



Blue.cloud

DATA CAPABILITIES OVERVIEW

Company Overview

- **Blue.cloud** is a rapidly-growing specialist in **cloud-native data analytics** (“Data Cloud”) implementation, **digital transformation**, and consulting services
- Offers a full suite of **data and AI-focused services**, including **cloud data analytics**, designing & deploying solutions for data warehousing, **digital transformation** services and cloud operations
- Deeply experienced technical team with domain expertise and specialization in data analytics and cloud services – can quickly identify client needs and match them with the right technology

Key Differentiators

- ✓ *Compelling Value Proposition Rooted in Data Analytics-Driven Digital Transformation*
- ✓ *Deep Bench of Experienced Cloud Data Analytics Specialists*
- ✓ *Strong Position in the Rapidly-Growing Digital and Cloud Services Market*
- ✓ *Industry Expertise within Financials, Insurance, Healthcare, and Other Global F500's*
- ✓ *Global Delivery 24/7 with Teams across the United States, Turkey, and India*

Blue.cloud formerly known as **Bluenet**

Key Facts

- 17+** Year History
- 50+** Active Clients in 2021
- 10+** Fortune 500 Clients
- 130%** Average Annual Growth Since 2019

Blue-Chip Base of Software Partners and Clients

A grid of logos for software partners and clients, including Snowflake, ThoughtSpot, DataRobot, AWS, Azure, Google Cloud, Charles Schwab, DanaHER, Convergent, Fast, FedEx, HSBC, JLL, M&T Bank, QBE, Sodexo, Videojet, and Western Union.

Industry megatrends are rapidly increasing the need for Blue.cloud services

Digital Transformation

- Modernizing all aspects of an organization's IT and evaluating digital strategy are critical to accelerate and sustain growth

Growing Corporate Priority of IT Strategy

- Corporations require effective digital strategies to drive efficiency, enable employee collaboration and create actionable data insights
- Many firms still working to catch up after COVID has accelerated remote work

Rising Importance of Data & Analytics

- Now entering the Data Era, corporations increasingly require real-time data insights
- Growing volume of data creation & collection creates further need to effectively aggregate and integrate data to derive insights

Adoption of Cloud Analytics

- Cloud-based analytics are seeing rapid adoption compared to traditional BI, given superior scalability from unconstrained data capacity
- Global cloud analytics market is forecasted to reach \$65.4 billion by 2025, growing at 23% per year

Increasing Use of Outsourced Services

- 75%+ of large companies are expected to use third parties to develop cloud strategies in 2025, up from 40% in 2019

Data-driven approach to digital transformation and consulting services

Comprehensive Solution Capabilities...



Digital Transformation and Strategy

- Digital and cloud transformation strategy, digital architecture and digital & cloud roadmap creation



Data Engineering and Analytics

- Back and front-end data warehousing support / data lake creation, advanced analytics, data science –AI & machine learning (“ML”)–and data quality / governance



Digital Services

- Application engineering and management services, enterprise application implementation and digital assurance & testing



Cloud Operations

- Cloud service design, cloud operations and support, cloud security and compliance and cloud optimization

...With a Focus on Digital Transformation and Data Analytics

Developing a Vision



- Establish innovative solutions, strategies, roadmaps, partnerships and teams; enterprise cloud data and information architecture, and future state design

Engineering and Extracting Value from Data



- Build / modernize highly scalable data platforms by architecting data capture, transformation and storage; data governance and quality

Analytics and BI Implementations



- Deploy full-scale, cloud-based data warehouse solutions; deliver emerging software tools to enable intelligent data strategies and enterprise access

