastructure



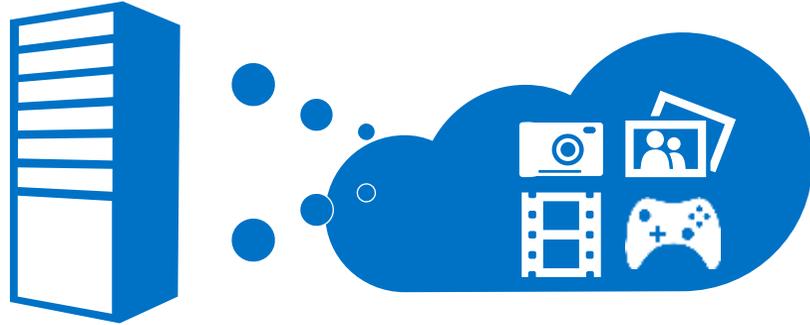
About Microsoft Azure Cloud Security



Fully managed and monitored infrastructure
Data backed up in multiple geographies
Robust physical security and data protection

Provide SMBs the same level of protection chosen by Microsoft's enterprise customers, including many of the world's largest financial institutions

Selling server backup in the cloud



Provide easy, scalable backup in the cloud

- Offer consumption-based pricing selling Microsoft Azure Backup.
- Quickly and easily provision more storage for your customers as needed.

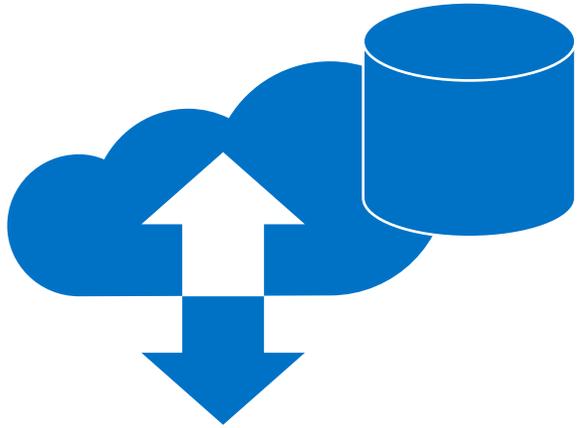
A range of applications: file servers, SharePoint, SQL Server, Exchange

Encrypted backups and global, geo-redundant datacenters

No hardware and backup media costs

Easy management with familiar tools across on-premises and cloud

SQL Server backup in the cloud



For customers running SQL Server, offer a fast, easy way to back up on-premises databases to the cloud with Microsoft Azure

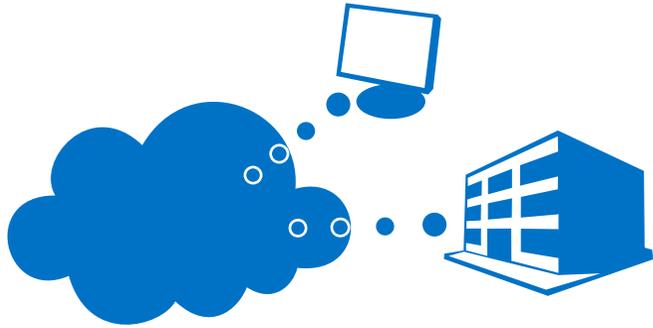
Database-level backups with point-in-time restore

Tool for encrypting database backups – even for older versions of SQL Server

Simple to setup and automate in SQL Server

Global, geo-redundant datacenters

Hosting websites in the cloud



Grow your business helping customers move their websites to the cloud with Microsoft Azure

- Quickly build, deploy, and manage websites on an open and flexible cloud platform
- Offer the peace of mind from hosting on a global network of Microsoft-managed data centers

Leverage a fully-managed cloud infrastructure that can scale as needed to support the largest peak loads

Manage your customers' websites using the same familiar tools across on-premises and cloud environments

Partner quadruples margins with managed services on Microsoft cloud

CCB's transformation from reseller to solution provider began two years ago when they started recommending Office 365. Today, they offer a wide range of cloud services, including VMs, applications, and websites on Azure.

The managed services model keeps CCB in close contact with customers, enabling them to identify needs and sell value-added solutions.

PARTNER PROFILE

Years in business: 20+

Central location: Racine, Wisconsin

Employees: 60

Target customer: non-profits/SMB



www.ccbtechnology.com



"We used to ship a server, get 5% and not see the client again for 7 years. With Azure we get more margin on the product, then add setup, migration, and managed services on top. Our services margin is around 60%."

Patrick Booth, President, CCB, Inc.

- ➔ Increased margins from 5% on hardware and software resale to 20% on Azure¹
- ➔ Shortened deployment time thanks to Azure templates and automation, improving customer satisfaction
- ➔ More consistent contact with customers uncovers opportunities and increased solution sales

¹ 20% is the Azure Circle Partner margin.