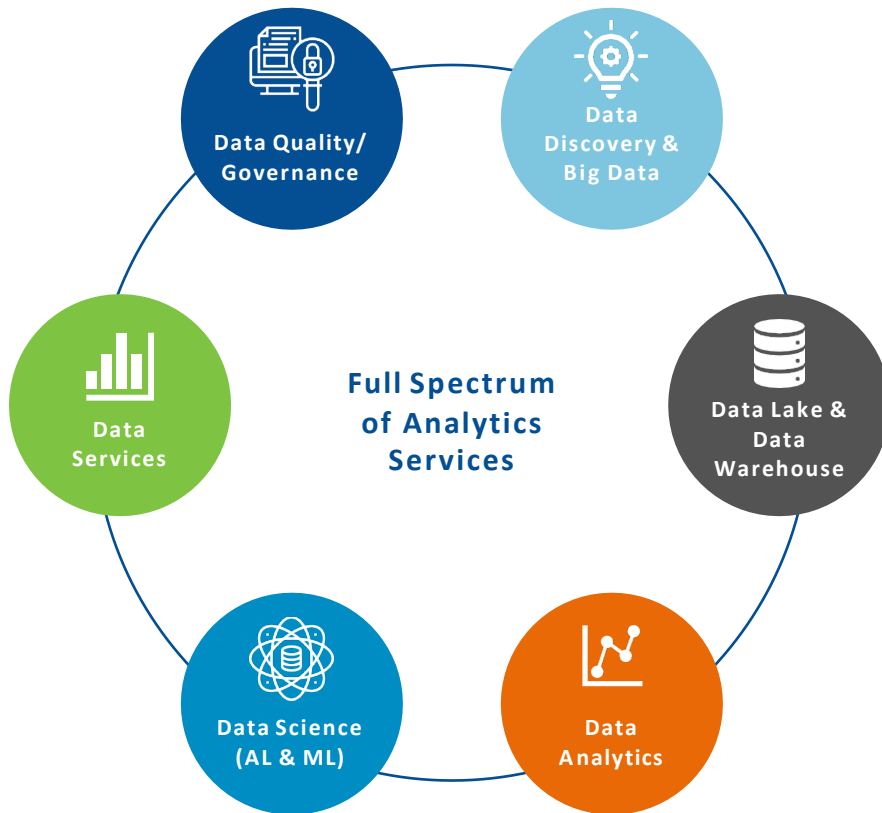
Providing Continuous Consultative Services



- End-to-end data services with an agile engagement model (i.e., managed services, extension of clients' teams, etc.)

Leveraging decades of experience to create flexible data structures and help clients employ advanced analytics to gain actionable business insights

Blue.cloud Solutions



Key Differentiators / Accelerators

- Tailored design to help expedite a client's journey towards a scalable digital data platform*
- Optimized data modeling capabilities with scalable storage, compute and access layers*
- Data transformation is aligned with client needs to fulfill user demands and create new use cases*
- Data lineage and master data management ensures quality and delivers reliable insights*
- Creation of an efficient universal semantic layer facilitates required performance, security, governance and end user access*

Maintaining strong relationships with leading software partners provides a key competitive advantage



- ThoughtSpot provides an enterprise-level analytics and artificial intelligence platform designed to analyze complex, large-scale data sets with an easy-to-use, automatic search engine
- Platform connects with on-premise, cloud, big data or desktop sources, enabling faster deployment than legacy solutions
- BC completed several successful implementations driving real-time client analytics, provides managed services support
- BC has multiple partnerships with ThoughtSpot** (Consulting & Services, Solutions Provider, Managed Services)

~\$600M
Raised from
Blue-Chip VCs

\$2.4B
Latest Post Money
Valuation

108%
YoY Revenue
Growth



- Starburst has developed an analytics platform which rapidly queries data to allow for immediate access
- By working across data silos, the platform lowers corporations' total cost of infrastructure investments and enables data-driven decisions at scale
- BC is a Platinum Partner with Starburst**

~\$280M
Raised from
Blue-Chip VCs

\$1.2B
Latest Post Money
Valuation

3x
YoY Headcount
Growth



- Snowflake is a leading provider of cloud data lake, data warehousing and data sharing services with hosting capabilities on a variety of public cloud environments
- BC implemented Snowflake across multiple F500 clients, providing a strong team of Snowflake experts
- BC earned Select partnership status with Snowflake and recently completed its highly-selective Partnership Development Program**

42%
Forecasted Revenue
CAGR to 2029⁽¹⁾

4,500+ / 180+
Total Clients /
F500 Clients

124%
YoY Revenue
Growth



- DataRobot is a leading data science and analytics platform offering end-to-end automation for building, deploying and managing machine learning models
- Experienced rapid adoption across financial services, healthcare, retail and other industries, driven by ability to provide highly accurate data modeling
- BC is a Systems Integrator & Consulting Firm Partner with DataRobot**

\$1.6B
Raised from
Blue-Chip VCs

\$6.3B
Latest Post Money
Valuation

3,000+
Total
Clients

Rapidly growing technical team with demonstrated expertise in cloud data analytics

Experienced, Technical Experts

- Talented team with deep Data Cloud experience, able to quickly identify and address client needs
- Experienced offshore team of in India providing end-to-end, 24/7 support
- Recently developed near-shore team in Turkey supporting US working hours
- A credential focused organization, with certifications spanning various partner platforms, project management methodologies, and best-in-class cloud technologies

Strong Ability to Attract and Retain Talent

- Developed an internal system to grow its technical expert base by over 3.0x over the past 18 months
 - Streamlined hiring and onboarding to rapidly find best-in-class Data & Analytics talent
 - Excellent culture categorized by mentorship and innovation that results in employee engagement
- Employee Retention at Blue.cloud significantly outperformed top global SI's in 2020 and 2021

250+

Highly Credentialed Technical Personnel

3.0x+

Employee Growth in the Last 18 Months

Proprietary tools and project management processes drive efficiency and superior service execution

Proprietary Delivery Capabilities

AI-Based Accelerators

BAIS – Blue.cloud AI-Based Solutions for Data Analytics



Automation Accelerators

BEAT – Blue.cloud Enterprise Automation Framework for Testing



Cloud Accelerators

Salesforce Testing Accelerators
Cloud Data Warehouse Accelerators



Continuous Learning

BAKE – Blue.cloud Academy for Knowledge Enrichment
BKAM – Blue.cloud Knowledge Acquisition Methodology



Data Accelerators

BRAT – Blue.cloud Data Reconciliation and Transformation Accelerators



Digital Innovation

Experienced in creating solutions driven by diverse industry experience



Agile delivery model allows for a tailored approach to meet client needs

Various Engagement Models to Fit Specific Client Needs



End-to-End Project Delivery

- Tailored methods to accelerate and deliver client value
- Full lifecycle delivery for various client engagements
- Determine applicability of Agile or SDLC



Offshore Delivery

- Delivery center in India enables 24/7 operations



Managed Services

- Production support for application and database management
- Flexible capacity-based model for program delivery

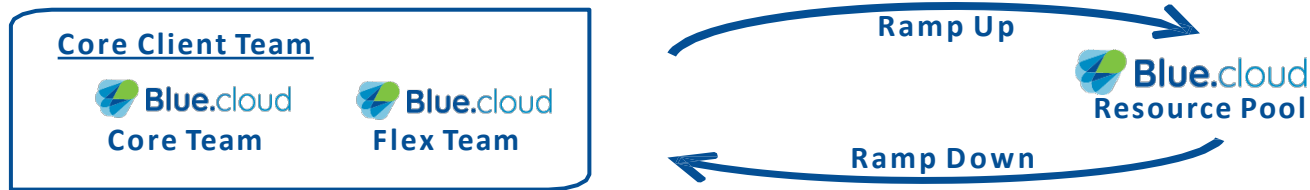


Recurring Team Augmentation

- Scalable team augmentation as needed by expertise

Blue.cloud's Flexible Delivery Model

- Delivery model designed to support engagements with various levels of consultant requirements
- BC provides a "Flex Team" for each client engagement and maintains a supplemental general resource pool



Client Engagement Lifecycle





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